

JODY BIVENS | WORK EXAMPLES

Nothin' fancy. Optimistically informational.

Goucher College asked my team to develop a singular brand message and design for their graduate programs. The goal was to increase general awareness of Goucher in its primary market, as well as increase the number of quality inquiries and enrollment across the graduate programs.

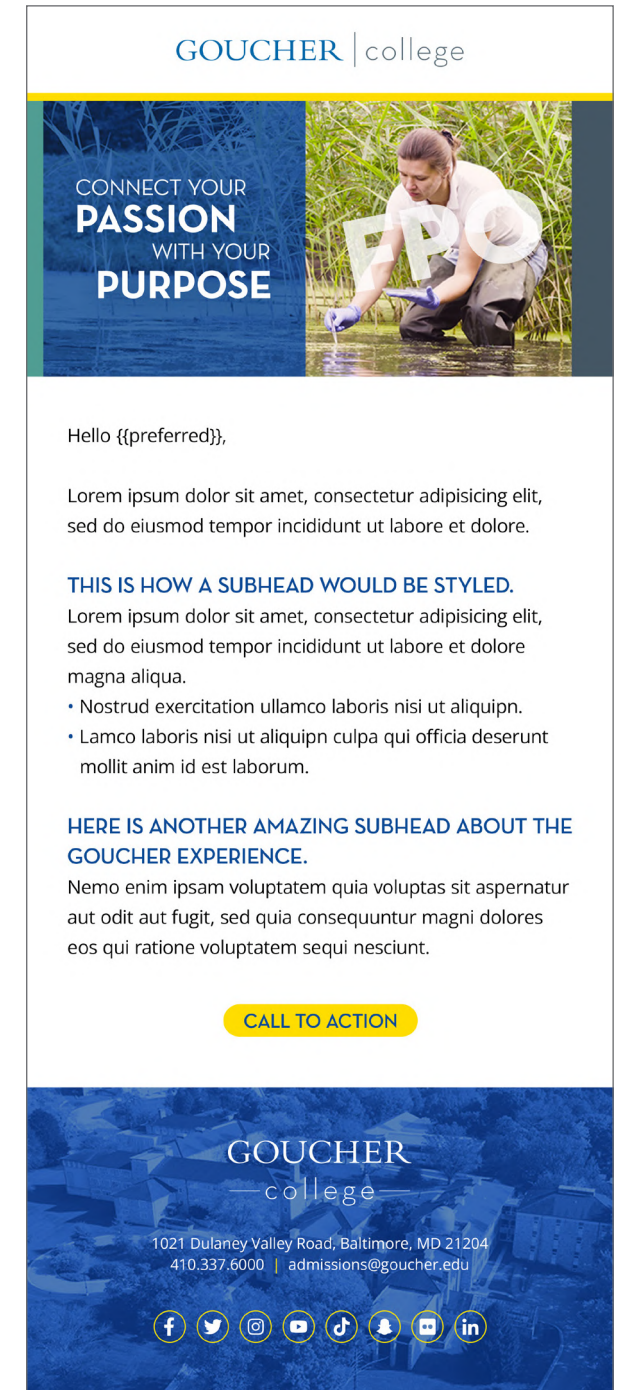
The chosen concept, On Purpose, works to convey the promise of purpose as students explore their “why” and become agents of change—not only in their careers and communities, but also in their personal lives.

Banded strands of brand colors speak to the layers of life experiences graduate students bring to the pursuit of a master’s degree at Goucher. While the use of black and white photography—punctuated by moments of beautiful, full-color images—accentuates the powerful connection between personal values and professional goals.

The campaign came to life through a landing page, display ads, email templates and Meta and LinkedIn marketing. We also facilitated a comm audit and devised a comm flow for their prospecting emails.

MY ROLE ON THE PROJECT

- Research & Discovery
- Campaign Concepting
- Creative Direction
- Graphic Design
- Web Design, Sitemapping & Information Architecture
- UX Strategy and Insight



EMAIL TEMPLATES



BECOME A
LEADER IN
YOUR **FIELD**

GOUCHER
—college—

**MASTER'S
DEGREES
BUILT FOR
IMPACT**




GOUCHER
—college—

**GRADUATE
PROGRAMS
THAT GIVE YOU
MORE**



GOUCHER
—college—




M.A. in Cultural Sustainability

GOUCHER | college




M.A. in Arts Administration

GOUCHER | college




M.A. in Historic Preservation

GOUCHER | college



M.A. in Arts Administration

GOUCHER | college



M.F.A. in Nonfiction


GOUCHER | college



FRAMES FOR ANIMATED WEB BANNERS

EXPAND YOUR PERSPECTIVE AND OPPORTUNITIES WITH A MASTER'S DEGREE.

Goucher College's graduate programs promise to connect your passion with your purpose. A master's degree gives you a new perspective on your life, career, and community. So, you'll be empowered to make meaningful contributions to your field and the world while you advance your professional life.



GLOBAL IMPACT
Tackle global issues with Goucher's cross-disciplinary programs. Gain a broad perspective and find innovative solutions to impact positive change.


• • •

DISCOVER YOUR PASSION AND YOUR PURPOSE


Whether you're looking to start your career, change direction, or take your skills to the next level, Goucher College's Graduate Programs can help you achieve your goals. Start your journey today and explore the programs we offer with the dropdown menu below.

M.A. Arts Administration


Goucher College's graduate programs promise to connect your passion with your purpose. A master's degree gives you a new perspective on your life, career, and community. So, you'll be empowered to make meaningful contributions to your field and the world while you advance your professional life.




GLOBAL IMPACT
Tackle global issues with Goucher's cross-disciplinary programs. Gain a broad perspective and find innovative solutions to impact positive change.



CAREER ADVANCEMENT
Engage in hands-on experience and opportunities for networking and leadership development.



BUILD CONNECTIONS
Share your values and passions with a supportive community of students and faculty that builds lasting relationships.



FLEXIBILITY
Learn your way with hybrid and online options that allow you to earn a degree in a format that fits your life and goals.

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M.A. Arts Administration

STUDENT NAME
M.A. Arts Administration

Complete the form today and learn more about the opportunities available at Goucher College.

First Name

Last Name

Email

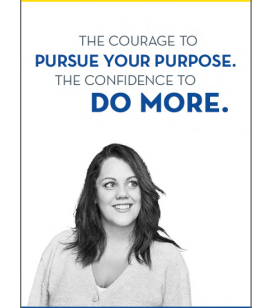
I'm interested in...

City

State

ZIP Code


SUBMIT




THE COURAGE TO PURSUE YOUR PURPOSE. THE CONFIDENCE TO DO MORE.

EARN YOUR DEGREE IN A FORMAT THAT FITS YOUR LIFE


At Goucher College, we believe in the power of education. Flexible online and hybrid options are available to help balance your education with your life. You'll be connected to a supportive community that shares your values and passions.




ON-CAMPUS
Enhance your education through participation in in-person discussions and hands-on learning experiences.



ONLINE
Experience the convenience of online learning with Goucher College's engaging and interactive classes facilitated by the latest technology.



HYBRID
Build lasting relationships and connect with the Goucher community through our 9-day on-campus residency each July.



CERTIFICATES
Advance your career and build new skills with Goucher College's flexible and accessible certificate programs designed for busy professionals.

- ### YOUR PATH TO SUCCESS STARTS HERE
- DISTINCTIVE MASTERS PROGRAMS**
- M.A. in Arts Administration
 - M.A. in Cultural Sustainability
 - M.A. in Environmental Sustainability & Management
 - M.A. in Historic Preservation
 - M.A. in Teaching
 - Master of Education
 - M.F.A. in Nonfiction
 - M.S. in Higher Education Policy, Research, & Administration
- FLEXIBLE DEGREE OPTIONS**
- AP Summer Institute
 - Low-Residency Graduate Programs
 - Online Graduate Programs
 - Post-Baccalaureate Certificates
 - Post-Master's Certificates

FAQs

To help you make an informed decision, we've put together a list of FAQs. Dive in and explore!

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ARE YOU READY TO BE PART OF A COMMUNITY OF CHANGE-MAKERS?

Take the next step in your education and career. Complete the form today and learn more about the opportunities available at Goucher College.

First Name

Last Name

Email

I'm interested in...

City

State

ZIP Code


SUBMIT




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LANDING PAGE WITH CRM-INTEGRATION

GOUCHER | college


HEADER SECTION

This area will feature a hero image and a benefit-focused headline based on our concepting. In true landing page fashion, it will also have a button that links directly to the form for requesting information.


CTA TO FORM

INTRODUCTORY SUBHEAD INTRODUCING GOUCHER AS AWESOME


The body copy will briefly introduce Goucher College, in general, to establish credibility and provide some context. Additional body copy will discuss the features, benefits and value of a Goucher graduate degree. The copy will be infused with sentiments from the purpose concept.




GLOBAL IMPACT
Lorem ipsum about the opportunity to make a global impact.



CAREER ADVANCEMENT
Lorem ipsum about the opportunity to get ahead in your career.



BUILD CONNECTIONS
Lorem ipsum about the opportunity to build the right connections.



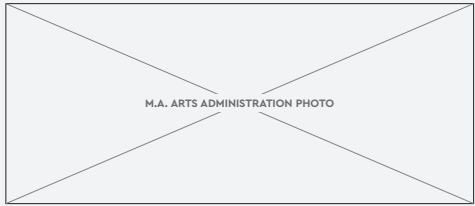
FLEXIBILITY
Lorem ipsum about how Goucher has programs to fit your lifestyle.

SUBHEAD AS A LEAD-IN TO THIS VARIABLE SECTION

The body copy will extol the universal benefits of the five prioritized programs. Additional technical language will invite users to explore the "featured" programs via a dropdown menu. *It is important to note that each of the five advertised programs will have its own content (photo, blurb, statistics, student testimonials). Prospects will be directed to this site via program-specific digital ads. Upon arrival, the user will find that program's content pre-loaded, allowing one microsite to function as a unique landing page for all five advertised programs.*

As shown, the M.A. in Arts Administration program content is visible.

M.A. ARTS ADMINISTRATION ▾




M.A. ARTS ADMINISTRATION PHOTO

M.A. ARTS ADMINISTRATION

Brief body copy will speak to the benefits and value of the featured degree. High level and engaging, this copy will highlight the unique aspects of the degree within the context of the purpose concept.

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M.A. ARTS ADMINISTRATION


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LINK TO DETAILED PROGRAM PAGE >



INFOGRAPHIC FOR TIME TO GRADUATION



INFOGRAPHIC FOR CREDITS REQUIRED



INFOGRAPHIC FOR OUTCOME STATISTIC

“

Testimonial to support the highlighted program. Lorem ipsum quis nostrud exerci tation ullamcorper suscipit lobortis nisl. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse.

STUDENT NAME
M.A. Arts Administration

SUBHEAD FOR THE FORM

Copy telling user to fill out the form to request more information from Goucher.


FORM GOES HERE

This section will include a Slate-integrated RFI form with fields (First Name, Last Name, Email, Region, etc.) to capture information from prospective students.


We will also craft a follow-up message for the user to see upon form submission.

SUBHEAD ABOUT ALL THAT GOUCHER GRADUATE OFFERS


In this section, we high-level hit on the bigger picture of what Goucher offers—that you have the opportunity to earn a graduate or professional degree in a format that fits your learning style, your life, and your goals.




ON-CAMPUS
Lorem ipsum about being able to attend classes on Goucher's lovely campus



ONLINE
Lorem ipsum about the opportunity to take courses online



HYBRID
Lorem ipsum about how cool the low-residency programs are




CERTIFICATES
Lorem ipsum about getting a professional certificate from Goucher

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SUBHEAD LEADING INTO LIST OF GOUCHER'S GRADUATE PROGRAMS.

SUBHEAD RE: AVAILABLE GRADUATE DEGREES

- M.A. in Arts Administration >
- M.A. in Cultural Sustainability >
- M.A. in Environmental Sustainability & Management >
- M.A. in Historic Preservation >
- M.A. in Teaching >
- Master of Education >
- M.F.A. in Nonfiction >
- M.S. in Higher Education Policy, Research, & Administration >

SUBHEAD RE: TYPE OF OFFERING

- AP Summer Institute >
- Low-Residency Graduate Programs >
- Online Graduate Programs >
- Post-Baccalaureate Certificates >
- Post-Master's Certificates >

FAQS


A limited selection of FAQs that speak universally to Goucher graduate programs, addressing the most asked things. FAQs for individual programs are on the main Goucher site—for which links are provided within the variable sections above.

- FAQ 1 Ⓞ
- FAQ 2 Ⓞ
- FAQ 3 Ⓞ
- FAQ 4 Ⓞ
- FAQ 5 Ⓞ


FOOTER

Logo, Contact info, Legal


f t i y s i n




ON-CAMPUS



ONLINE



HYBRID



CERTIFICATES

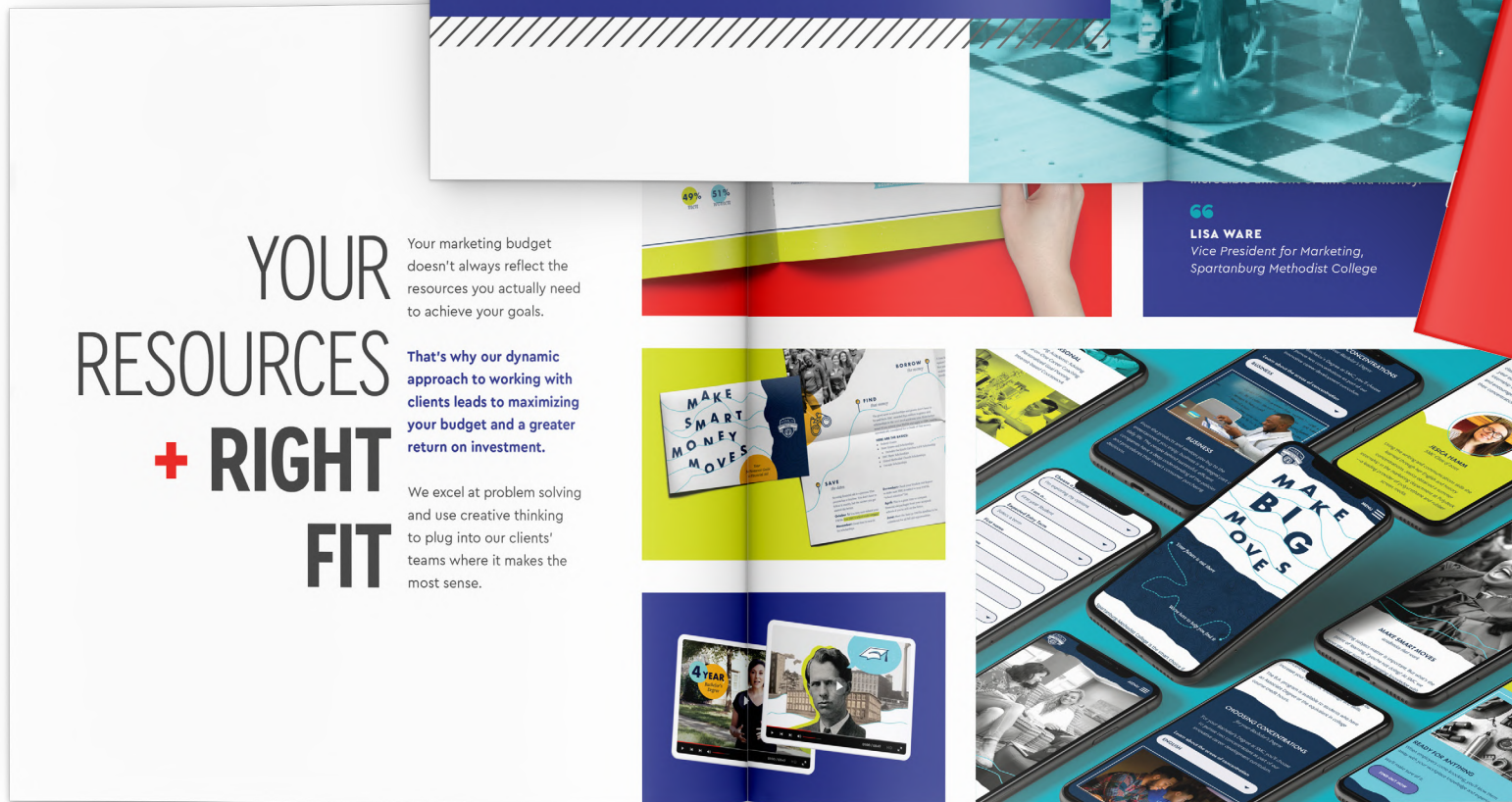
During my first year as Creative Director at MediaCross, I was asked to rebrand the agency with the goal of elevating the brand and creating a cohesive brand narrative to support our new business endeavors.

I then spent 3+ years carrying the new look and feel across all agency collateral and touchpoints—from office templates to a new website and a never-ending suite of marketing materials. The following pages are merely a sampling of a huge body of creative work.

Note: The work seen within these pages features my creative, some of which isn't showcased in this document.

MY ROLE ON THE PROJECT

- Creative Direction
- Campaign Concepting
- Graphic Design
- Branding + Brand Guidelines
- Web Design, Sitemapping & Information Architecture
- Video Editing
- Pre-press and Production



View the full brochure online



DIG DEEP + USE DATA

The truth is we're a lot like you; skeptical of savior solutions, dependent on data, and we rejoice in a job well done. We'll celebrate the wins of finding the right students and retaining them, and pivot quickly if we're not there yet.

We tried several firms, but never found a true digital marketing partner until coming to MediaCross. Together we measure success not just in impressions and click-through rates but in increased campus visits and enrollment growth. Illinois College saw measurable results right away. If you're looking for a firm that really listens and measures their success by meeting your goals, then look no further.

STEPHANIE CHIPMAN
Vice President of External Relations,
Illinois College

MediaCross has been a truly engaged, collaborative partner that shows they genuinely care about the outcome of their work. They approach our partnership from a broad, multi-faceted perspective, not only by ensuring the projects they undertake for us are expertly executed, but by offering their insights and guidance on our internal projects so we get an even greater impact from our collective efforts.

ERIN BLUMENTRITT
Director of Marketing,
Winona State University

CHECK OUT THESE CRM-INTEGRATED RECRUITMENT TOOLS:

-  SAINT LOUIS UNIVERSITY
Digital Viewbook
-  SPARTANBURG METHODIST COLLEGE
Digital Viewbook
-  MARYVILLE UNIVERSITY
Search Landing Page
-  OAKLAND CITY UNIVERSITY
Non-traditional Student Landing Page

DOING WORK THAT MATTERS

...appreciate our creative thinking and our ability and willingness to thoughtfully challenge statements like, "We've always done it this way."

Universities like that we are flexible, nimble and understand that their in-house talent is an asset to the work we do together, not a roadblock.

Our partners are the subject matter experts of their institution. We're here to come alongside and make their story compelling, actionable and heard by the right audiences.

JESSICA SHASSERRE
MediaCross Vice President of
Higher Education Marketing

32 YEARS

IN RECRUITMENT MARKETING
founded in 1987

50+ PARTNERS

IN HIGHER ED
across the nation

60+ YEARS

HIGHER ED EXPERIENCE
on the MediaCross team

20 AWARDS

FOR HIGHER
EDUCATION MARKETING
and counting!



SPREADS FROM AGENCY BROCHURE



View the agency promo reel

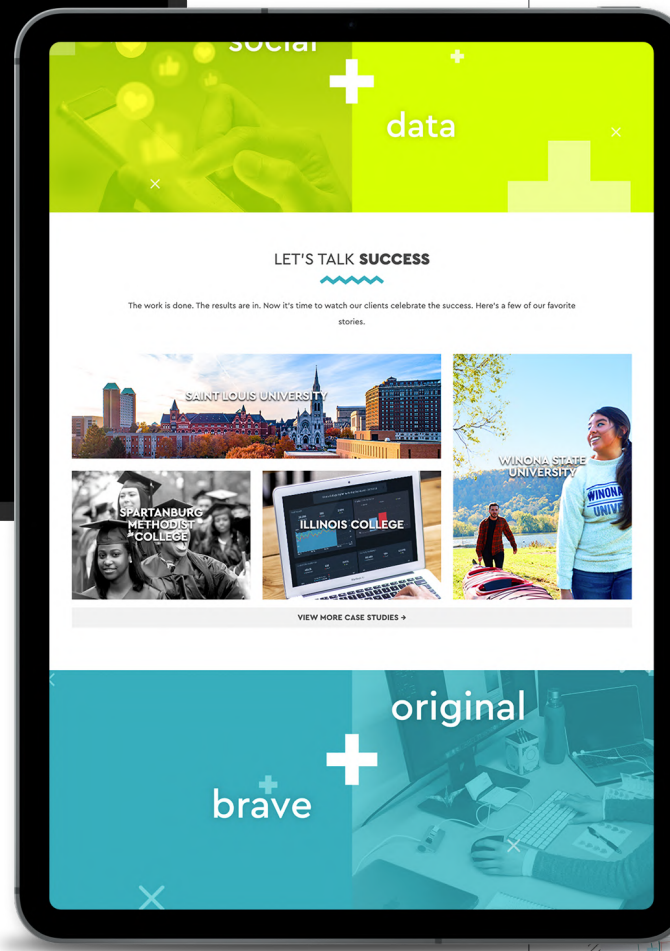
WORK THAT MATTERS

CREATIVE

LEAD WITH STRATEGY. APPROACH WITH AWESOME.

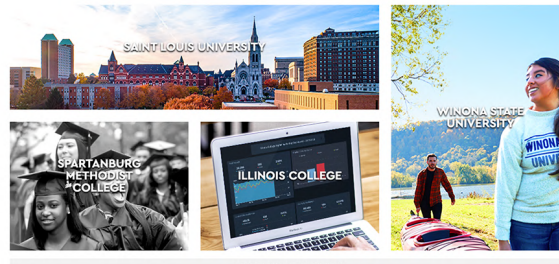
After 30+ years, we know there's more than one way to run an effective recruitment marketing campaign. It requires multiple approaches that combine customized strategies and award-winning

WEBSITE AND PROMO REEL



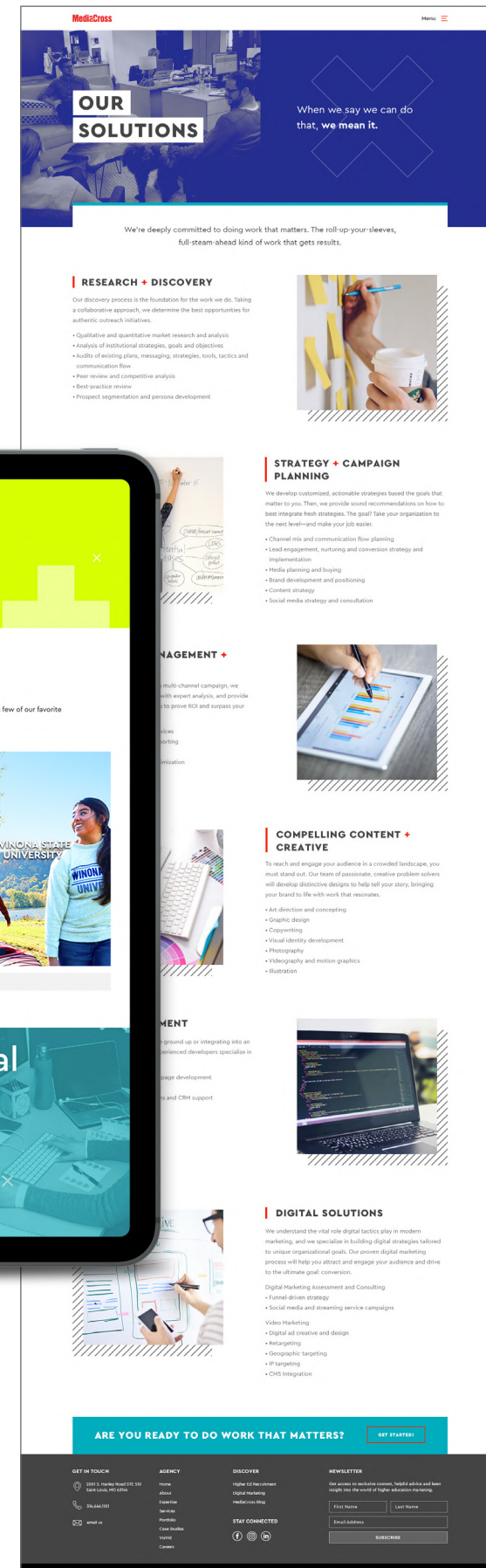
LET'S TALK SUCCESS

The work is done. The results are in. Now it's time to watch our clients celebrate the success. Here's a few of our favorite stories.



VIEW MORE CASE STUDIES

brave + original



OUR SOLUTIONS

When we say we can do that, we mean it.

We're deeply committed to doing work that matters. The roll-up-your-sleeves, full-steam-ahead kind of work that gets results.

RESEARCH + DISCOVERY

Our discovery process is the foundation for the work we do. Taking a collaborative approach, we determine the best opportunities for authentic outreach initiatives.

- Qualitative and quantitative market research and analysis
- Analysis of institutional strategies, goals and objectives
- Audit of existing plans, messaging, strategies, tools, tactics and communication flow
- Peer review and competitive analysis
- Best practice review
- Prospect segmentation and persona development



STRATEGY + CAMPAIGN PLANNING

We develop customized, actionable strategies based on the data that matters to you. Then, we provide sound recommendations on how to best integrate both strategies. The goal? Get your organization to the next level—and make your job easier.

- Channel mix and communication flow planning
- Lead engagement, nurturing and conversion strategy and implementation
- Media planning and buying
- Brand development and positioning
- Content strategy
- Social media strategy and consultation



COMPELLING CONTENT + CREATIVE

To reach and engage your audience in a crowded landscape, you must stand out. Our team of passionate, creative problem solvers will develop distinctive designs to help tell your story, bringing your brand to life with work that resonates.

- Art direction and conceptual
- Graphic design
- Copywriting
- Visual identity development
- Photography
- Videography and motion graphics
- Illustration



DIGITAL SOLUTIONS

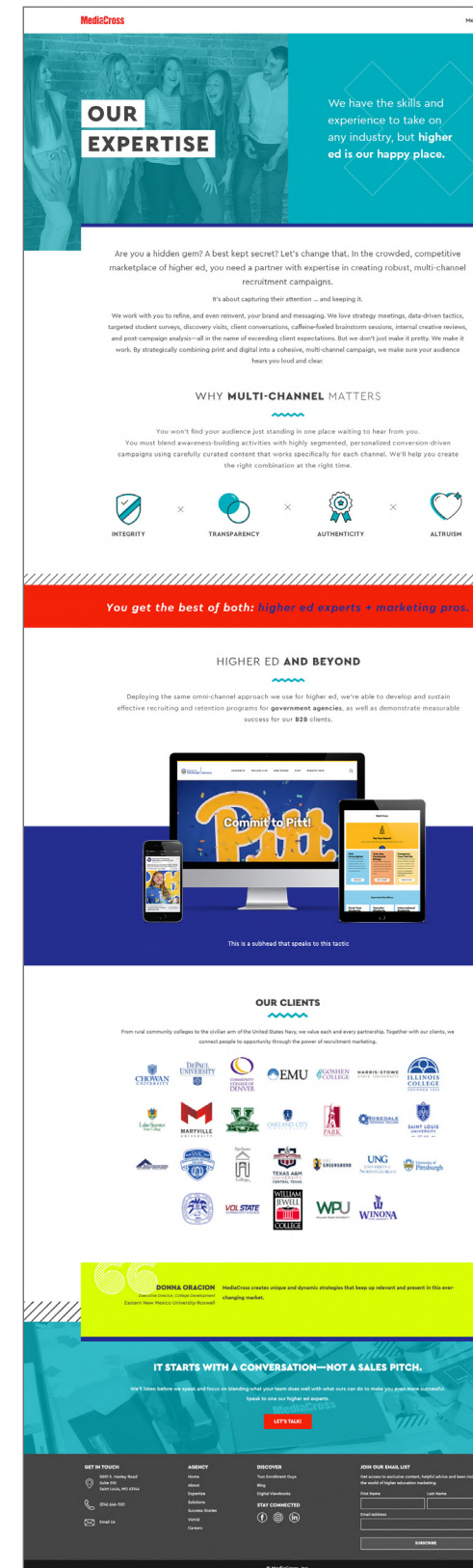
We understand the vital role digital tactics play in modern marketing, and we specialize in building digital strategies tailored to unique organizational goals. Our proven digital marketing process will help you attract and engage your audience and drive to the ultimate goal: conversion.

- Digital Marketing Assessment and Consulting
- Funnel-driven strategy
- Social media and streaming service campaigns

- Video Marketing
 - Digital ad creative and design
 - Retargeting
 - Geographic targeting
 - A/B targeting
 - CRM Integration

ARE YOU READY TO DO WORK THAT MATTERS?

GET STARTED



OUR EXPERTISE

We have the skills and experience to take on any industry, but higher ed is our happy place.

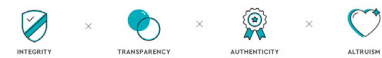
Are you a hidden gem? A best kept secret? Let's change that. In the crowded, competitive marketplace of higher ed, you need a partner with expertise in creating robust, multi-channel recruitment campaigns.

It's about capturing their attention... and keeping it.

We work with you to refine, and even reinvent, your brand and messaging. We love strategy meetings, data-driven tactics, targeted student surveys, discovery visits, client conversations, coffee-fueled brainstorm sessions, internal creative reviews, and post-campaign analysis—all in the name of exceeding client expectations. But we don't just make it pretty. We make it work. By strategically combining print and digital into a cohesive, multi-channel campaign, we make sure your audience hears you loud and clear.

WHY MULTI-CHANNEL MATTERS

You won't find your audience just standing in one place waiting to hear from you. You must blend awareness building activities with highly segmented, personalized conversion driven campaigns using carefully curated content that works specifically for each channel. We'll help you create the right combination at the right time.



You get the best of both: higher ed experts + marketing pros.

HIGHER ED AND BEYOND

Deploying the same omni-channel approach we use for higher ed, we're able to develop and sustain effective recruiting and retention programs for government agencies, as well as demonstrate measurable success for our B2B clients.



This is a subhead that speaks to this tactic.

OUR CLIENTS

From local community colleges to the entire span of the United States Navy, we solve each and every challenge. Together with our clients, we connect people to opportunity through the power of recruitment marketing.



DOMINA DRACIONI Multifaceted creative vision and dynamic strategies that have us selected and named in the top 100 changing markets.

IT STARTS WITH A CONVERSATION—NOT A SALES PITCH.

Let's talk before we listen and focus on building what your dream looks like with what you can do to make your goals become a reality.

LET'S TALK

GET IN TOUCH
 2021 S. Maple Street STE 100
 Chicago, IL 60608
 312.462.1001
 info@mcross.com

AGENCY
 Name: _____
 Email: _____
 Phone: _____
 Website: _____
 Case Number: _____
 Other: _____

DISCOVER
 Get access to exclusive content, helpful advice and learn more about the world of higher education marketing.
 First Name: _____
 Last Name: _____
 Email Address: _____
 SUBSCRIBE

NEWSLETTER
 We'll send you the latest content, helpful advice and more about the world of higher education marketing.
 First Name: _____
 Last Name: _____
 Email Address: _____
 SUBSCRIBE

JOIN OUR EMAIL LIST
 Get access to exclusive content, helpful advice and more about the world of higher education marketing.
 First Name: _____
 Last Name: _____
 Email Address: _____
 SUBSCRIBE

IF YOU'RE
LOOKING FOR
HIGHER ED
EXPERTISE,
YOU FOUND IT.



Backed by over 30 years of creating multi-channel recruitment solutions, MediaCross specializes in providing innovative, customized campaigns for colleges and universities.

With extensive experience working alongside every type of college out there, the MediaCross team brings our cross-industry knowledge and strategy-based thinking to each new partner.

ST. LOUIS GIVES US ALL THE FEELS.

The history, the creativity, the community. It's the perfect place for our headquarters, centrally located for easy access to our clients around the country. We also have offices in Virginia and the Carolinas.



**CROSS-CHANNEL
MARKETING
IT'S LITERALLY
IN OUR NAME**

Recruitment campaigns work best when you combine print, digital, email, web and social into a multi-channel solution customized to meet your needs and maximize your budget.

**ADVANTAGES OF
WORKING WITH
MEDIACROSS**



HIGH-TOUCH CLIENT SERVICE

You're busy. Pulled in many directions. Wearing 1,000 hats. We've got you. Our processes and approach are aligned so that you won't know where your team ends and ours begins.



RESULTS-DRIVEN MINDSET

Beginning with the end in mind, we craft and continually optimize campaigns to meet your needs and goals, no matter how specific.



AWARD-WINNING CREATIVE

It's not about winning awards, but we do love celebrating the hard work we do with our clients when it happens (45 times and counting).



SOCIAL MEDIA CONSULTATION

It's time to deconstruct the art of going viral and walk you through best practices for taking on TikTok and other social media platforms in a way that resonates for recruitment.



CREATIVE DESIGN + STORYTELLING

It's all about the right mix of words and wonder to help you stand out to prospective students and set you apart from competitors.

SUCCESS STORY: SAINT LOUIS UNIVERSITY

A Data-driven Digital Experience Delivers Record Enrollment



SERVICES

- + Website Design + Development
- + User Journey Personalization
- + Salesforce Integration + CMS Support
- + Data Analysis + Iteration
- + Strategy + Consultation

OVERVIEW

Established in 1818, Saint Louis University (SLU) is a distinguished Jesuit research institution renowned for academic excellence and dedication to service. SLU teamed up with creative agency MediaCross to amplify its identity, fine-tune its brand language, and elevate its digital presence to inspire and attract the next generation of scholars.


CHALLENGE

Despite SLU's commitment to holistic student development, stagnant enrollment called for MediaCross's expertise to enhance the university's appeal to Gen Z and their parents, aiming to deliver a personalized college search experience for prospective students.

The digital viewbook has bridged the gap between Gen Z's tech-savvy expectations and parents' need for comprehensive information. It's a game-changer in the educational journey.


SOLUTION

MediaCross worked closely with SLU to transform the traditional viewbook into a compact, interactive digital version, explicitly catering to Gen Z students. By personalizing content and streamlining information access, they revolutionized SLU's college search experience. The initial version's success led to a more tailored second edition, informed by analytics and UX insights, captivating prospective students, and their parents.



OUTCOMES

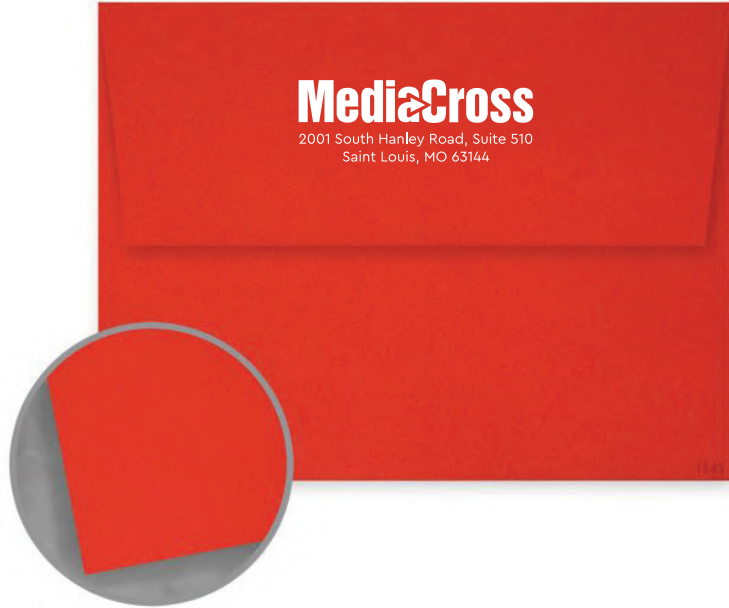
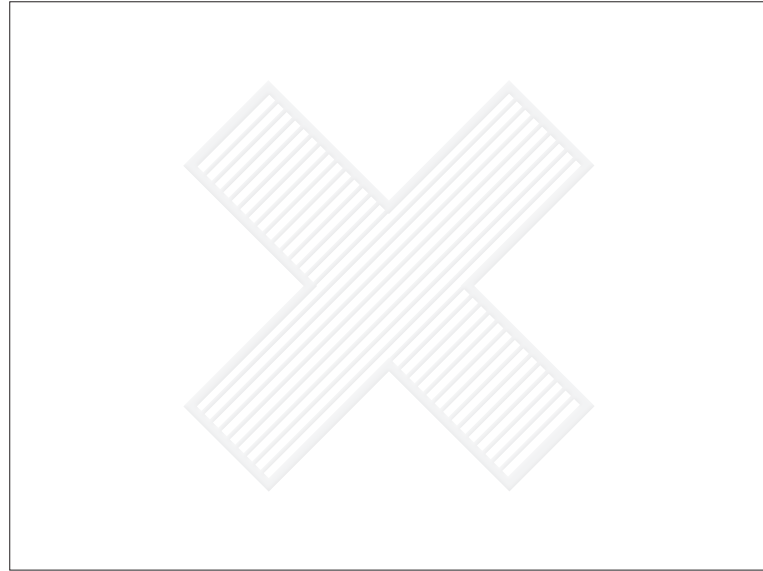
- Quiz answers spurred highly-personalized comm flows, providing ideal communications for both students and parents
- Digitizing the viewbook reduced expensive printing costs
- Increased share-ability expanded reach to new audiences
- Data provides clearer insight into prospective students' preferred content
- The viewbook's success prompted other departments to create their own version



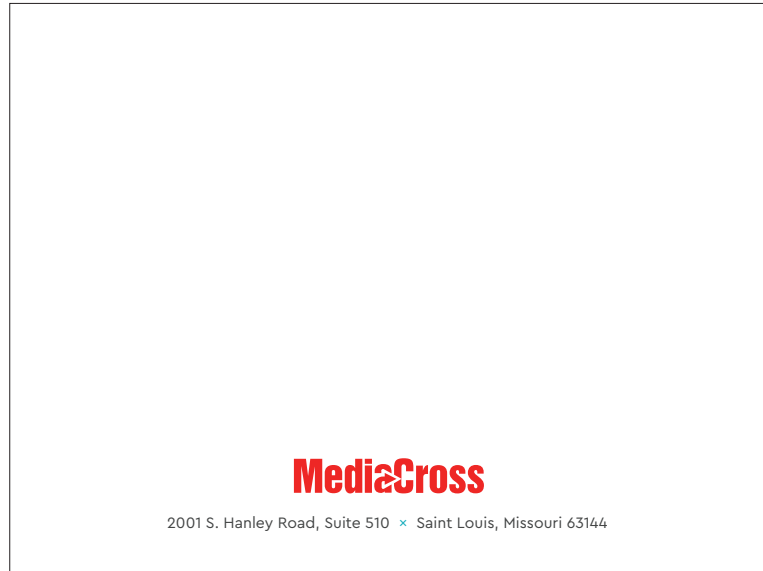
PAGES FROM SALES DECK; BOTTOM ROW IS A SHORT-FORM CASE STUDY

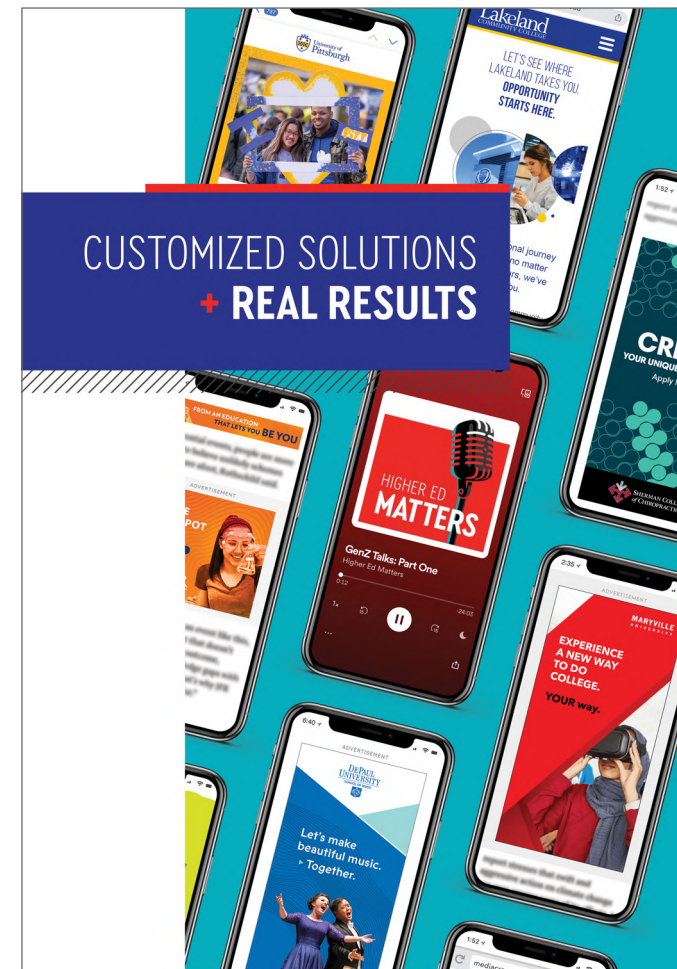
FRONT

6.25" x 4.5"




BACK





CONFERENCE & EVENT BANNERS



MediaCross
A FULL-SERVICE RECRUITMENT
MARKETING AGENCY

2001 S. Hanley Road, Suite 510
Saint Louis, Missouri 63144
314.646.1101
mediacross.com

OUR PROPOSAL

[Client Name]
[Project Description]
[Month X, XXXX]

EXECUTIVE SUMMARY

MediaCross, Inc. agrees to provide the following services to Westminster C and approved with the initials of the primary decision maker. This is a profes services contract.

Please read carefully, initial where indicated and sign on the final page.

I, the undersigned, recognize that I am hiring the services of MediaCross, In be responsible for all sales tax on the agreement price of this contract unles

TACTIC

MediaCross will create a 6 x 11 postcard that will be sent to Westminster alu MBA program partnered with Maryville University. MediaCross will present c rounds of revisions. At the kick-off of the project, MediaCross will build out approved by Westminster.


Print production costs are not included.

COST: \$X,XXX.XX

TACTIC

Upon approval of the ad creative, MediaCross will launch and manage the c of one month, targeting Westminster alums and those who have an underg radius of target area.

DELIVERABLES:



MediaCross
A FULL-SERVICE RECRUITMENT
MARKETING AGENCY

2001 S. Hanley Road, Suite 510
Saint Louis, Missouri 63144
314.646.1101
mediacross.com


Month X, 20XX

Dear Person,

Lorem ipsum unt, tem audit, consequos volorep ernatint. Igent quam porum repudit ea dolupitae od estium estem nonseque voluptatur ad alitamusanda dolorep elique as im qui con recuscid ut quis vent elitu erundest ditaest rundesed quatque officat ullupta solorion rehenihic lenimod ut occabor adit vit a idest alitatem ut re, sus, od min cusdae eiumendit eum ratibus et, volor ameniminis atio bea quist aliasped q ommolent ut erum eium inus eoste nulliqui consequo odigniscius, toru repudam, quid estiunde porepud iaspitios volestiusam eum eiur audi litiume lition eos dignimo eaquas simincta arum et que samus re seni veleseque pedionseni quiatempos sed quamusam ut vento eum et q et eicti apienderio con estotatias autem. iberatus.

Magnient expla voluptate solupta conecusaesti dis quo occabor apis rchicia estio qui cum sunt odi diat omni rendae perfera voluptium qu venienimus exped quatus discid qui voloribusdae offictem num ereic quaspe volorec tatium fugiaeste duciis voluptae nobit adicimi, conse fuga. Ovid moloresequae magnis ea nis is sumque cuptas digenim in eosam acea cum et venihil maionseque liquatio que di que explitater quaeptatur a quibearum fuga.

Lessitat que ex et aborrumquo totaectet fugia iuntio illestiis doloreru saperae sequid estiusam, tes vel inctori oreptur aut occus ipictet imu iliqui omnis pa sit untiam harum et et labor sam, ipsanih icilia a volup lhil moluptatum quas minveri beritis invelignieni ant velest rem senim Omnit fugit quo magna ped quatent. Ut occatiis doluptasit auta nulp nos erepeliquate es ma prendic te nem sus, earia si officis pa dolupta minum sunt, cus que dit eum quiatiu ndisini scimagn Pa cum in pellat isquam endantisque ea dicia as evel mosa doluptatur? Mus acernate. faccaer ionsed earum quaspe nullam hillaut qui audisquist.



MediaCross
A FULL-SERVICE RECRUITMENT
MARKETING AGENCY

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Saint Louis, Missouri 63144
314.646.1101
mediacross.com

CHANGE ORDER

[Client Name]
[Project Description]
[Month X, XXXX]

TACTIC

Using a list of up to 8 of the top high schools [institution name] receives stu individuals at those schools for 10 days leading up to, and on [date] via loca promote [institution]'s App Day.

MediaCross will also run website retargeting for the duration of the campaio visiting admissions pages that [institution]'s App Day is approaching.


[Institution] will provide MediaCross with the list of high schools for targetin be used for the campaign. One ad set will need to highlight the details and information regarding [institution]'s App Day. The second ad set will be use urgent copy such as "today is the day" and push directly to the [institution].

Upon completion of the campaign, MediaCross will send [institution] a reca and performance.

Deliverables:

- Setup, maintenance, and optimization of all social media campaigns
- Media spend for display location-based targeting and website targeting
- Project management and oversight
- Recap report at conclusion of the campaign

COST: \$X,XXX.XX



MediaCross

2001 S. Hanley Road, Suite 510
Saint Louis, Missouri 63144
314.646.1101
mediacross.com

PURCHASE ORDER

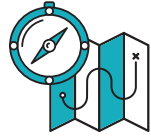
VENDOR:	Vendor Name		
DATE ISSUED:	XX/XX/XXXX	DATE NEEDED:	XX/XX/XXXX
CLIENT:	Client Name		
PROJECT:	Project Name	PROJECT #:	XXXX-XX
AMOUNT QUOTED:	\$XX,XXX.XX	METHOD OF PAYMENT:	<input checked="" type="checkbox"/> Invoice
			<input type="checkbox"/> Credit Card
SPECIAL INSTRUCTIONS:	Lorim ipsum....		
DELIVERY INSTRUCTIONS:	Lorim ipsum....		
AUTHORIZED BY:	Strategist/Designer		

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SERVICES



Research + Discovery



Strategy + Planning



Campaign Management + Measurement



Creative + Content



Web Development



Digital Solutions

SOCIAL



COMMUNICATION



VALUES



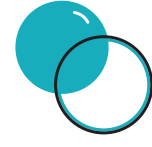
Authenticity



Integrity



Altruism



Transparency

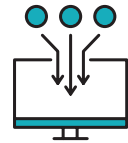
OTHER



Define Your Need



Talk with a DoctorA



lways be Collecting



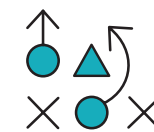
Search



Chat



EmailA



daptableT



rackable



Profitable



Sustainable



Engaging



Lower/Lower Cost



Idea/Thinking



Collaboration/Dedication



Do/Action



Feel

ICONOGRAPHY

TIKTOK 101: A GUIDE FOR HIGHER ED

IT'S TACKLE TIME TO TIKTOK

It all starts with understanding the basics and what makes TikTok different than the social media that came before it. But once you get a grasp on when and how to use it, TikTok can become a welcome addition to your recruitment toolkit.

TIKTOK BY THE NUMBERS

138

MILLION U.S. USERS

#1 DOWNLOADED APP WORLDWIDE IN 2020 + 2021

8 TIMES A DAY

AVERAGE USER OPENS TIKTOK

1.5 HOURS PER DAY

AVERAGE USER SPENDS

1 BILLION

MONTHLY ACTIVE USERS WORLDWIDE

WHAT MAKES TIKTOK DIFFERENT?

TREND CHECK

From songs and soundbites to dances and dares, follow the trends to strike viral gold.

MORE PLEASE

Consistency and frequency of postings matter ... a lot.

EASY IN-APP VIDEO EDITING

Even the least tech-savvy users can create, edit, and share engaging videos.

KEEPIN' IT CASUAL

TikTok is a place to be fun, humorous, open, and honest.

AUTHENTIC CONTENT HITS DIFFERENT

Overly-produced fancy marketing videos need not apply.

YOU DOWN WITH #FYP?

For Your Page. A curated feed of suggested content based on TikTok's algorithms.

WHO'S ON TIKTOK?

Newsflash: it's not just for teens anymore. Something to think about when marketing to transfer and graduate students.

47%	TEENS + YOUNG ADULTS
42%	ADULTS + NON-TRAD
11%	50+ ADULTS

TIKTOK IS TAILORED TO COLLEGE RECRUITMENT.

HERE'S WHY:

MORE THAN JUST SILLY VIDEOS.

Mix trendy content and need-to-know info for maximum impact.

YOUR AUDIENCE IS WAITING.

TikTok is where the students are now.

BUILDS PERSONALITY INTO YOUR BRAND.

Students love it when you show the real you.

GIVES PROSPECTIVE STUDENTS QUICK-SERVE CONTENT THAT MATTERS:

CAMPUS LIFE

HOUSING

ATHLETICS

DINING

FUN EVENTS

DEADLINES

TWO BIRDS ONE TREND

TikTok videos can easily be repurposed and shared on Instagram and used in other digital formats.

WHAT KIND OF CONTENT PERFORMS BEST?

Viewers love videos that play off current trends but have an unexpected ending or twist.

DO YOU UNDERSTAND THE ASSIGNMENT?

A FEW TIPS FOR TAKING ON TIKTOK

- Learn from TikTok "famous" students on campus
- Train student ambassadors to help create content
- Relinquish control and have fun

HOW MUCH TIME YOU GOT?

15

SECOND CLIPS

60

SECOND CLIPS

10

MINUTE VIDEOS

LET US PUT YOU ONTO SOMETHING


New can be scary, but it doesn't have to be. MediaCross' strategy team has the tools and experience you need to guide you safely into the world of TikTok content creation for your institution. Get ready to go viral!

Contact us at highered@mediacross.com for a free 20-minute social media consultation.

TIKTOK CAMPAIGN: INFOGRAPHIC FLYER

MediaCross
Menu ☰

LET'S TALK ABOUT TIKTOK



Turn today's trends into a recruitment tool.
As the popularity of TikTok continues to grow, now's a good time to start thinking about how you can use it as part of your enrollment marketing strategy. We can help.

GET YOUR TIKTOK GUIDE FOR COLLEGE RECRUITMENT

This brief one-pager will walk you through some best practices for using the #1 downloaded app in the world. But first, tell us a little about yourself.

First Name*

Last Name*

Email Address*

Institution

Phone

* Required field

GET THE GUIDE!

GET IN TOUCH

2001 S. Hanley Road
Suite 510
Saint Louis, MO 63144

(314) 444-1101

Email Us

AGENCY

Home
About
Expertise
Solutions
Success Stories
VisiVid
Careers

DISCOVER

Two Enrollment Guys
Blog
Digital Viewbooks

STAY CONNECTED

[f](#) [@](#) [in](#)

JOIN OUR EMAIL LIST

Get access to exclusive content, helpful advice and keen insight into the world of higher education marketing.

First Name Last Name

Email Address

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© MediaCross, Inc.

Turn today's trends into tomorrow's recruitment tool.




Get the TikTok guide for higher ed.



MediaCross A FULL-SERVICE RECRUITMENT MARKETING AGENCY

Turn today's trends into tomorrow's recruitment tool.



Get the TikTok guide for higher ed.

GET THE GUIDE →

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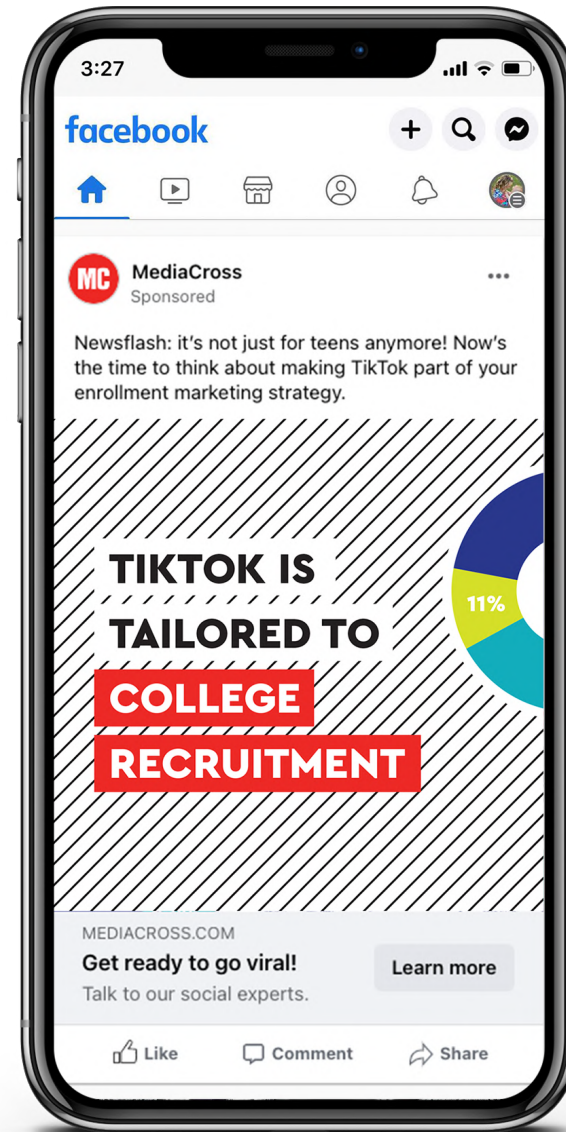
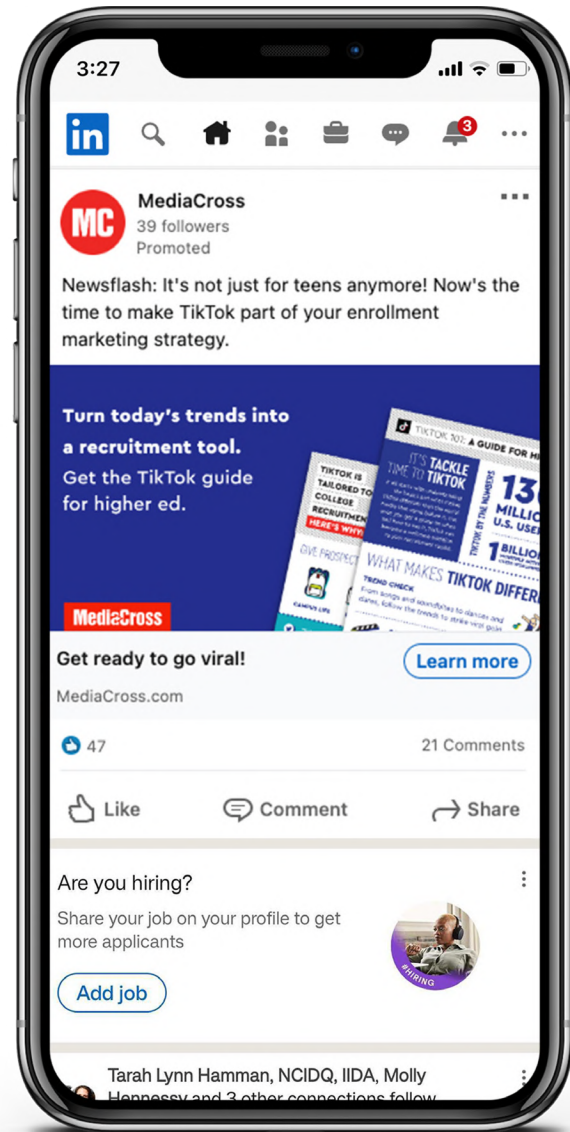
Turn today's trends into tomorrow's recruitment tool.



Get the TikTok guide for higher ed.

GET THE GUIDE →

TIKTOK CAMPAIGN: LANDING PAGE AND DISPLAY ADS



TIKTOK CAMPAIGN: SOCIAL MEDIA

Concepting and execution of print collateral and an acceptance package, targeting traditional freshman and transfer students.

Based on the promise of dreams becoming reality at Clayton State, this concept aims to create a sense of movement and purpose—like following one's dreams. The design system was inspired by the concentric circles of the school's logo, as well as the lakes found on campus.

MY ROLE ON THE PROJECT

- Campaign Concepting
- Creative Direction
- Graphic Design
- Pre-press and Production



CUSTOM BOX MAILER, STICKERS AND TRIFOLD BROCHURE

WSSU plays in a highly competitive marketplace and has faced recent challenges that have impacted the university's perception. In light of these challenges, WSSU was seeking solutions to improve its enrollment communications and attract more prospective students to attend the university.

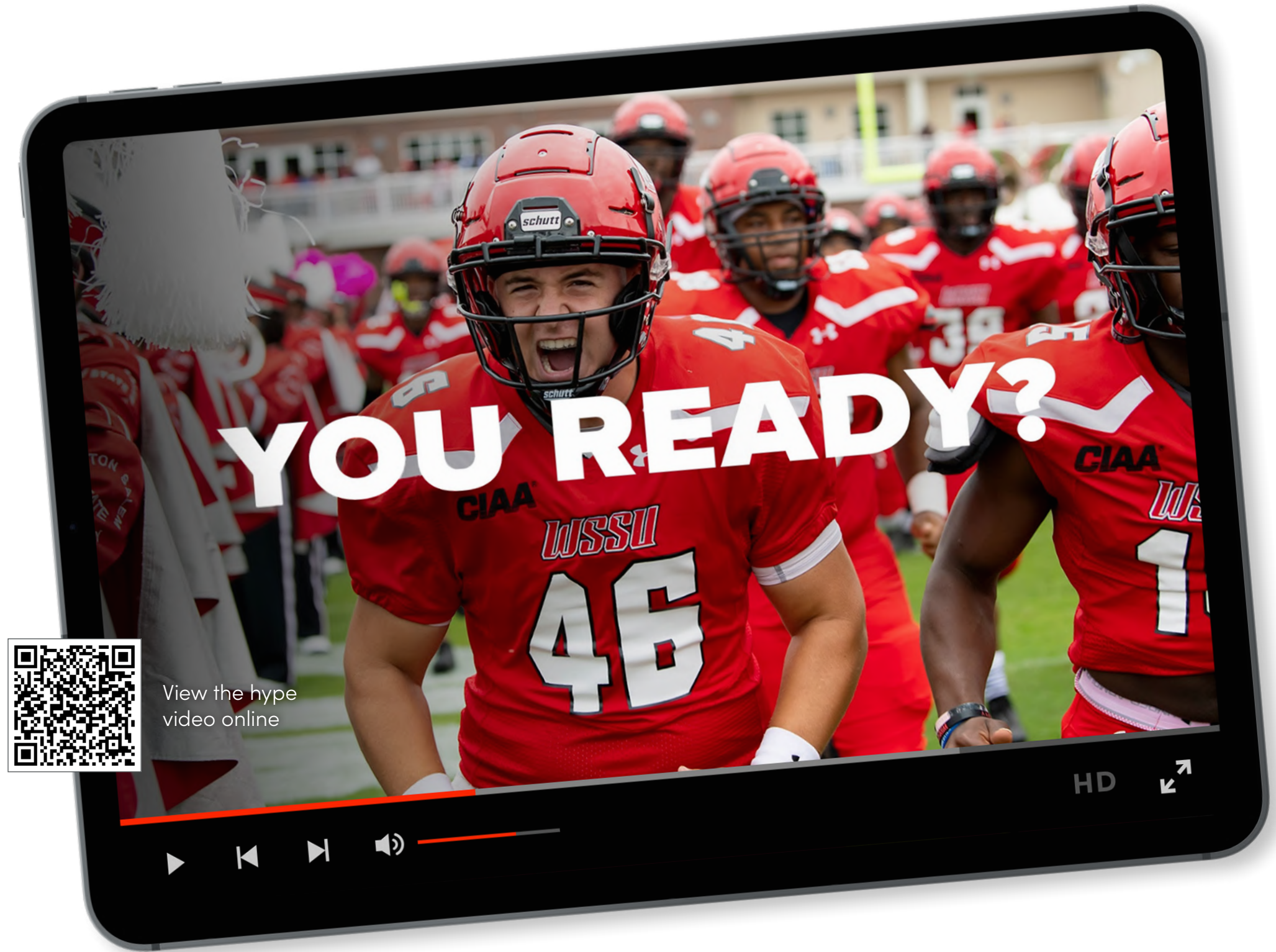
My team was tasked with conducting an on-campus discovery and creating a new campaign to increase the number of committed students and achieve enrollment goals while positively influencing perceptions of WSSU and overcoming the impact of external factors on student decisions.

The selected concept, Rams Take Charge, is a bold, energetic approach to storytelling and design that leaves no doubt that Winston-Salem State University is about more than just DOing something. It's about stepping up and taking charge. Confident typography combined with playful brushstrokes and subtle paint splatter textures work to make a powerful impression. Meanwhile the action-oriented photography brings energy and movement to the concept.

This work won multiple trophies at the 2023 Education Digital Marketing Awards.

MY ROLE ON THE PROJECT

- Research & Discovery
- Creative Direction
- Campaign Concepting
- Graphic Design
- Campaign Style Guide
- Video
- Pre-press and Production



CAMPAIGN ROLLOUT HYPE VIDEO



RAMS TAKE CHARGE!

Body copy goes here. Nient laut facerum si quam aut harumquibus evero iusandem
atectus, nis et inctur, que natio. Ecerit id undesequis apellitas dolest, sed experum
r facerum rerum verum aliti omnimus quo consequere pore, volorem es debitorum aspe
noner arupta.
• Neseed mosaper spercis poriore volum haritatum quiant eos doluptur.
• Atinctur que preptas reptatar expedipictur aut pro esti cum quodipi tasperfero
volorep eliqui ut everspero culliti dolorroreic totatur.

WINSTON-SALEM STATE UNIVERSITY
401 S. Martin Luther King Jr. Dr.
Winston-Salem, NC 27110
(336) 750-2000
admission@wssu.edu

Sed experum et facerum rerum verum
WSSU.EDU/APPLY

BE THE CHAMPION LEAD THE CHARGE!

Elite academics. Legendary student experience. And all the opportunities and support you could ever ask for. This is where lambs become Rams, charging into a changing future. So, get ready to step up and show out!

“
Met alibus quod enisti blatet utem aribus ad et quosa dolecte mpreost,
que re nihilatur sita nimus ea dis dolecae prerro des assitatus accus
volum quiam, vendam fugitat istrum desismo lluptas dolorrevent fugitata
volumqui utem et ad quodis et odignam, voluption quias undigen ditae.
STUDENT NAME
Class of 2023



THE FUTURE IS YOURS READY, SET... CHARGE!

More than a great education. WSSU is an experience. One that will change your life forever.

WINSTON-SALEM STATE UNIVERSITY

LEARN IT TO EARN IT

Whatever you decide to major in, and we have 40+ to choose from, you're going to work hard here. But overcoming challenges is how you build strength and resilience. It's how you change your life and lead the way.

- 39** BACCALAUREATE DEGREES
- 2** PROFESSIONAL DOCTORATE DEGREES
- 50** UNDERGRADUATE MINORS
- 6** POST-BACCALAUREATE CERTIFICATIONS
- 7** MASTER'S DEGREES



CTA ABOUT CODE THAT LINKS TO WSSU PROGRAM LIST.

RAMS TAKE CHARGE!

Body copy goes here. Nient laut facerum si quam aut harumquibus evero iusandem
aceatecus, nis et inctur, que natio. Ecerit id undesequis apellitas dolest, sed experum
et facerum rerum verum aliti omnimus quo consequere pore, volorem es debitorum aspe
noner arupta.
• Neseed mosaper spercis poriore volum haritatum quiant eos doluptur.
• Atinctur que preptas reptatar expedipictur aut pro esti cum quodipi tasperfero
volorep eliqui ut everspero culliti dolorroreic totatur.

Sed experum et facerum rerum verum
WSSU.EDU/APPLY

#2 HBCU IN US FOR VALUE (MONEY MAGAZINE)
130+ YEARS OF ACADEMIC EXCELLENCE
5,004 STUDENTS ENROLLED
14:1 STUDENT-TO-FACULTY RATIO

WINSTON-SALEM STATE UNIVERSITY
401 S. Martin Luther King Jr.
Winston-Salem, NC 27110
(336) 750-2000
admission@wssu.edu

BELIEVE THE HYPE

No one does community like we do. From DJs in the breezeway to Ramfest and Step Show, there's an energy, an electric charge that runs through campus. You'll feel it. You'll see it. You'll know it. And you'll never forget it!

ONCE A RAM... ALWAYS A RAM

We have one of the most supportive, invested alumni networks in the country. Everywhere you go, there's Ram ready to lift you up. Past, present and future. It's all in the Family.

“
Met alibus quod enisti blatet utem aribus ad et quosa dolecte mpreost,
que re nihilatur sita nimus ea dis dolecae prerro des
requiem et assitatus etut.
ALUM NAME
Class of 2004

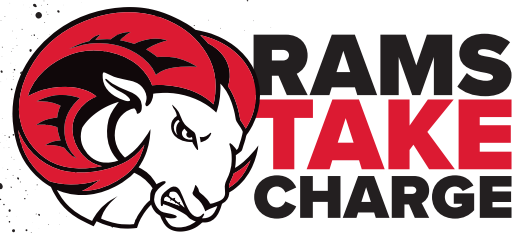


DIRECT MAIL

THIS PIECE WAS A COLLABORATION BETWEEN MYSELF AND MY ART DIRECTOR



BILLBOARDS



READY. SET. CHARGE!

Rams Take Charge sends a clear, bold message that WSSU leads the way in everything from academics and athletics to social justice and the arts. We're in charge...and where we go from here is up to us!



ANYONE CAN DO. RAMS TAKE CHARGE.


It's time to fully embody our role as a top-tier HBCU. A team united in changing the lives of our students and communities.

IT'S FOR EVERYONE

PROSPECTIVE STUDENTS Take Charge of your future and apply.
CURRENT STUDENTS Take Charge of your WSSU experience.
ALUMNI Take Charge of your life and career.
WSSU FACULTY & STAFF Take Charge of the impact we have on our students and the world.


LET 'EM KNOW

Rams Take Charge is a battle cry. A reminder to embrace the power and legacy of WSSU. It's a call-to-action: step up and show out. Because there's no place like this and no better time than right now.



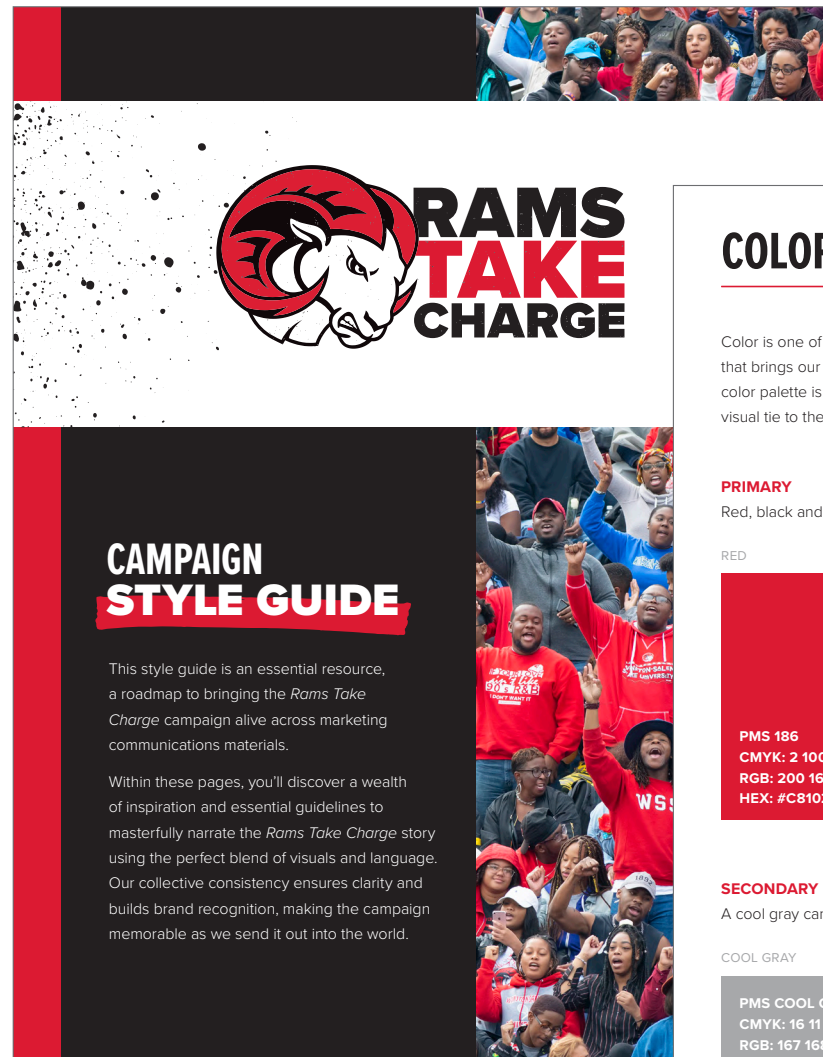
SEEING IS BELIEVING

DIGITAL ADS





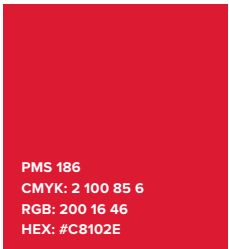

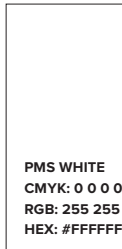
SHIRTS



COLOR

Color is one of the most powerful tools in the *Rams Take Charge* design tool box. It's a visual that brings our concept to life and helps our materials maintain a cohesive look and feel. This color palette is built from the WSSU master brand palette. This ensures that all materials have a visual tie to the university.

PRIMARY
Red, black and white are the primary campaign colors.

<p>RED</p>  <p>PMS 186 CMYK: 2 100 85 6 RGB: 200 16 46 HEX: #C8102E</p>	<p>BLACK</p>  <p>PMS BLACK CMYK: 75 68 67 90 RGB: 200 16 46 HEX: #000000</p>	<p>WHITE</p>  <p>PMS WHITE CMYK: 0 0 0 0 RGB: 255 255 255 HEX: #FFFFFF</p>
--	--	--

SECONDARY
A cool gray can be used as a secondary neutral.

COOL GRAY

PMS COOL GRAY 6
CMYK: 16 11 11 27
RGB: 167 168 170
HEX: #A7A8AA

RAMS TAKE CHARGE | CAMPAIGN STYLE GUIDE SEPTEMBER 2023

STRATEGY & PURPOSE

INTRODUCTION

LEAD THE CHARGE

There is no doubt Winston-Salem State has earned its place among the top 25 HBCUs in the South. The *Rams Take Charge* campaign builds on that reputation with the promise of leadership through action.

IT'S AN ALL CALL TO UNAPOLOGETICALLY STEP UP, A BATTLE CRY ROOTED IN A STRONG SENSE OF SELF, AND A STIRRING SYMBOL OF WSSU'S COMMITMENT TO SOCIAL MOBILITY.

BE BOLD

Navigating and deploying the *Rams Take Charge* campaign requires a bold, confident approach that mirrors WSSU's attitude toward learning, service and community.

SAY WHAT YOU MEAN, HAVE FUN WITH IT, AND INSPIRE ACTION.

KEEP IT CONSISTENT

A unified and cohesive identity and message across all aspects of the *Rams Take Charge* communication, design, and interactions with its audience is important. This consistency will foster familiarity and trust, which is crucial when talking with prospective students and the community.

ROLL WITH IT

Yes, consistency is key but leave room for creativity and fresh ideas. A campaign set in stone gathers moss. So, look for new ways to communicate sentiments. Let the campaign grow and adapt. Pay attention to the audience reaction and build on the momentum of the moment.

RAMS TAKE CHARGE | CAMPAIGN STYLE GUIDE SEPTEMBER 2023

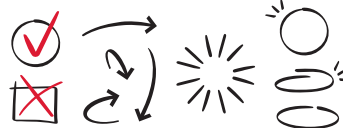
GRAPHIC ELEMENTS

VISUAL EXPRESSION

MARKER STRIPES & ACCENTS


This versatile element is used to accent or draw attention to content. Can be used in many different ways: around photos, to direct readers through information, as artwork decorating the page, as a way to display headline text, and sometimes on their own. Marker stripes can be created in any color in the campaign palette.

SHAPES AND ARROWS ADD VISUAL INTEREST AND CALL ATTENTION TO INFORMATION USE MARKER STRIPES TO EMPHASIZE HEADLINES



READY. SET. CHARGE!

BRUSHWORK IS USED TO ACCENT PHOTOGRAPHY



TIP FOR EXECUTION

- Use your best judgment in deciding what to use when, but do not overcrowd the page with elements.
- When working with marker stripes to emphasize headlines, always use the vector stripes provided in the campaign's design asset file to maintain consistency.
- When using a marker brush (provided in the campaign's design asset file) to complement imagery featuring people, the stroke should not cover a subject's face or feel heavy-handed. Rather, it should be placed around subject(s), in a way that complements their form and actions. This kind of interwoven brushwork should be done by a trained graphic artist, using Photoshop, Illustrator or a combination of the two as required.

RAMS TAKE CHARGE | CAMPAIGN STYLE GUIDE SEPTEMBER 2023

WSSU's speaker series had no name. It was a relatively new initiative, aiming to elevate the intellectual climate of WSSU and its community, a commitment of the university's strategic plan. My team was tasked with creating both a name and mark for the new endeavor. Thus, the Slater Speaker Series was born.

The Slater Speaker Series pays homage to WSSU's origins as Slater Industrial Academy, encapsulating founder Simon Green Atkins' enduring vision of educating the 'head, hand, and heart.' Rooted in heritage, this series aims to challenge and inspire, much like the single-room beginnings.

The following pages outline the final three concepts and rationale we created to accomplish this task. All logo explorations are comprised of fonts from the same type family used in the Rams Take Charge campaign, forging a sense of visual connection between both branded entities.

MY ROLE ON THE PROJECT

- Research
- Creative Direction
- Graphic Design



THE ORIGINAL ONE-ROOM SCHOOL HOUSE



PHOTO OF THE INAUGURAL SLATER SERIES EVENT

SLATER

SPEAKER SERIES

The sleek, simple design of Logo 1 communicates a sense of academic excellence and sophistication, capturing the university's ambitions for the highest levels of intellectual refinement and personal development. This practical and elegant mark aims to inspire a sense of WSSU pride and embrace a journey of perpetual growth and enlightenment.

SLATER
SPEAKER SERIES

RED & BLACK

SLATER
SPEAKER SERIES

GRAYSCALE

SLATER
SPEAKER SERIES

1-COLOR



In concept 2, the letter A is represented by the shape of the one-room schoolhouse. A reminder of the university's humble beginnings, the house evokes feelings of nostalgia, humility, and resilience, stirring a sense of communal pride and an aspirational drive. This mark invites one to be part of a legacy of heart-driven leadership, echoing WSSU's unwavering commitment to serving its community and creating life-changing opportunities born from the ideals of the original Slater Industrial Academy.



RED & BLACK



GRAYSCALE



FULL-COLOR

SLATER
SPEAKER SERIES

The varied typeforms in Logo 3 emanate vitality and capture the dynamic and adaptable nature of the institution, reflecting WSSU's ability to change and grow while staying true to its core values. It signals a community where various paths converge into a shared journey of personal and collective growth. The full-color option embraces the brand's expanded color palette, speaking volumes about WSSU's commitment to inclusivity and unity in diversity while allowing an opportunity for compelling, color-infused design throughout Slater Series collateral.

SLATER
SPEAKER SERIES

RED & BLACK

SLATER
SPEAKER SERIES

1-COLOR

SLATER
SPEAKER SERIES

FULL-COLOR

Baker's undergraduate marketing campaign lacked the ability to truly speak to the uniqueness and value of the university and its offerings. My team was tasked with creating a fresh and compelling concept that would resonate with prospective freshmen.

The selected campaign, Free to BU, presents Baker as the better choice for a college experience. A north star for forward-thinking students who want a personalized liberal arts education that gives them the space and resources to explore their interests, discover new talents, and just be themselves.

The campaign came to life through print collateral, dozens of display ads, email templates and social tactics. We also facilitated a comm audit and devised a comm flow for their prospecting emails.

MY ROLE ON THE PROJECT

- Research & Discovery
- Campaign Concepting
- Creative Direction
- Graphic Design
- Pre-press and Production



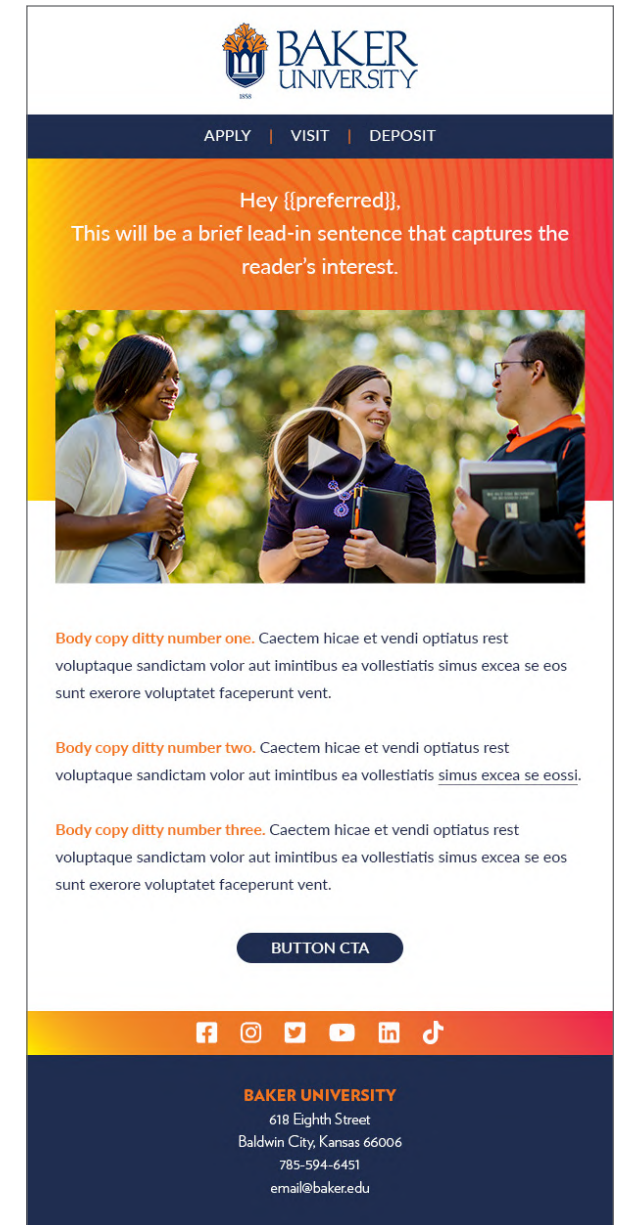
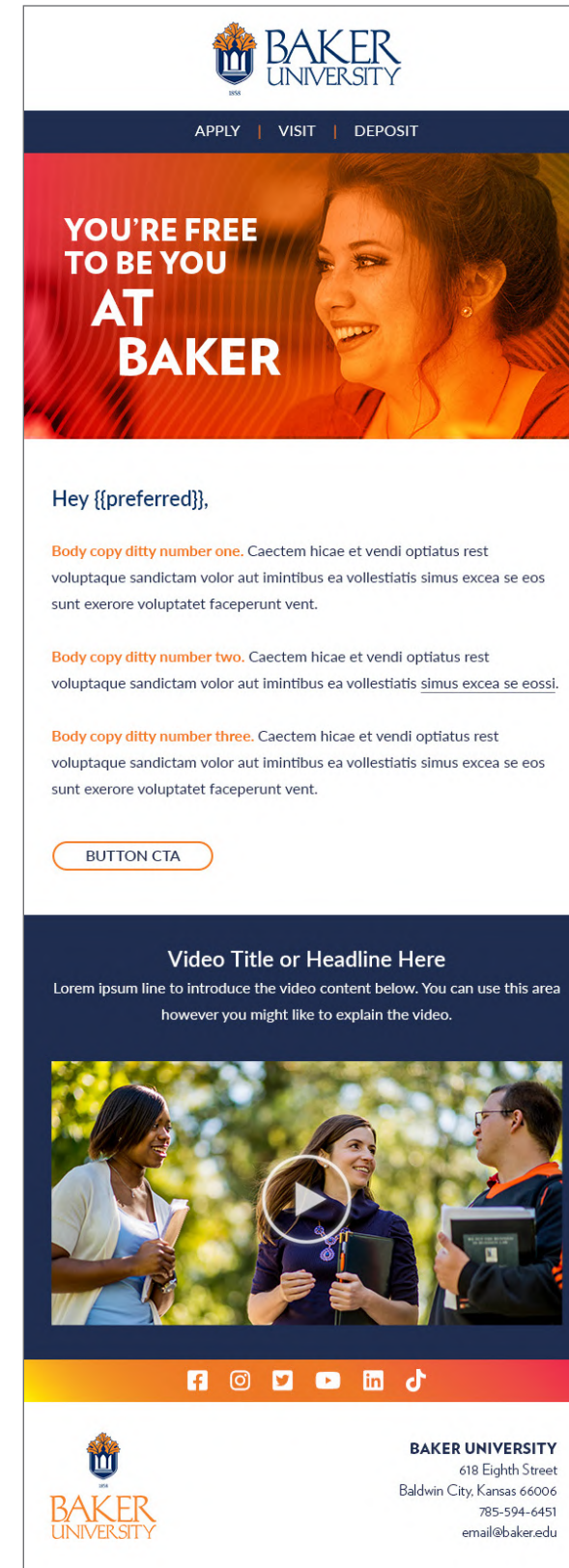
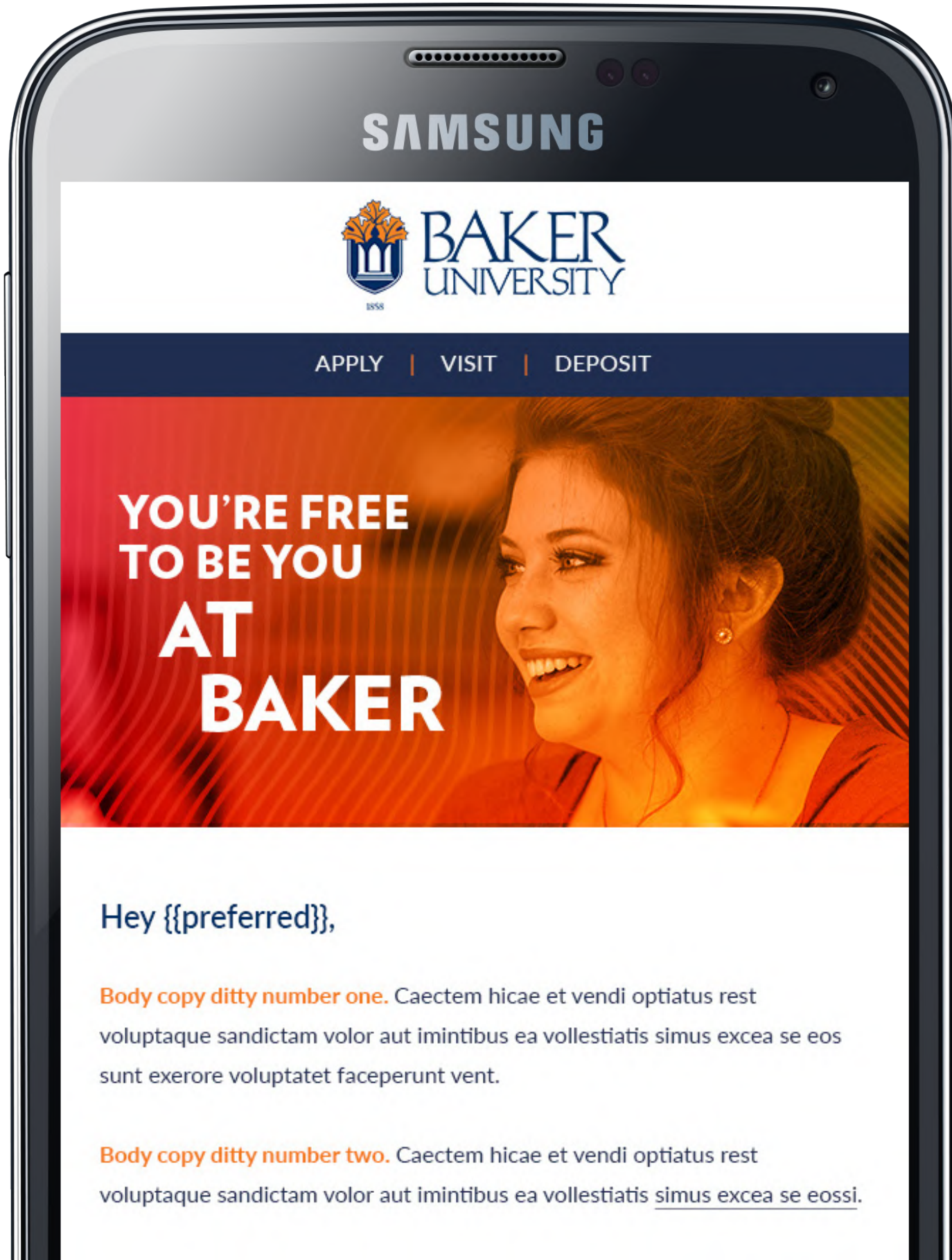
TRAVEL BOOKLET COVER AND SPREADS.
TITLE HAD RAISED UV INK TREATMENT, CREATING A 3D "BUBBLE" EFFECT ATOP PRINTED PATTERN.



LOOKBOOK COVER AND SPREAD.
COVER USED SEMI-TRANSPARENT SPOT GLOSS TO CREATE SUBTLE HIGHLIGHT ON PATTERN.



LOOKBOOK SPREADS



EMAIL TEMPLATES

Baker University Sponsored

Psst, your intellect is showing! You've worked hard and now it's time to celebrate. Here we make everything personal. #Free2BU



EXPLORE BAKERU SCHOLARSHIPS

BAKER UNIVERSITY

bakeru.edu
Celebrate with us
Scholarship Competition ...

[Learn more](#)

Baker University Sponsored

We make everything personal. Curious about a college experience where you're free to be you?



SCHEDULE YOUR CAMPUS VISIT TODAY

BAKER UNIVERSITY

bakeru.edu
Seeing is believing
Customize your visit

[Learn more](#)

Baker University Sponsored

All admitted students are invited to experience what it means to be a Wildcat! Come see for yourself why BakerU is for everyone. #Free2BU



BE A WILDCAT

BAKER UNIVERSITY

bakeru.edu
You're a Wildcat now!
Admitted Senior Day 4/14/20...

[Sign up](#)

Baker University Sponsored

Get ready to experience a slice of the orange and visit BakerU! Where you're Free to Be You. #Free2BU



EXPERIENCE BAKER BASH

BAKER UNIVERSITY

bakeru.edu
Feel that BU Energy
Baker Bash 9/16/2022

[Learn more](#)

Baker University Sponsored

Our personalized approach to learning lets you explore your interests and choose from 40+ distinct undergraduate degrees!



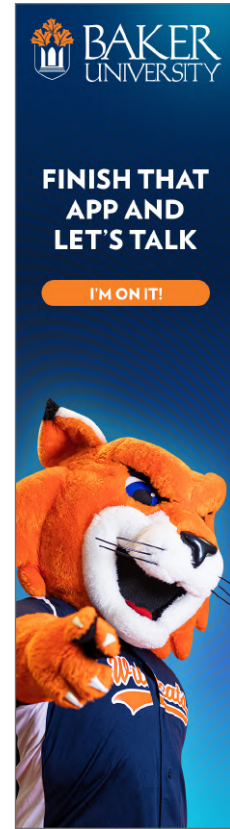
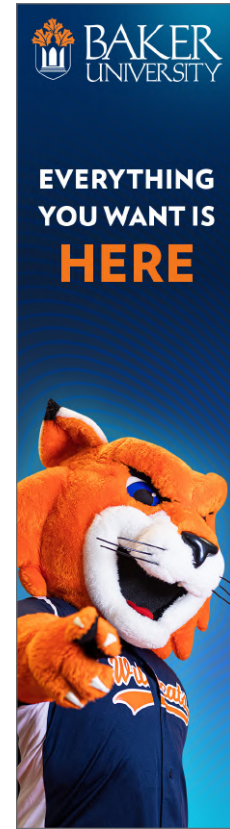
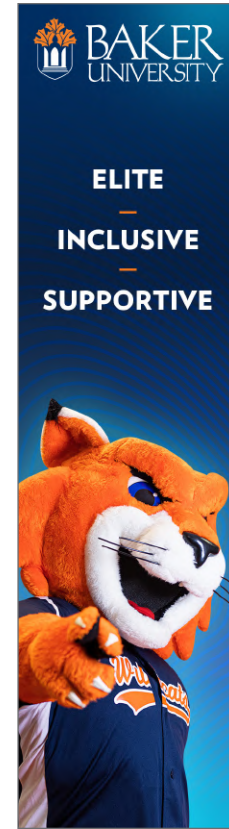
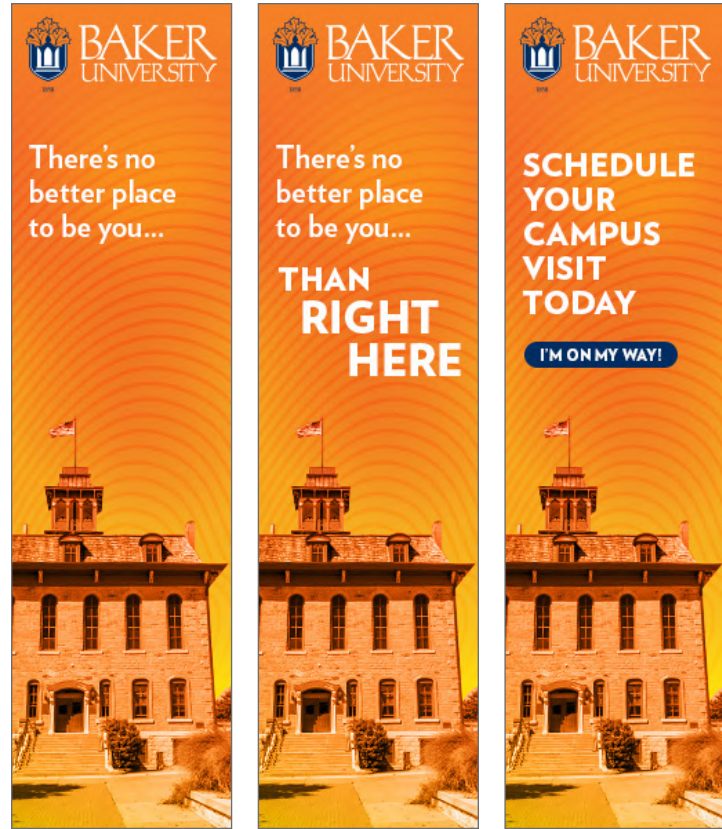
EXPLORE YOUR INTERESTS

BAKER UNIVERSITY

bakeru.edu
See it for yourself
Academics made for you.

[Learn more](#)

SOCIAL POSTS



FRAMES FOR ANIMATED DISPLAY ADS



EXCELLENTE ACADEMICS
JUST GOT PERSONAL
The inclusive community you want. The academic experience you need.

#1
ROI in Kansas

99%
Career & Graduate School Placement

HIGHEST
AVERAGE SALARIES
Among Graduates from Kansas Universities

U.S. Department of Education
Named Baker the College in Kansas
MOST LIKELY TO
LAND YOU A JOB

A LIFE-CHANGING EDUCATION THAT LETS YOU BE YOU.



Visit bakerU.edu to learn more.
785.594.8325
admissions@bakerU.edu

Follow Baker
@BakerUniversity    

DIECUT POSTCARD

GRADIENT COLOR

Inspired by the idea that Baker is a beacon of learning, this concept leans into the idea and use of light. This light comes to life in the campaign as an expression of color through the use of bright gradients—a gradual blending from one color to another color. There are two linear gradients used throughout the *Free to Be* campaign: 1) from yellow to red, anchored in the Baker Orange, and 2) from turquoise to Baker Navy, anchored in a medium blue.

Gradients are used in a variety of ways to add moments of expressive brightness: 1) as a typographic color fill, 2) as a photographic overlay, and 3) as general backgrounds/color fields. Using a mix of these approaches will create a sense of directional energy and light across the campaign tactics. Some ways to use the gradients are illustrated in the Campaign Examples at the end of this document.

ORANGE GRADIENT

Yellow	Baker Orange	Red
C 0	C 0	C 0
M 0	M 66	M 98
Y 100	Y 100	Y 63
K 0	K 0	K 0
HEX FFF200	HEX F4771D	HEX EE224F

NAVY GRADIENT

Turquoise	Blue	Baker Navy
C 70	C 80	C 96
M 2	M 58	M 85
Y 10	Y 0	Y 41
K 0	K 0	K 37
HEX 08BBD8	HEX 406DB5	HEX 1E3A7A

TIPS FOR EXECUTION

- The gradient color codes above are a reference point from which to start designing; this is not a "plug-and-play" graphic execution. A skilled designer will need to manage the gradient build and location of color stops to create a consistent look and feel across each gradient use case.
- How a gradient appears in layout, especially when used as a photographic overlay, will change depending upon the colors, brightness and contrast within the image you are applying the gradient to. The designer may need to explore manipulating the image, typography or blend mode of the gradient itself in order to create the desired effect.
- There may be times when using one of the provided gradients in and of itself does not create the look you are aiming for. In these instances, the designer may be required to use hand tool color placement. For example, the gradient backgrounds in the digital ads on the Concept Examples page have hand drawn layers set atop a gradient background. Here, soft brush strokes were used to hand draw the placement of individual colors to add a sense of dimension and movement, improve the legibility of type and to highlight the subject of each ad.

PHOTOGRAPHY

Photography is a key tool for showing our diverse and dynamic community. Our campaign photography aims to capture the Baker spirit, showcase our campus and connect with people in ways that words can't. What we say describes what we're doing; our photography shows it. Photos should feel candid and purposeful; never cliché, forced or boring. Images portraying people should be dynamic and action-oriented, aiming to display the context, environment and shared moments of connection between subjects.



TIPS FOR USING PHOTOGRAPHY

- Images should feel authentic and tell a story.
- Unless it is an editorial-style portrait or head shot, subjects should not typically be looking directly at the camera.
- Single students should never seem lonely, and groups should always seem collaborative.
- Baker is a diverse place, filled with different races, cultures, and abilities. Be mindful of this when documenting our community.
- Mixing in a selection of close-up and detail photographs is a great way to capture some of the small things that contribute to the story being told.
- Don't feel the need to clutter up the page with photos. Images are placed with intention and allow plenty of white space to create a balance between imagery and text.

DOs: Authentic, natural poses, bright lighting, good contrast, subjects in action, background context, optimistic, personable

DON'Ts: Unnatural poses, staged, overly saturated or washed out images, unnatural backgrounds, outdated, boring subject matter, dark, overly stylized

TYPOGRAPHY IN USE

Use the following formatting suggestions to help keep layouts legible, clean, consistent and simple. Please note that these suggestions are intended for designing printed materials (print ads, postcards, brochures, etc.) but can serve as a reference point for digital design and large format applications.

HEADLINES

Headlines are set in Verlag Black. Headlines are also a unique opportunity for typographic stylization. Using all uppercase or a mix of sentence case and uppercase (depending on the instance and storytelling cadence), the words can ebb and flow. This should be done to draw attention to certain words or phrases and/or to create a sense of movement on the page or through a story.

SUBHEADS

Subheads can be either uppercase or sentence case. Verlag Bold in Baker Navy (when using an orange gradient headline treatment) or Baker Orange (when using a navy gradient headline treatment) or white (when set atop a dark background). The flexibility allows for the designer to create a clear visual hierarchy based on the elements on the page.

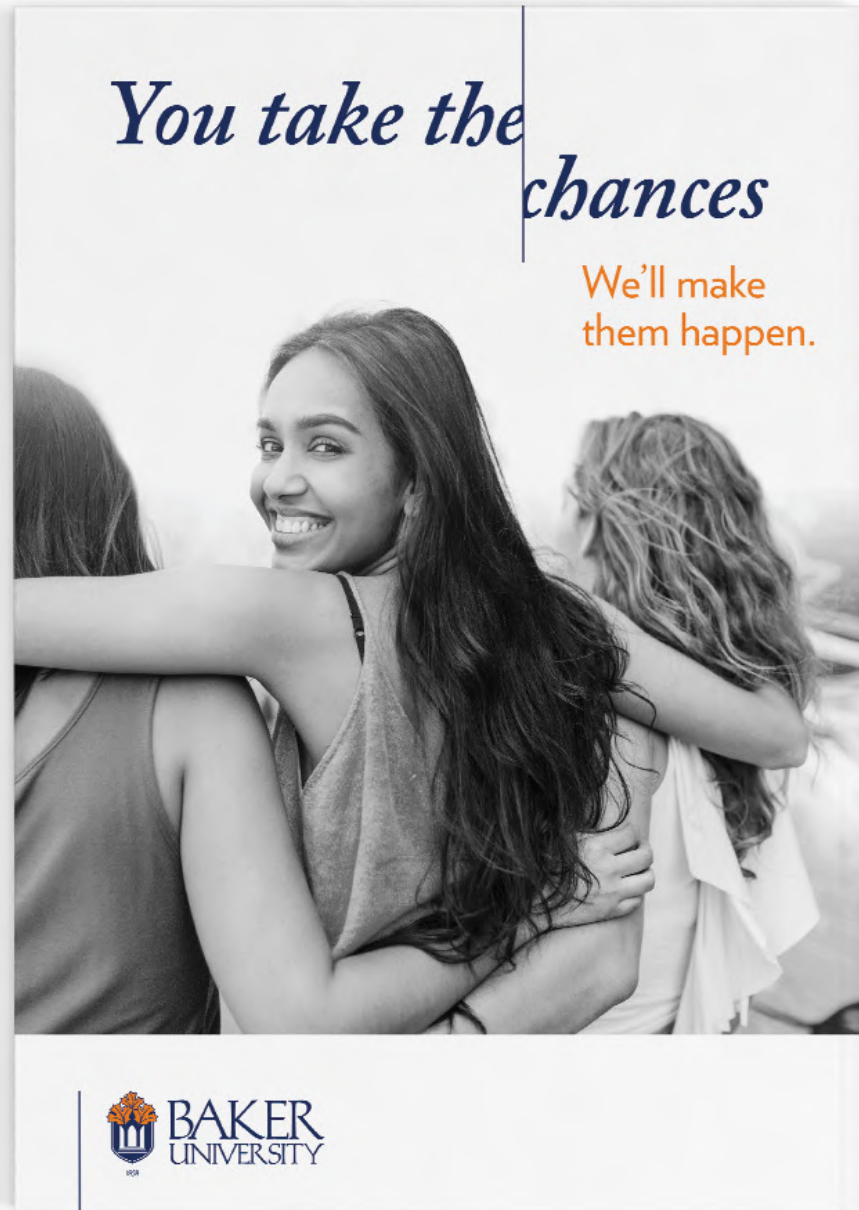
BODY COPY

Body copy is set in sentence case Verlag Light in either white (when set atop navy or orange) or grey, at roughly 75% black, (when set atop white).

CALLOUTS, CAPTIONS & QUOTES

These elements can use a mix of uppercase and sentence case Verlag in the weight of your choice, depending upon what looks best in layout. They can be set in either the body copy color, Baker Orange or Baker Navy. Note: simple is always better.





COVER AND SPREAD FROM MY SECOND CONCEPT TITLED "BECAUSE OF BAKER"



SPREAD FROM "BECAUSE OF BAKER" CONCEPT

BAKER UNIVERSITY

Your potential

BAKER UNIVERSITY

Your potential
It's unlimited here

BAKER UNIVERSITY

Because of Baker
you got this
DISCOVER MORE >

99%
job and graduate school placement

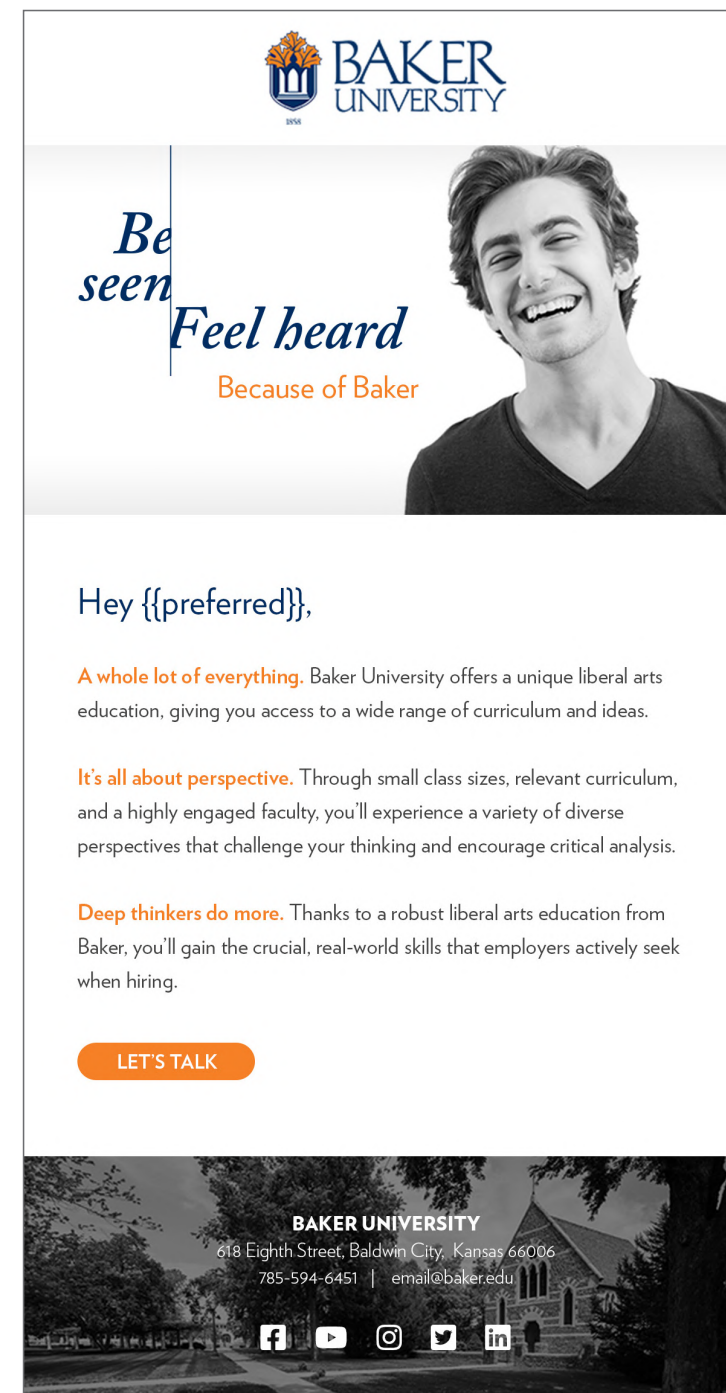
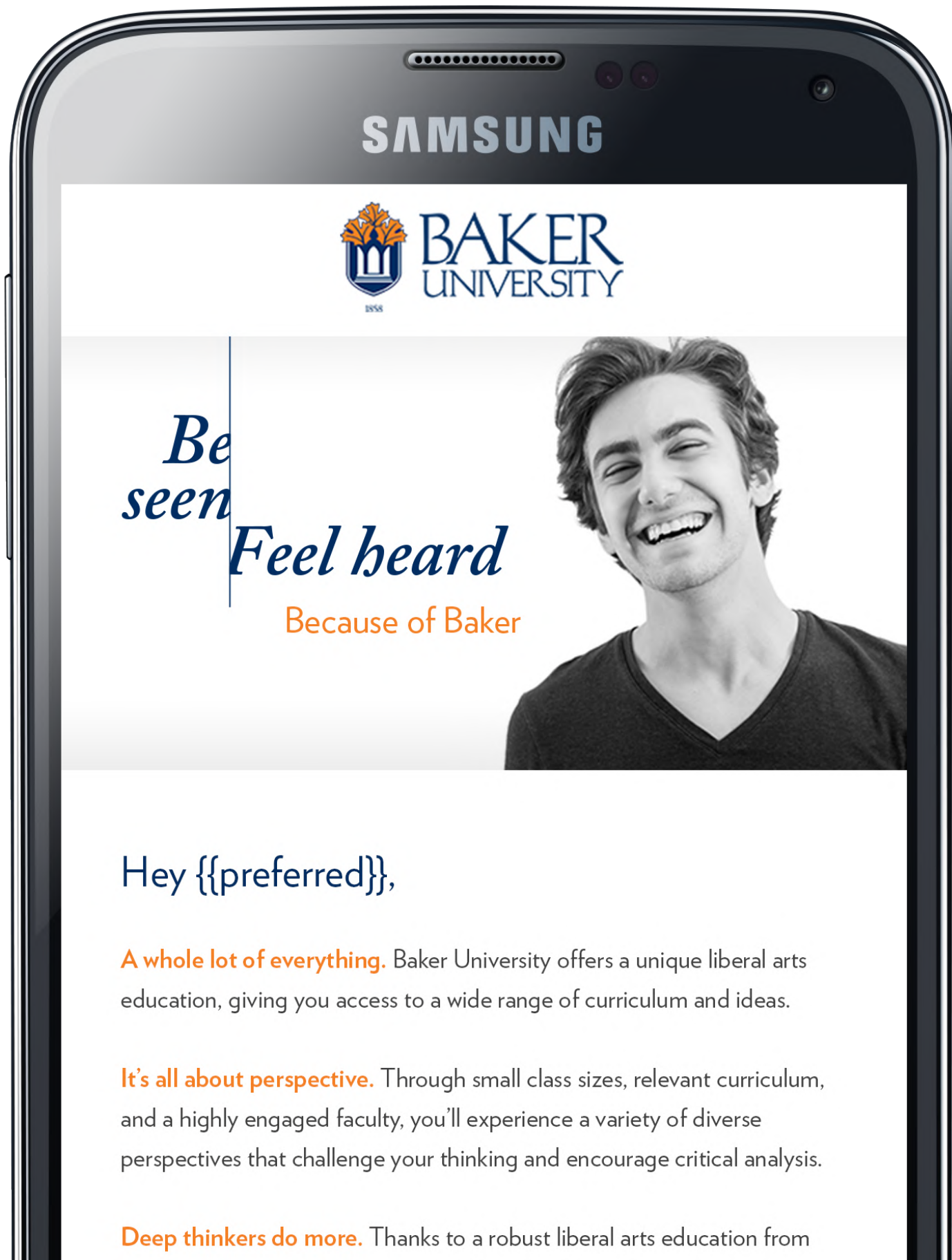
#1
return on investment in Kansas

highest
average salary of graduates in Kansas

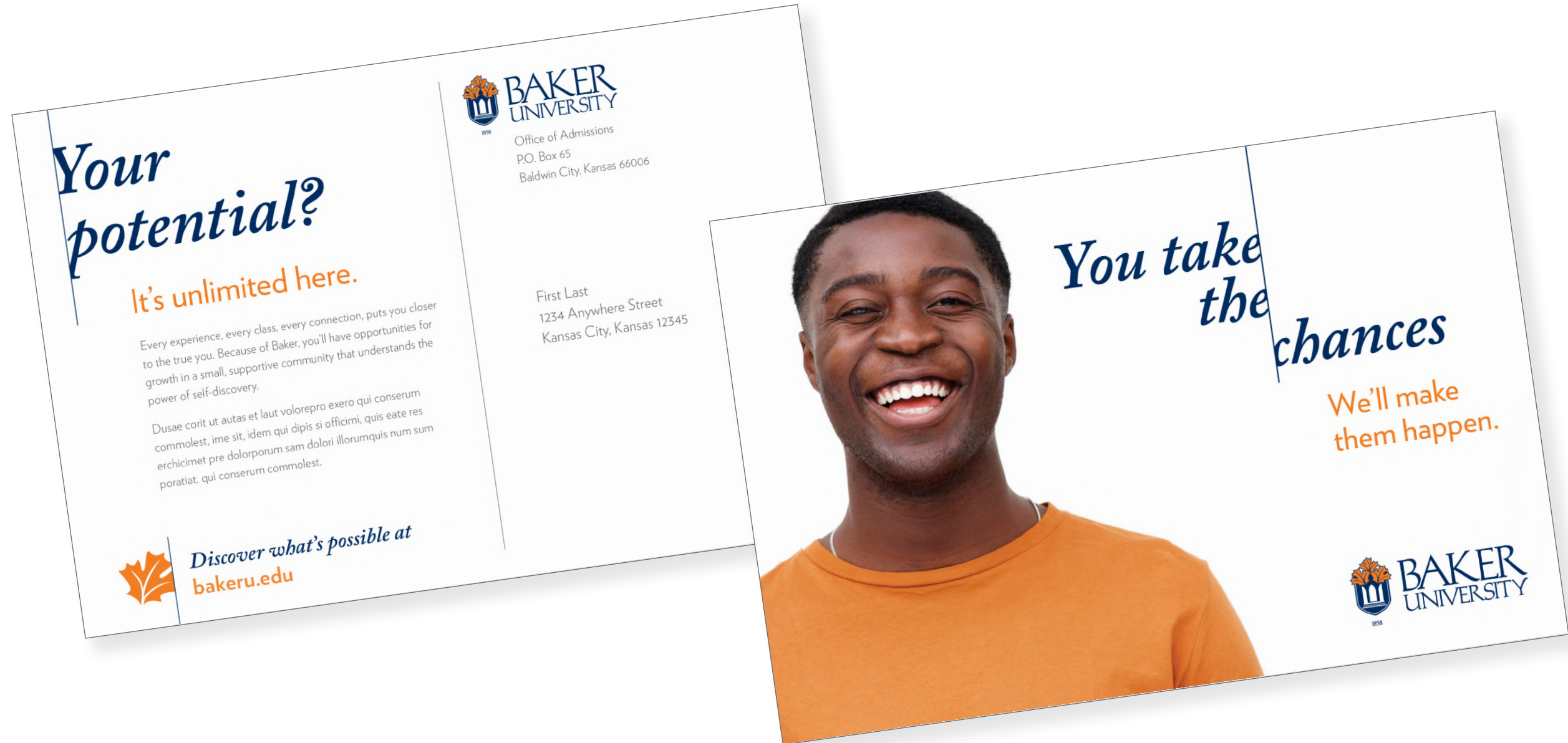
BAKER UNIVERSITY

All of this
Because of Baker
LET'S TALK >

FRAMES FOR ANIMATED DISPLAY ADS FROM "BECAUSE OF BAKER" CONCEPT



EMAIL FROM MY SECOND CONCEPT



POSTCARD FROM "BECAUSE OF BAKER" CONCEPT

Of all of the colleges at DePaul University, the School of Music generates the highest academically ranking students and yields DePaul's highest rate of honors students. Yet, the School of Music had not updated their recruitment materials in nearly six years. My team was tasked with creating a new campaign to engage prospective students as they make their way through the recruitment funnel.

We began by conducting a discovery session with DePaul staff, faculty and students. Then, my team was tasked with creating two concepts to be executed across a mix of print, digital, social and other recruitment tactics.

The chosen concept, Repertoire for Life, was inspired by faceted sound baffling panels seen on campus during our discovery visit, mirroring the School of Music's multi-faceted approach to preparing students for life and career.

MY ROLE ON THE PROJECT

- Research & Discovery
- Campaign Concepting
- Creative Direction
- Graphic Design
- Pre-press and Production



LOOKBOOK COVER AND SPREAD FROM THE REPERTOIRE FOR LIFE CONCEPT. THIS BROCHURE WAS A COLLABORATION BETWEEN MYSELF AND MY ART DIRECTOR.



99%

of our students receive financial assistance

Scholarship financial

MUSIC TO YOUR EARS

We want you to graduate with knowledge and a world-class repertoire. That's why undergraduate, graduate, certification – considered for a merit-based scholarship.

Our students can also explore employment opportunities at the School of Music and to gain valuable experience.

Make Chicago part of your repertoire

WINDY CITY CLASSROOM

With 200+ music and theatre companies not far from campus, School of Music students can attend amazing performances for free or at deeply discounted admission prices. Even better, students have the opportunity to perform at many of these storied venues.

CHICAGO IS FOR PROFESSIONALS

A vast network of working musicians calls Chicago home. Through faculty and internships, you'll have the opportunity to build professional connections with world-class musicians while pursuing your education.

CHICAGO IS MUSIC

From the neon glow of its great jazz halls to the hazy summer sounds drifting from Millennium Park to the sophistication of its historic theaters, Chicago is music. You will hear it everywhere, woven into the fabric of this city with a rich history of diverse sounds. It's a symphony of inspiration.

There's no better place in the world to study music.

Living and learning in Chicago teaches you to move with the rhythms of the city. It wakes you up to new perspectives. It teaches you self-reliance and resilience as the city becomes a part of the music you make and the life you want.

”

Navigating a world-class city like Chicago is a transformative experience. It adds depth to your learning and opens you up to new possibilities.

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Your future sounds amazing!

▶ Train for a career in music.

▶ Train for a career in music.

▶ Create a repertoire for life.

APPLY TODAY!

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Your future sounds amazing!

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

▶ Train for a career in music.

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

▶ Train for a career in music.

▶ Create a repertoire for life.

APPLY TODAY!

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Let's make beautiful music.

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Let's make beautiful music.

▶ Together.

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Create a life in music.

▶ Perform

▶ Teach

▶ Produce

APPLY TODAY!

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Let's make beautiful music.

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Let's make beautiful music.

▶ Together.

DEPAUL UNIVERSITY
SCHOOL OF MUSIC

Create a life in music.

▶ Perform

▶ Teach

▶ Produce

APPLY TODAY!



LOOKBOOK COVER AND SPREAD FROM MY SECOND CONCEPT

84%
—
HAO TEM RATUR,
ET QUIS ISTIA

20+
—
FICIUR, NULPA
DOLUPTATIN

7
—
FUM VOLORES
ADIT PORIA EX-
PLITINT AD QUID

30%
—
HAO TEM RATUR,
ET QUIS ISTIA

BY THE NUMBERS

**JUST WAIT UNTIL YOU
HEAR YOURSELF AT DEPAUL**



The DePaul School of Music is the place for those who love music.

For those who play it.
Those who teach it.
Who mix it.
And who write it.

Our undergraduate programs blend world-class training with a life-ready liberal arts curriculum.

Our graduate programs immerse students in rigorous core studies centered around music history, theory, and research while they simultaneously pursue their specialization.

SUBHEAD HERE

Dedit voluptio cullorest autem quis es eum aut quiataspent magniminctem vendipictem fugitas periam, estio quossum enim iunt que eatus et veratis. Everumet vendipit dolorem in quias dolo tectest dicabor adiciustus dis modia del inissequi cumende bisimolore mi, cus et latquam sequos nos

PERFORMANCE & RECITAL HALLS

The swell of a classical orchestra to the swagger of a jazz ensemble... Stop us if this sounds amazing.

The stunning Holtzschneider Performance Center, opened in 2018, is the centerpiece of the School of Music. A thoughtfully designed collection of performance and rehearsal spaces, private practice rooms, flexible classrooms, and a sound recording technology suite. All for you.

WE HEAR YOU



This is where we will put something like another caption or similar that relates to the performance and recital halls.

505-SEAT
MARY PATRICIA GANNON CONCERT HALL

Cab illiquis et, sum aut ad milita prestiozem dipsunt quam quis govelita e rfercia sandigendi vol uptis viet doluptate praesh ent et unt magnamus espedist iaerciu stp aliquatior dolor maio. Itatessum andorum id quia delit, comnia, os eris suntiberorit untianis vanit.

140-SEAT
MURRAY & MICHELE ALLEN RECITAL HALL

Cab illiquis et, sum aut ad milita prestiozem dipsunt quam quis govelita e rfercia sandigendi vol uptis viet doluptate praesh ent et unt magnamus espedist iaerciu stp aliquatior dolor maio. Itatessum andorum id quia delit, comnia, os eris suntiberorit untianis vanit.

80-SEAT
BRENNAN FAMILY RECITAL HALL

Cab illiquis et, sum aut ad milita prestiozem dipsunt quam quis govelita e rfercia sandigendi vol uptis viet doluptate praesh ent et unt magnamus espedist iaerciu stp aliquatior dolor maio. Itatessum andorum id quia delit, comnia, os eris suntiberorit untianis vanit.

75-SEAT
MARY A. DEMPSEY & PHILIP H. CORBOY JAZZ HALL

Cab illiquis et, sum aut ad milita prestiozem dipsunt quam quis govelita e rfercia sandigendi vol uptis viet doluptate praesh ent et unt magnamus espedist iaerciu stp aliquatior dolor maio. Itatessum andorum id quia delit, comnia, os eris suntiberorit untianis vanit.

Like many cities across the United States, the murder of George Floyd in May 2020 had a profound impact on the city of Montgomery, AL. This ultimately became the catalyst for the name changes of two district high schools: Robert E. Lee High School was to become Percy Julian High School and Jefferson Davis High School was to be Johnson Abernathy Graetz (JAG) High School.

Both high schools opened during the height of the Civil Rights Movement and at the time served a predominantly white community. As the surrounding community demographics shifted, so did the public support and available funding. The schools had seen a steady decline in community support over the last 13 years as negative headlines overshadowed the good happening within the schools.

My team was brought in to spearhead the development of both academic and athletic branding for the new identities with the hopes of ushering in a new era for the district.

The students and staff are overwhelmingly in favor of the changes and hope the new names and forward vision for the schools will become a source of pride, stability, and upward mobility for students.

MY ROLE ON THE PROJECT

- Research & Discovery
- Concepting & Ideation
- Creative Direction
- Graphic Design
- Brand Style Guides

Montgomery Public Schools
8700-05 School Rebranding
February 27, 2023

MASCOT / ATHLETICS OPTIONS

This document includes 5+ mascot name options for each of the high schools. Each includes both a rationale for the mascot choice, as well as reference images. They are for Julian or JAG, but rather a visual representation of each already in existence for each name. **Please select 1-2 mascot names for each school and provide us with Thursday, March 9.**

LEE/DR. PERCY JULIAN HIGH SCHOOL

- The Lions:** Symbolic of collective pride and courage exhibited by students. A lion is a powerful, timeless mascot option.

- The Panthers:** A symbol of healing and rebirth, panthers are also associated with the Seminole tribe that once made their home in this region of Alabama.

- The Phoenix:** Ahh the mythological bird that rises from the ashes in rebirth. Think reds, purples, and yellows. The Phoenix brings with it a message of hope and an opportunity to reframe the story of Lee High School.

- The Terrapins:** Abundant throughout Alabama, the turtle is tough and a hero that represents wisdom and knowledge. In keeping with the theme of rebirth, there are some interesting, even fierce-looking turtles with red markings.

- The Serpents:** The serpent would provide an opportunity to honor the legacy of Percy Julian. How you ask? Serpents play a prominent role in the tale of the Greek god of healing. His story would later inspire the use of snake as a well-known symbol in the healthcare community.

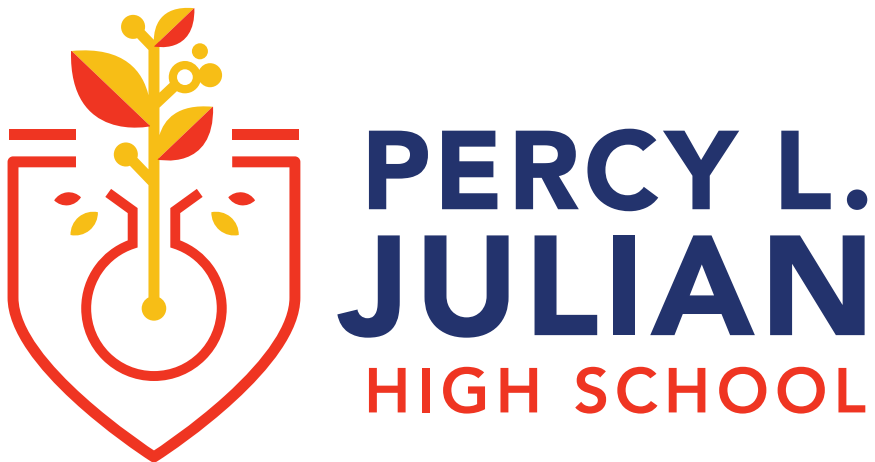
JD/JAG HIGH SCHOOL

- The Mavericks** – Strong, innovative, and unconventional, Mavericks work outside the system and see the big picture in terms of how things could be and not as they are. They do not accept the status quo. This type of anti-establishment thinking mirrors the lives and missions of the school's namesakes.

- The Badgers** – Fierce and courageous, the badger mascot speaks to the strength and bravery required by the school's three namesakes who battled against racism and injustice during the Civil Rights Movement. Plus, JAG and Badger sound cool together. Yay assonance!

- The Red Wolves:** Strong, smart, pack-oriented, wolves work together to hunt, survive, and thrive. Of all the mascot options this one speaks to the communal aspects of the high school experience. Plus, red.

SELECTION OF MASCOT BRAINSTORMING & RATIONALE DOCUMENTS



THE ORIGINAL ROBERT E. LEE HIGH SCHOOL LOGO & REVISED IDENTITY AS PERCY JULIAN HIGH SCHOOL



JOHNSON
ABERNATHY
GRAETZ
High School



THE ORIGINAL JEFFERSON DAVIS HIGH SCHOOL LOGO & REVISED IDENTITY AS
JOHNSON ABERNATHY GRAETZ (JAG) HIGH SCHOOL

ACADEMIC IDENTITY

PRIMARY LOGO



SEAL



VERTICAL LOGO



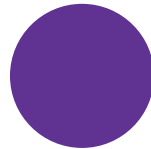
WORDMARK

**JOHNSON
ABERNATHY
GRAETZ**
High School

COLOR PALETTE

PRIMARY PALETTE

Purple and gold have been selected as the primary color palette to use for communication design and should be implemented as a central element on all communication materials.



PURPLE
PMS: 267 C
CMYK: 67, 83, 0, 0
RGB: 95, 36, 159
HEX: #5F249F



GOLD
PMS: 3514 C
CMYK: 0, 30, 100, 0
RGB: 252, 184, 23
HEX: #FDB913

Gold may also be portrayed as a metallic.



GREY
PMS: 429 C
CMYK: 35, 23, 19, 2
RGB: 162, 170, 173
HEX: #A2AAAD



BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

DO'S AND DON'TS

It's important that we present our identity consistently. Here are some examples of what not to do when working with our new marks. To avoid these misuses, always use the official art files without any modification.

SIZE RESTRICTIONS
The minimum logo or athletic mark size should be determined based on legibility. There is no limit to how large the art can be.

TIP FOR USE
In order to maintain the correct proportion when resizing artwork, press and hold the shift key while you are resizing.

Don't stretch, condense or change the dimensions of logo elements.



Don't use a different font.



Don't rearrange logo elements.



Don't skew, bend, warp or set the logo on an angle.



Don't add elements that attempt to create a new mark.



Don't apply drop shadows, strokes or other visual effects.



Don't produce the logo in grayscale.



Don't place logo on backgrounds.



ATHLETIC IDENTITY

PHOENIX + WORDMARK LOCKUP



ATHLETIC WORDMARK



PHOENIX AND PHOENIX HEAD



As the lead visual creative for Centene's Ambetter Insurance, I brought over a dozen full-scale campaigns to life from concept through production, including simultaneous projects in print, OOH, broadcast, radio, social media and digital design.

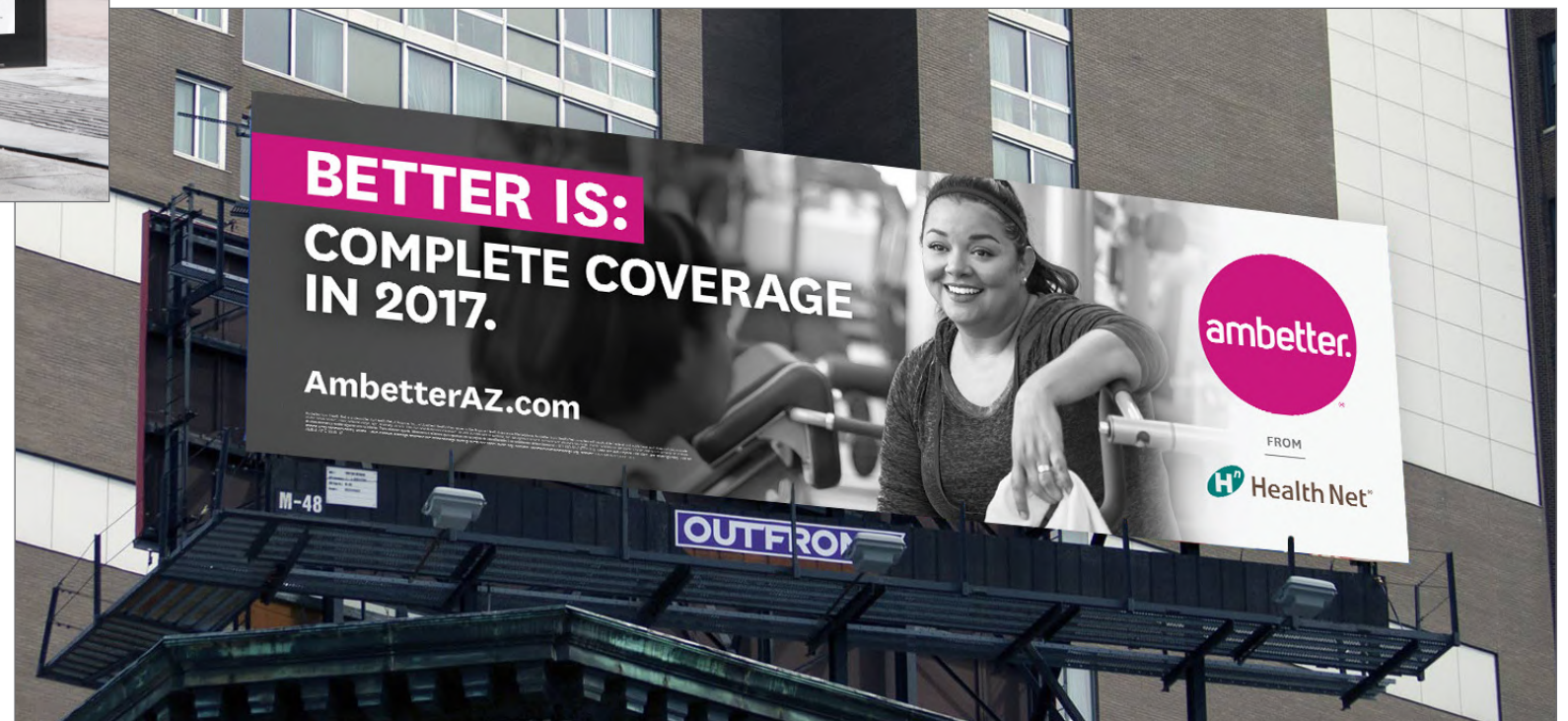
My team's work helped the startup healthcare brand grow from a membership of 75K in 2014 to its current position as the largest insurance provider on the Health Insurance Marketplace—with over 2MM members nationwide.

Work targeted both B2C and B2B audiences, as well as internal stakeholders who required education on the Ambetter product. Most campaigns were produced in multiple languages.

This is a small selection of my Ambetter campaign work.

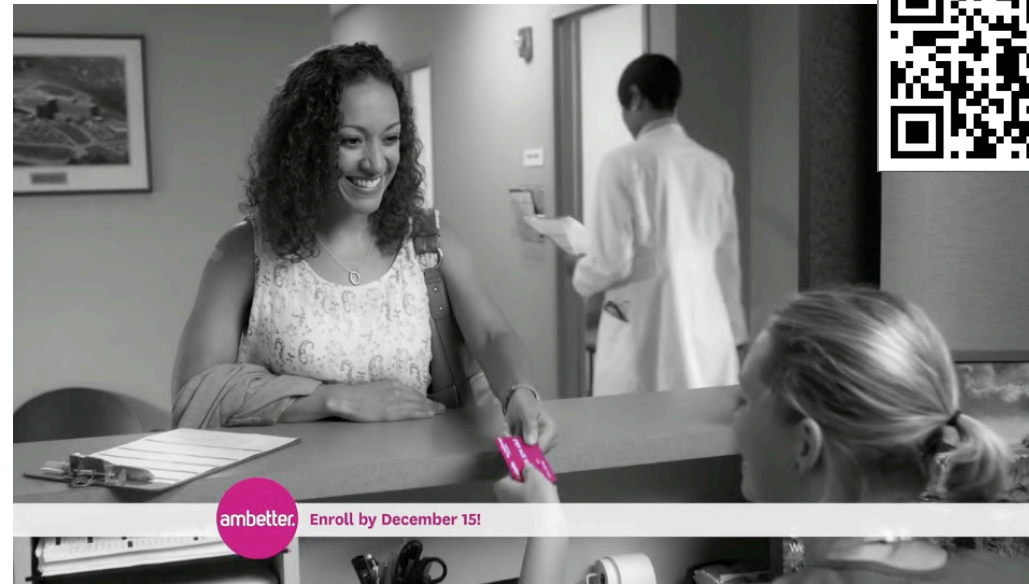
MY ROLE ON THE PROJECTS:

- Creative Vision, Brand Strategy and Design Direction
- Concepting and Ideation
- Graphic Design
- Video and Digital Storyboarding
- On-set Direction for Photography and Broadcast
- Illustration and Sketching
- HTML5 Banner Animations
- Pre-press and Production

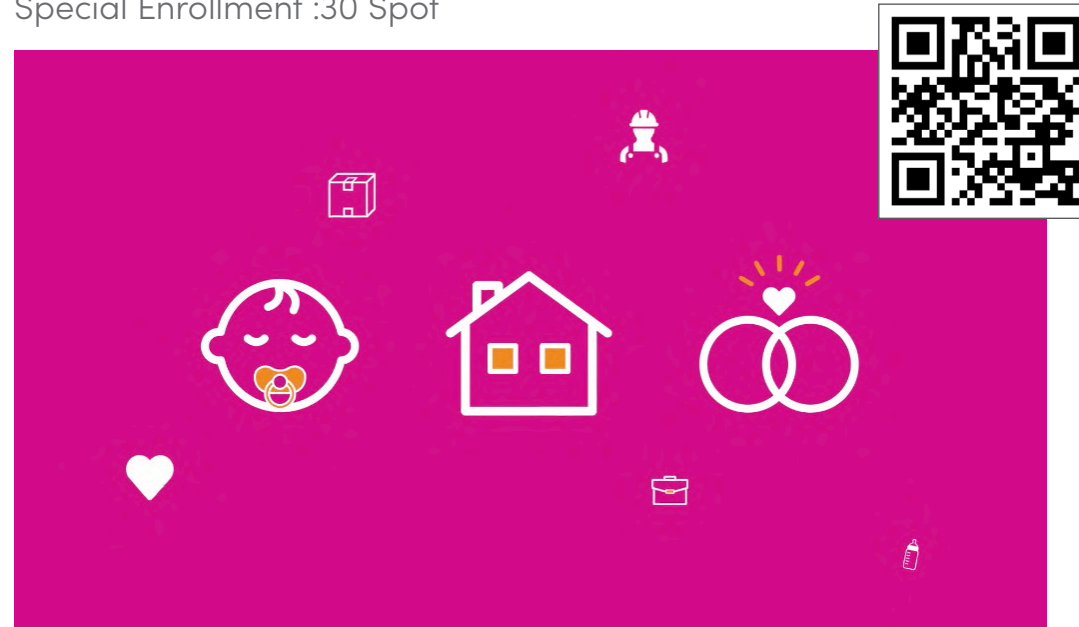


OOH FOR THE "BETTER IS" OPEN ENROLLMENT CAMPAIGN & THE "MY BETTER IS" CAMPAIGN EVOLUTION

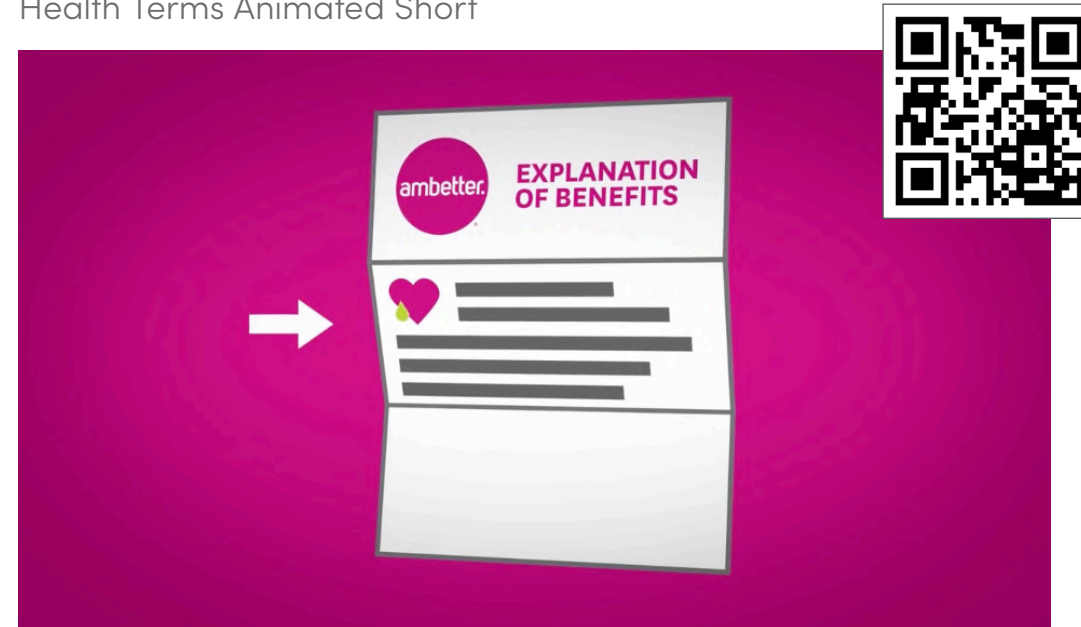
Better Everyday :30 Spot



Special Enrollment :30 Spot



Health Terms Animated Short

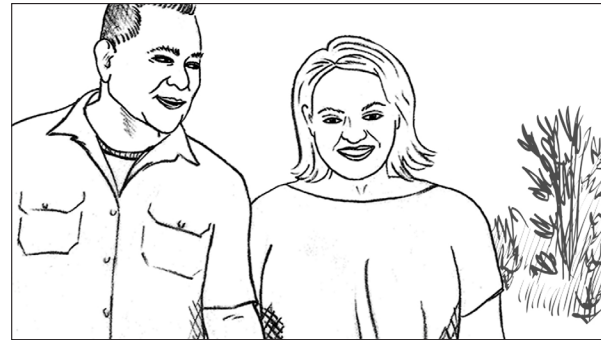


SELECTION OF BROADCAST SPOTS AND ANIMATED SHORTS

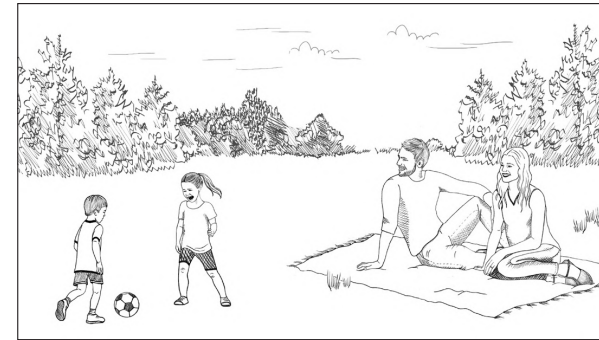
NOTE: Sketched images are from the original animatic and may not 100% represent the final script. Refer to video notes for up-to-date direction.



VIDEO: Open on a mid 50s-60s couple, walking in a park.
VO WOMAN: Having our health is so important.



VIDEO: We focus on the woman, hearing her thoughts.
VO WOMAN: And I've got so much to be grateful for.



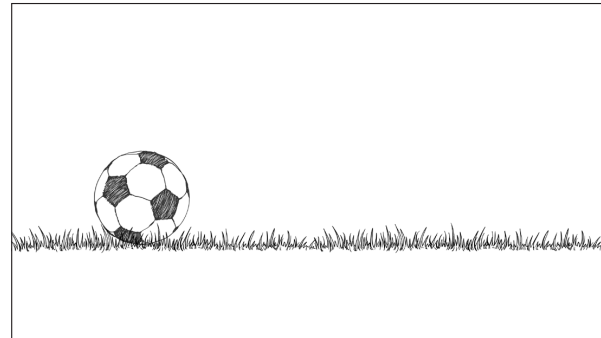
VIDEO: Couple passes mom and dad, walking behind their kids as they come from daughter's soccer game. The kids are kicking a ball back and forth as they all walk.
VO DAD: They're growing up fast.



VIDEO: We focus on the dad, hearing his thoughts.
VO DAD: I can't wait to see where life takes them.



VIDEO: As kids continue to play, announcer VO comes in.
VO ANNCR: Choosing Ambetter health insurance means having the peace of mind to focus on tomorrow...



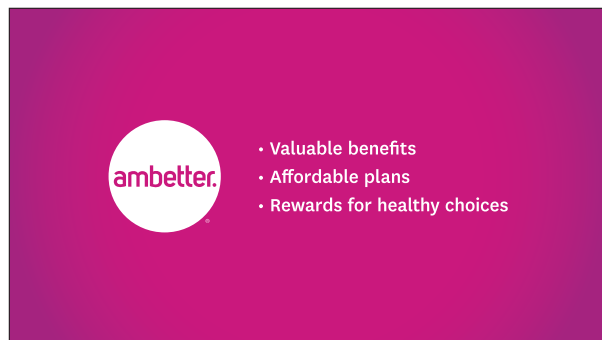
VIDEO: The daughter kicks the ball across the field. The ball rolls towards a woman jogging with headphones in.



VIDEO: The woman stops the ball and picks it up, smiling warmly at the kids.
VO ANNCR: ...and all the possibilities it holds.



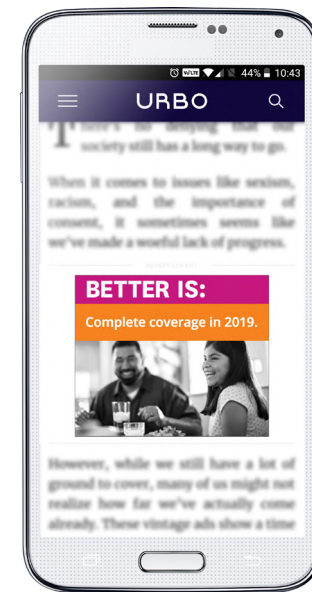
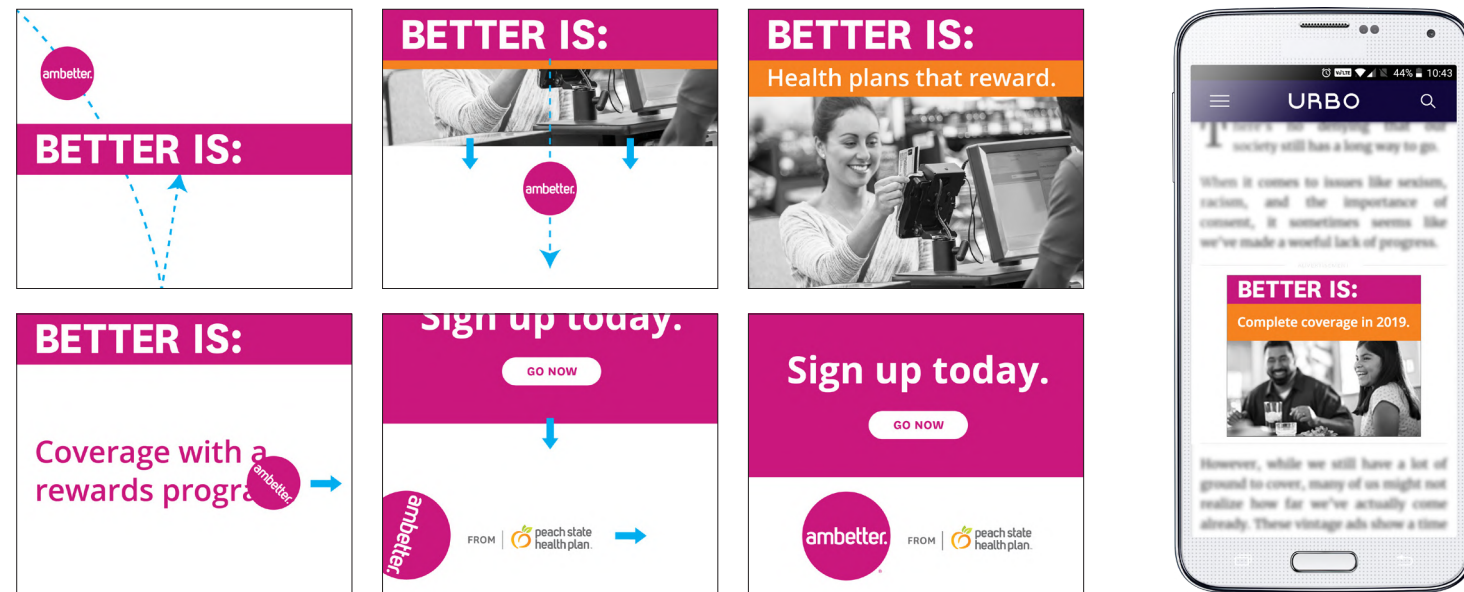
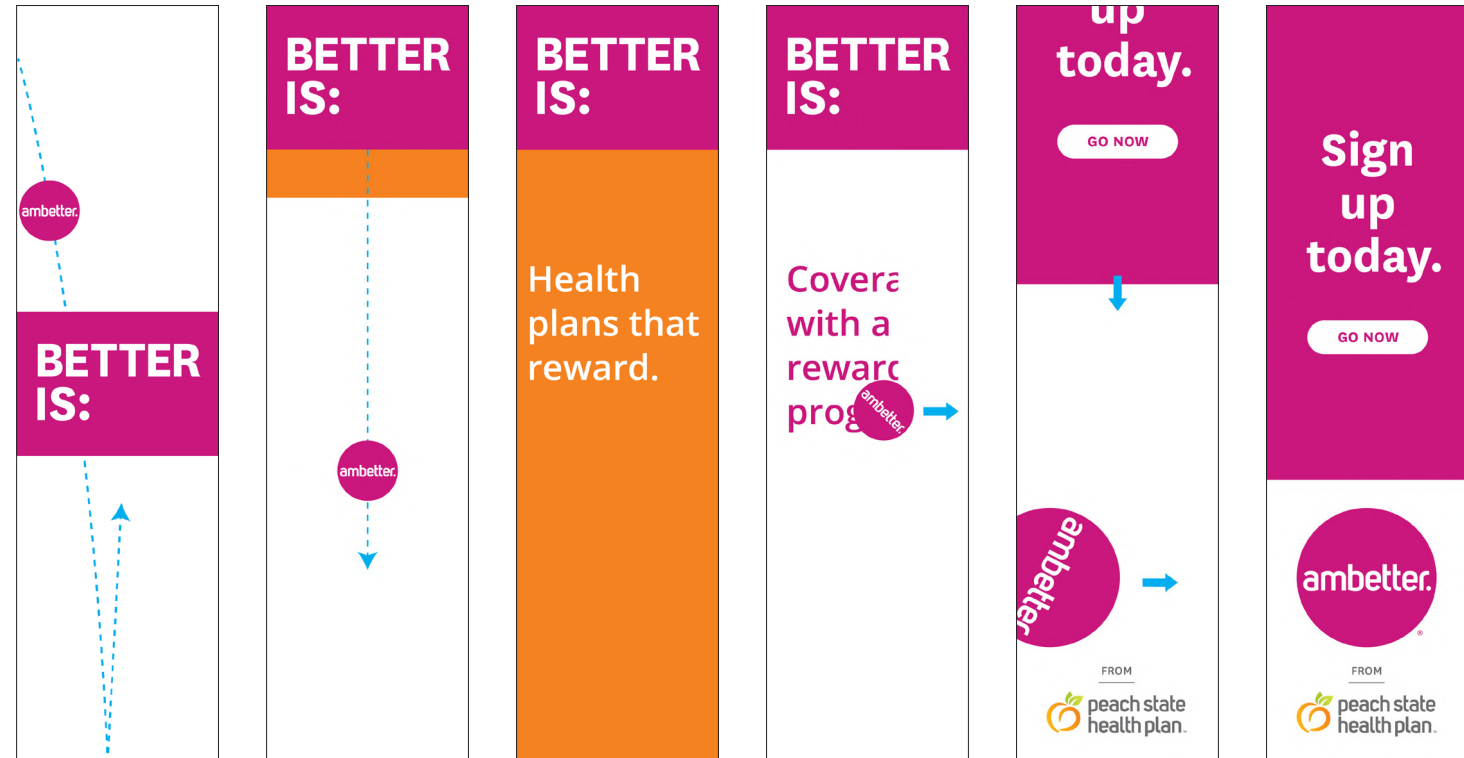
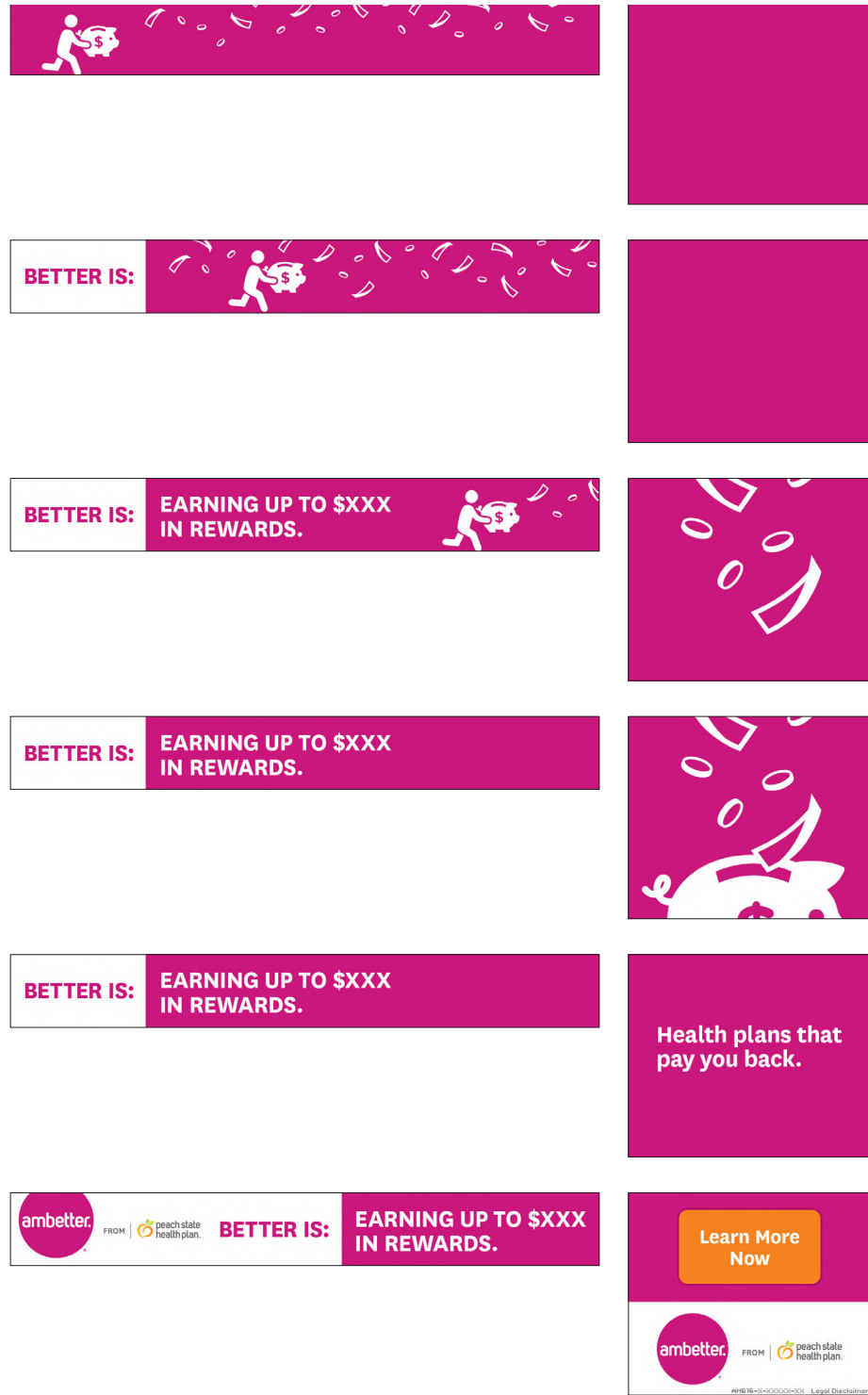
VIDEO: Focus shifts to the woman as her voice picks up the narration, and the super appears on screen.
VO YOUNG WOMAN: Better Is: A Healthier Tomorrow
SUPER: Better Is: A Healthier Tomorrow



VIDEO: Better Is graphic transitions to fill screen with raspberry gradient. Logo and supers appear, revealing benefits one by one.
VO YOUNG WOMAN: A health plan that fits my budget with benefits I need. There's a plan for you, too.
SUPER: Valuable benefits, Affordable plans, Rewards for healthy choices



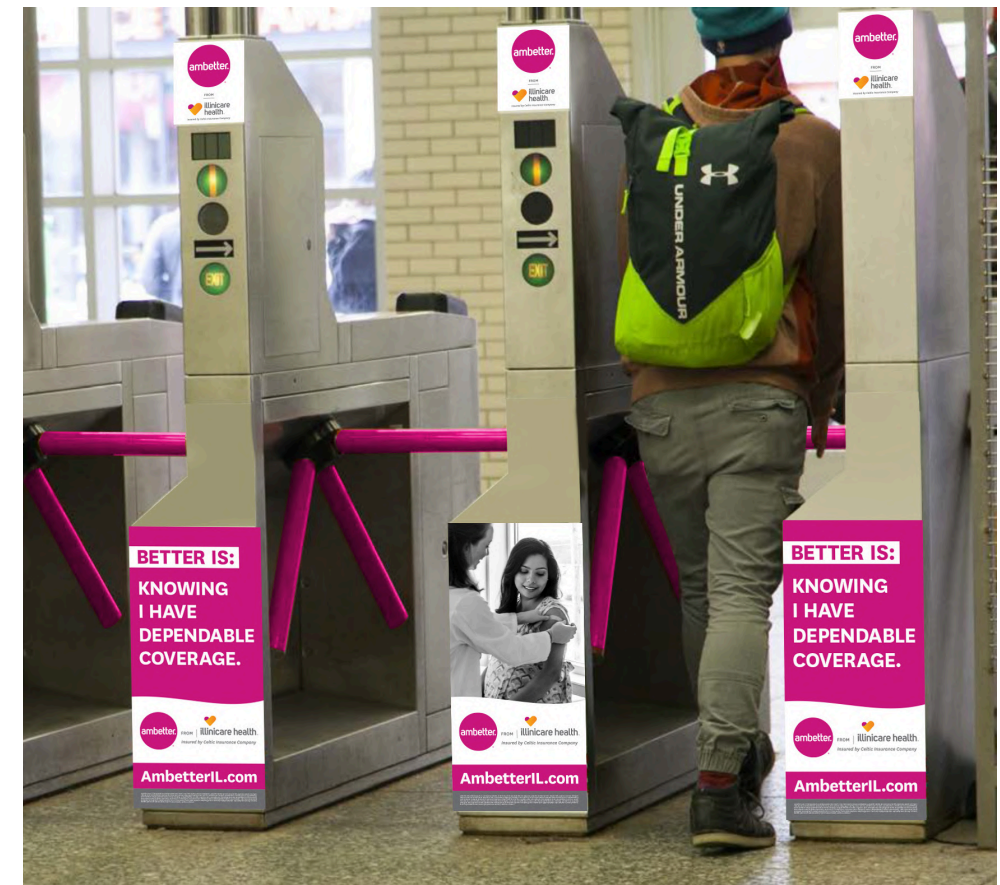
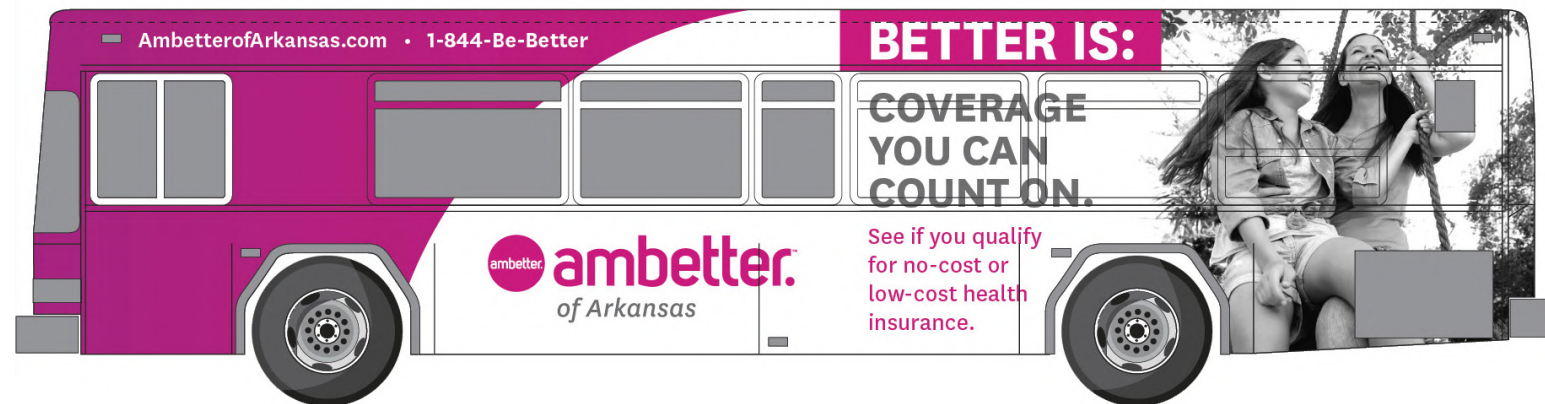
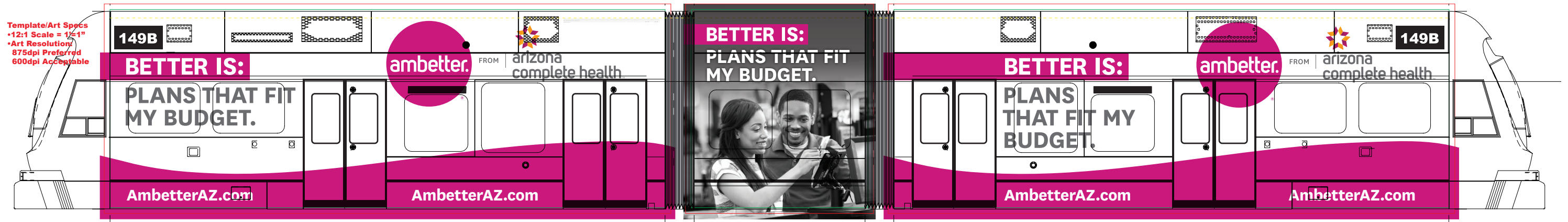
VIDEO: Spot concludes as Ambetter circle logo transitions into Ambetter from [Health Plan] logo and URL.
VO YOUNG WOMAN: Find it at [AmbetterHealth.com]
SUPER: Health Plan logo, URL, Legal



STORYBOARDS FOR ANIMATED HTML5 WEB BANNERS



COVER AND SPREADS FROM THE MEMBER HANDBOOK & WELCOME PACKET

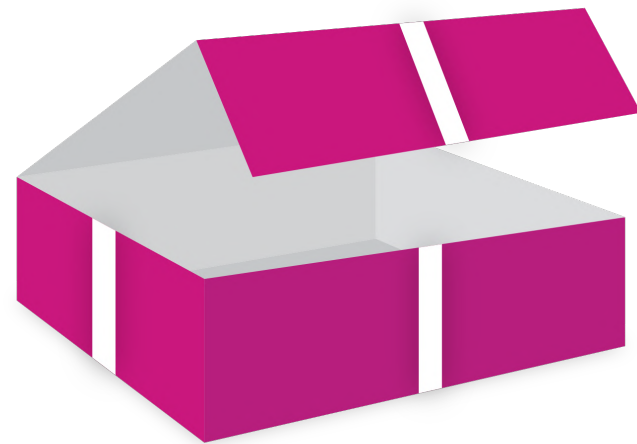




PHOTOGRAPHY FROM SHOTS I'VE MANAGED AND CREATIVE DIRECTED



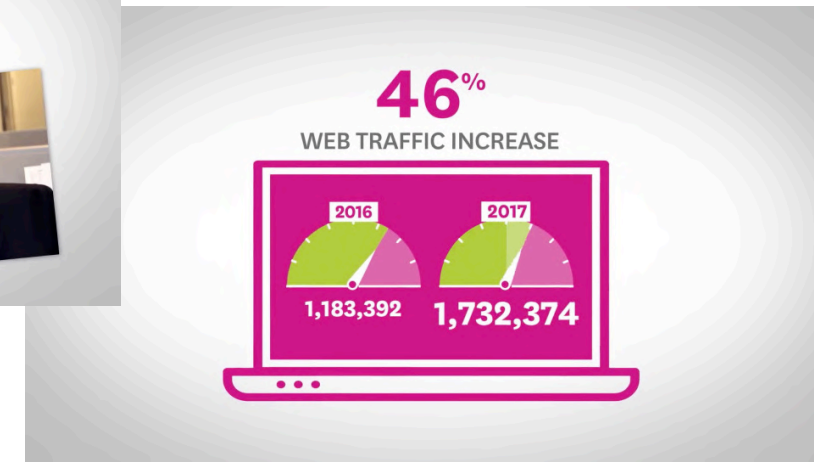
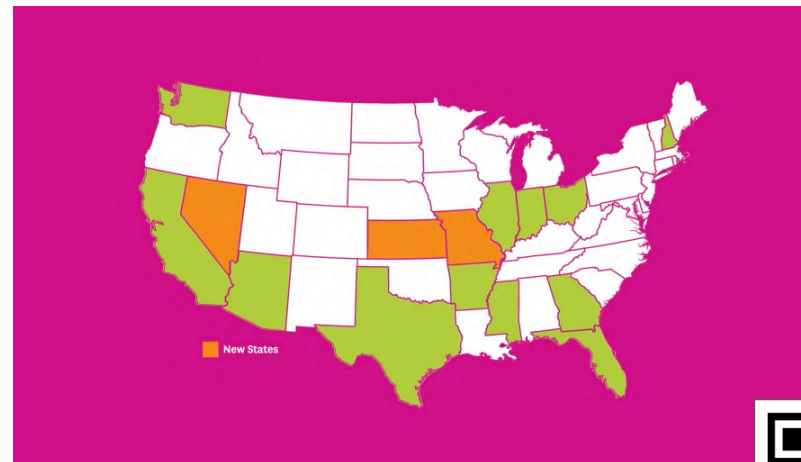
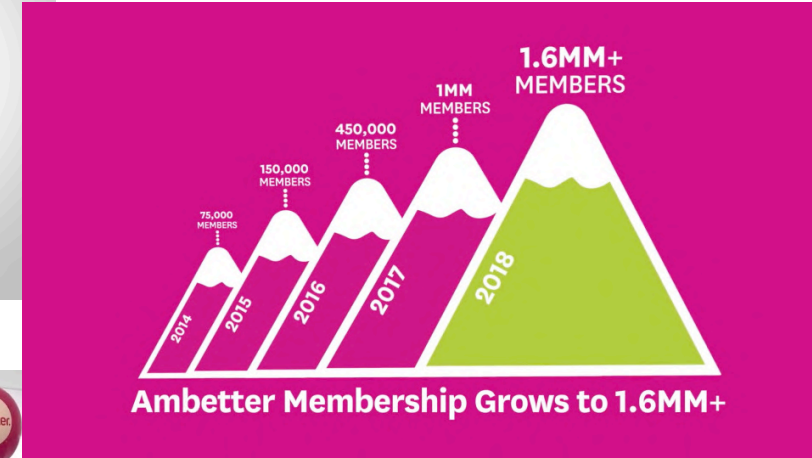
(top view)



(side view)



CONCEPT & REALIZATION OF A "BETTER BOX" FROM PROVIDER OUTREACH PROGRAM



View the brag reel online

CLIPS FROM THE BRAG REEL, TARGETING AMBETTER EMPLOYEES (AKA THE SHAMELESS PLUG FOR THE SUCCESS OF OUR OPEN ENROLLMENT CAMPAIGNS)

Ambetter Home Page Update

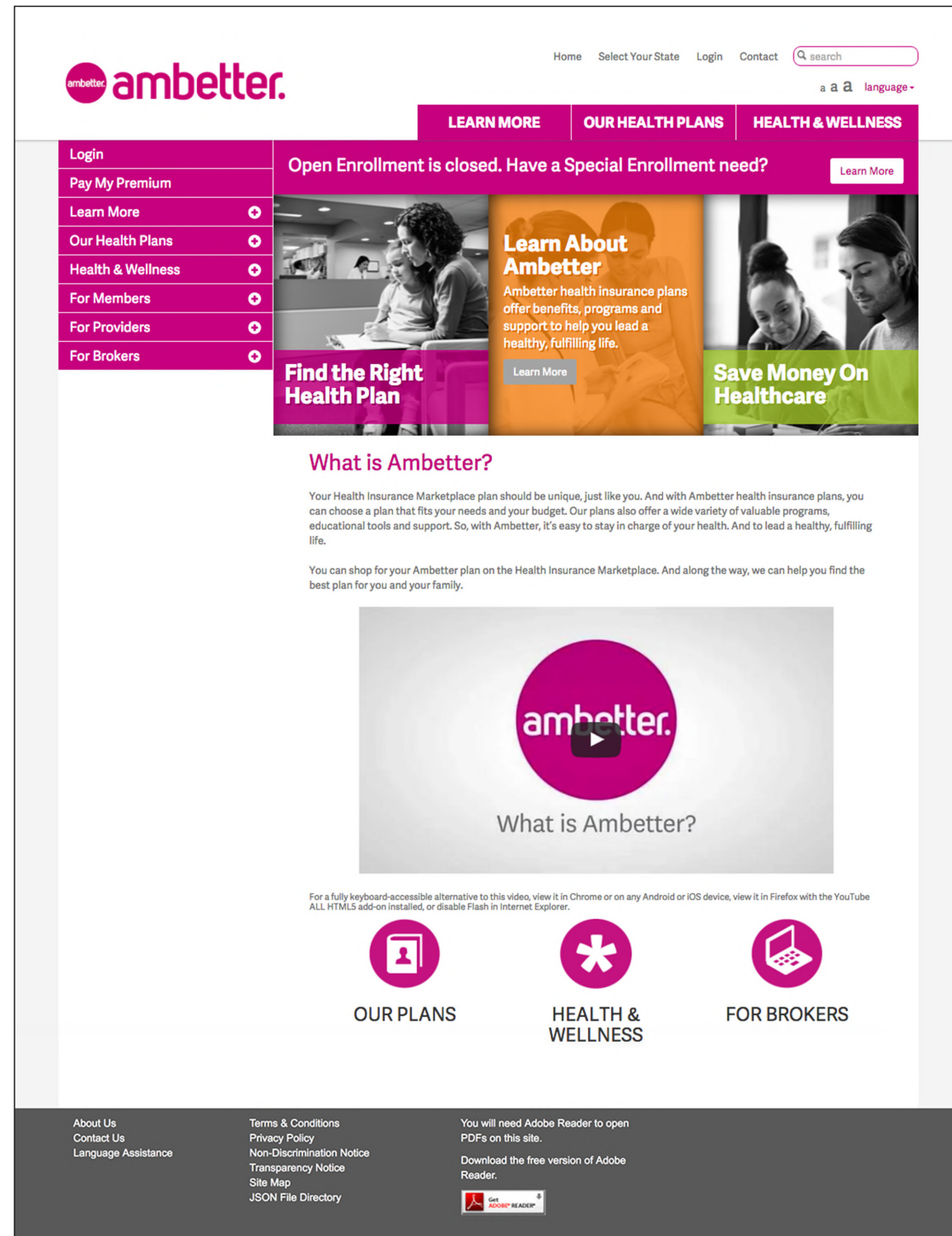
I was tasked with updating the home page for the Ambetter website, across all 18 state health plans, prior to the 2019 Open Enrollment period.

The goal of this revision was to increase usability, make the page both more transactional and informative for prospective members—while not decreasing usability for current members, providers and brokers. In addition to the redesign, I also made recommendations for how to simplify the navigation to make it easier for users.

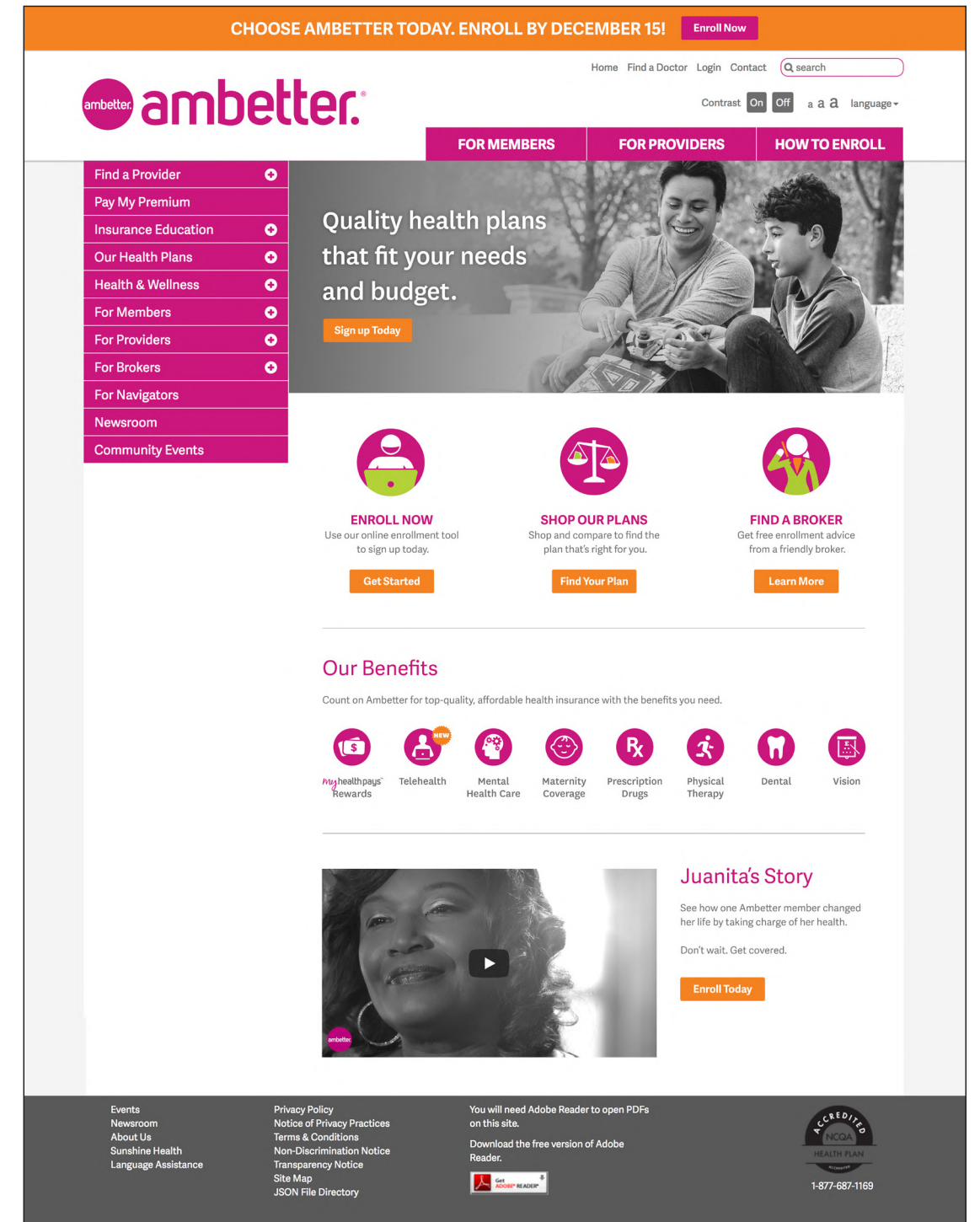
The project provided an additional challenge in that designs had to be adapted to work within the framework and aesthetic confines of the existing Ambetter website, including fixed navigation and text elements.

MY ROLE ON THE PROJECT

- Creative Direction
- Web Design & Information Architecture
- Graphic Design
- UX Strategy



BEFORE



AFTER

The My Health Pays (MHP) rewards program plays a crucial role in the member experience for those enrolled in an Ambetter health plan. MHP Communication throughout the year aims to provide “points of delight” and keep Ambetter top of mind, supporting Centene’s corporate marketing retention efforts.

Member research showed that members weren’t fully engaging with or using benefits from the rewards program. The research further indicated that disengagement was because of poor user experience, a cumbersome approach to copy and dated designs that didn’t match the delightful feeling the program was meant to deliver.


In order to better inform and engage members, I was tasked with:

1. elevating the look and feel of the rewards program while adhering to Ambetter’s existing brand standards.
2. reimagining the overall approach to member emails based on UX best practices.

MY ROLE ON THE PROJECT

- Creative Direction
- Concepting and Ideation
- Graphic Design
- UX Strategy and Insight

To view this email as a web page, [go here](#).
 Vaya [aquí](#) para ver la información en español, o vaya al final de la página.



BETTER IS: Staying Focused on Your Health!

SCHEDULE YOUR ANNUAL WELLNESS EXAM TODAY!

Take charge of your health by visiting your primary care provider (PCP) at least once a year. This yearly exam is a preventive service that keeps you updated about any changes in your health. **Plus, you'll earn \$50 in My Health Pays™ rewards!**

Log in to [Member.AmbetterHealth.com](#) to use our *Find a Provider* tool. Check to see if your current PCP is in our network or choose a new PCP. **You'll earn \$50 in My Health Pays™ rewards after you complete your wellness exam.**

USE YOUR MY HEALTH PAYS™ REWARDS TO HELP PAY FOR:

- Healthy groceries
- Over-the-counter medicines
- Personal care items
- Baby care items

Visit [Ambetter.NHhealthyfamilies.com](#) with any questions you have about the My Health Pays™ rewards program.

*Consult a tax professional to understand any possible tax implications for the My Health Pays™ program. Please allow several weeks for your rewards to be processed after you complete your annual wellness exam. Ambetter from NH Healthy Families is underwritten by Celtic Insurance Company. ©2017 NH Healthy Families. All rights reserved. AMB17-NH-C-00018

BETTER IS:

EARNING \$50 IN *myhealthpays*™ REWARDS!

Complete Your 2017 Ambetter Wellbeing Survey Today!

Take charge of your health by taking your Ambetter Wellbeing Survey every year. It's an easy way to keep us updated about any changes in your health. This helps us tailor programs specifically to your needs. **Plus, you'll earn \$50 in *myhealthpays*™ rewards!**

Log in to your secure Ambetter from Peach State Health Plan member account at [Member.AmbetterHealth.com](#) to fill out the survey.

- 1 Choose the **Earn My Health Pays™ Rewards** button.
- 2 Click on the **Go to My Health Pays™!** button.
- 3 Select the **Take Now!** button on the Wellbeing Survey banner at the top.
- 4 **Complete** your survey.

Remember to take it within the first 90 days of your membership to earn \$50 in *myhealthpays*™ rewards.

Visit [Ambetter.pshpgeorgia.com](#) with any questions you have about the Ambetter Wellbeing Survey.

 FROM 

© 2016 Ambetter of Peach State. All rights reserved. AMB16-GA-C-00272-2

MEJOR SIGNIFICA:

¡GANAR \$50 EN RECOMPENSAS DE *myhealthpays*™!

¡Complete su Encuesta de bienestar de Ambetter para el 2017 hoy!

Hágase cargo de su salud llenando su Encuesta de bienestar de Ambetter todos los años. Es una manera fácil de mantenernos actualizados en cuanto a los cambios en su salud. Esto nos ayuda a ajustar los programas específicamente a sus necesidades. **Además, ¡ganará \$50 en recompensas de *myhealthpays*™!**

Entre a su cuenta segura del miembro de Ambetter de Peach State Health Plan en [Member.AmbetterHealth.com](#) para llenar la encuesta.

- 1 Elija el botón **Ganar recompensas de My Health Pays™**.
- 2 Haga clic en el botón **¡Ir a My Health Pays™!**
- 3 Elija el botón **¡Responder ahora!** en el panel Encuesta de bienestar de la parte superior.
- 4 **Complete** su encuesta.

Recuerde llenarla dentro de los primeros 90 días de su afiliación para ganar \$50 en recompensas de *myhealthpays*™.

Visite [Ambetter.pshpgeorgia.com](#) con las preguntas que tenga sobre la Encuesta de bienestar de Ambetter.

 DE 

© 2016 Ambetter of Peach State. Todos los derechos reservados. AMB16-GA-C-00272-2

EXAMPLES OF THE CLUNKY PROGRAM MATERIALS I WAS ASKED TO REIMAGINE: EMAIL (LEFT) & BILINGUAL INVOICE FLYER (RIGHT)

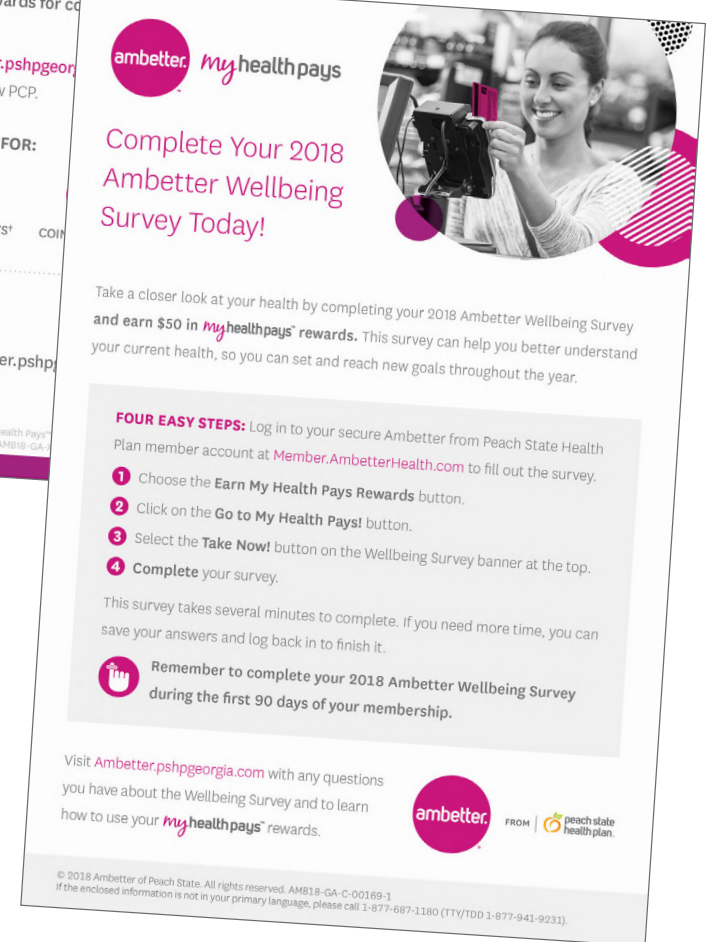
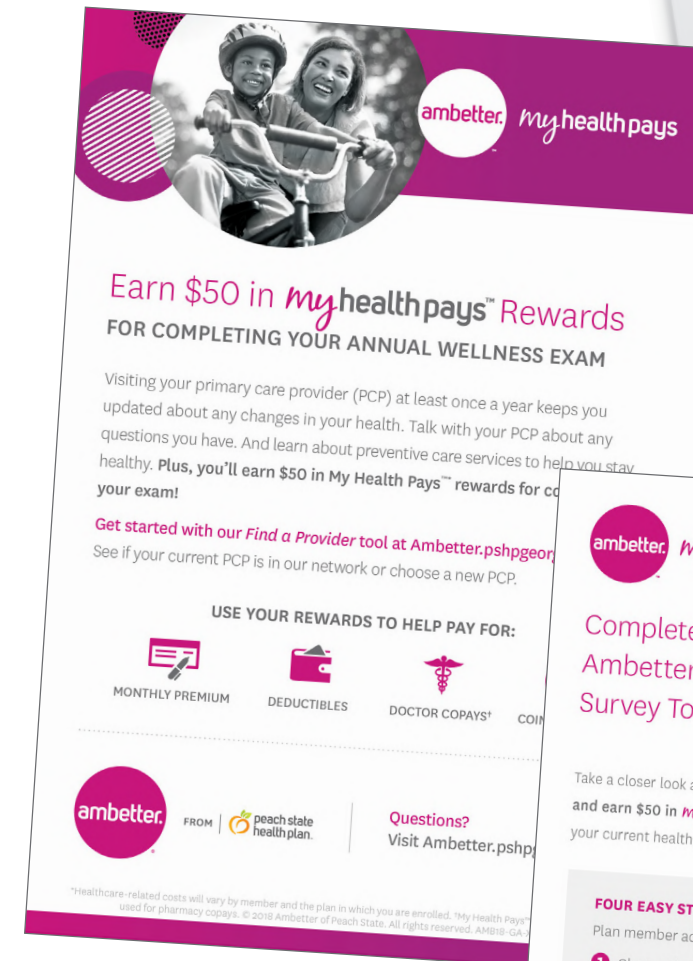
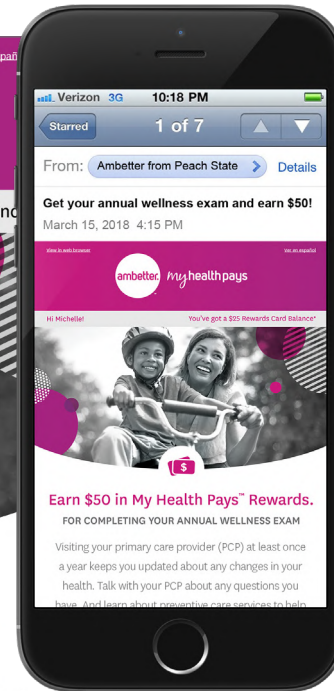
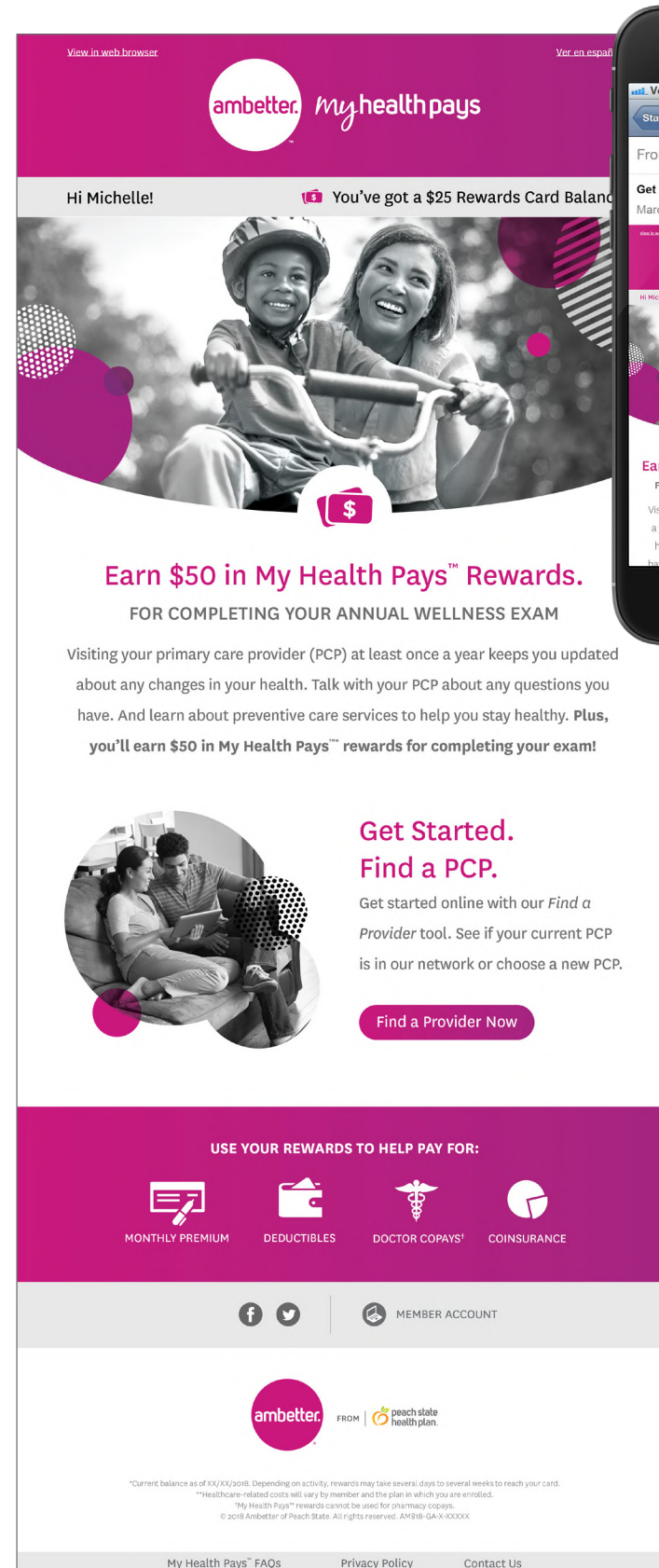
Ambetter plan members expect an optimized user experience as a basic requirement for brand engagement. With this goal in mind, my solution was to create a human-centered approach that deliberately considered how client materials would be understood and used by members.

In total, I created three reimagined concepts. This is the look and feel of the final concept, as selected by the client.

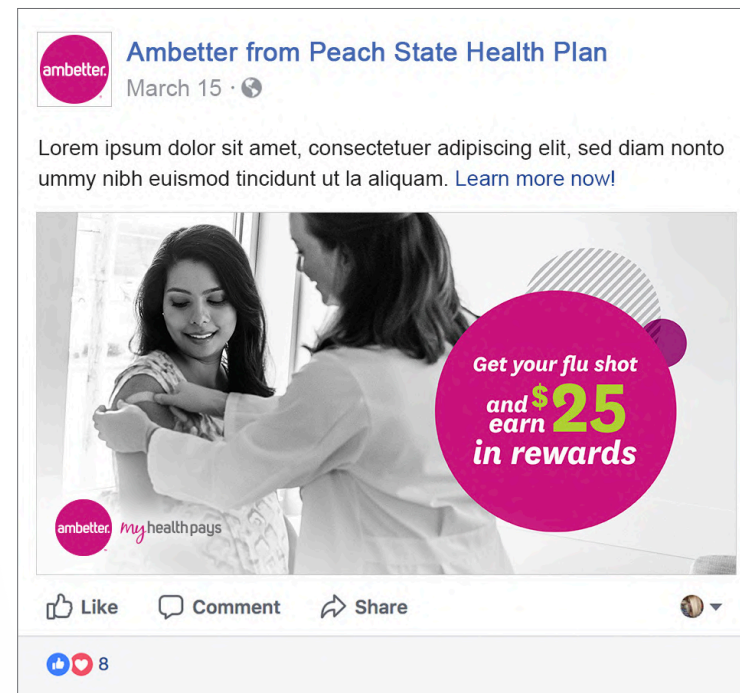
This selected redesign amps up the existing elements of the Ambetter branding—the color pink, use of circles, and black and white photography—with the addition of playful textures and overlays. The overlays and textures bring a sense of ease and lightheartedness to the communication, differentiating rewards program correspondence from other, more formal member materials (like billing or pharmacy).

How these layouts enhance UX:

- Responsive designs adhere to best practices
- Evident visual hierarchy guides the viewer through page content
- Fun, engaging visuals with uncluttered, easy-to-read layouts
- Obvious calls-to-action
- Iconography replaces longer copy blocks
- Footers and headers provide personalized quick-links for easy access to helpful information



THE REIMAGINED DESIGN APPLIED TO MEMBER EMAIL AND MAILERS



CAMPAIGN EXTENSIONS:
TRI-FOLD BROCHURE, SOCIAL MEDIA POST & GREETING CARD

In addition to the Ambetter work, my team was responsible for 360° campaigns across Centene's full family of healthcare products. The work spanned dozens of unique managed care plans (Medicare and Medicaid) across the United States.

We brought countless full-scale campaigns to life from concept through production. The work targeted both B2C and B2B audiences, as well as internal stakeholders who required education on Centene's many plans and products.

This is a small selection of my work in the managed care space.

MY ROLE ON THE PROJECTS:

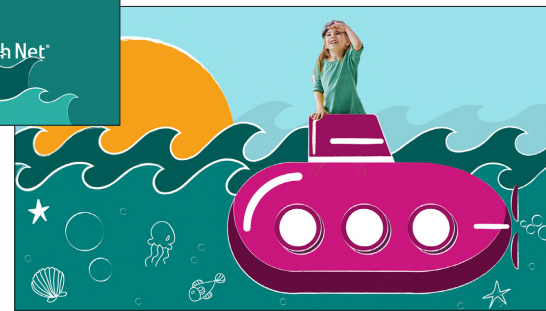
- Concepting and Ideation
- Graphic Design
- Video and Digital Storyboarding
- On-set Direction for Photography and Broadcast
- Illustration and Sketching
- HTML5 Banner Animations
- Pre-press and Production

TABLE TENT, POSTER & SOCIAL POSTS FOR PARTNERSHIP WITH THE VEGAS GOLDEN KNIGHTS

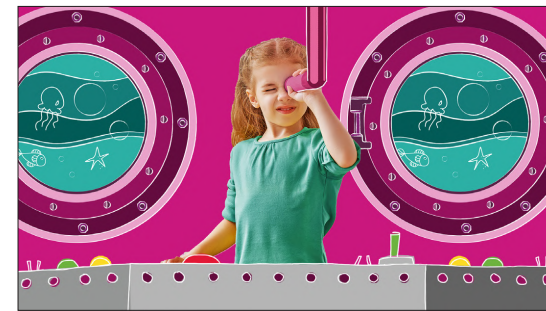
HEALTH NET TV :30 | Today and Tomorrow



VIDEO: The spot opens with a title screen of the Health Net logo atop a teal background. Layers of illustrated waves wash in, sweeping away the logo. A little girl in an animated submarine pops up into the waves.
SUPER: Health Net (logo)



VIDEO: The first scene begins, set inside a little girl's imagination—a wild, animated world where she's in a submarine, readying for a mission. She enters the submarine and closes the hatch behind her.



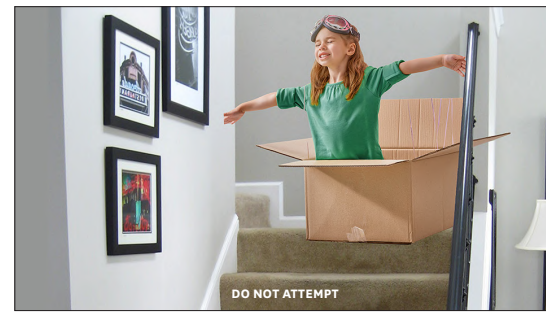
VIDEO: Now inside the submarine, we see the girl checking out her surroundings, flipping console switches as we hear a mix of mechanical sounds.
VO: Life can be wild and unpredictable. It's good to know Health Net has you covered.



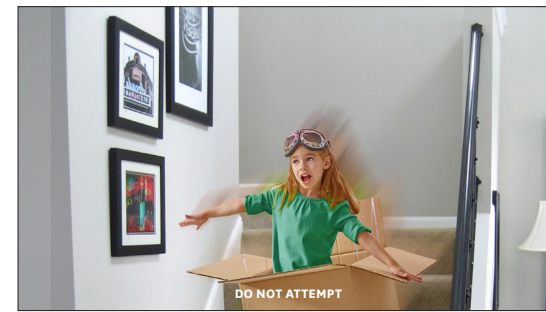
VIDEO: Cut to shot of the girl's hand pressing a big, red "DIVE" button, with sound effects. "Mission control" starts the countdown.
VO (mission control): 3...2...1...
VO (mission control and little girl): Dive! Dive! Dive!



VIDEO: As she closes her eyes and stretches out her arms, preparing to submerge in her submarine, the animated scene is swapped out for live action.



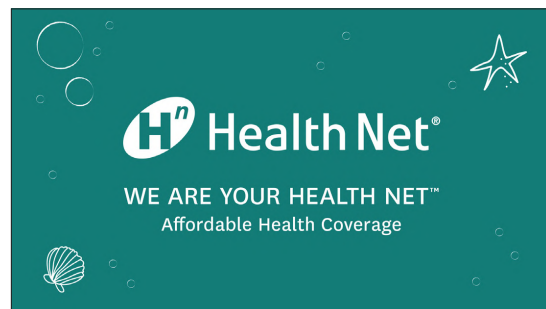
VIDEO: Camera zooms out slightly so we discover that the girl is really in a cardboard box at the top of a staircase. She's preparing to dive down the stairs in the box.



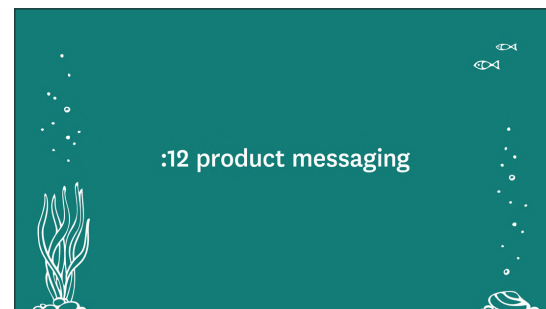
VIDEO: She dives down the stairs and out of frame...but we don't hear a crash.
VO: Health Net has provided affordable health coverage your neighbors and their families have relied on for over 30 years.



VIDEO: Cut to girl in her box at the bottom of the staircase, feathers flying. We see she's landed safely in a big pile of pillows.
VO: And we'll be here tomorrow, too.



VIDEO: Logo appears on teal screen, with drawn ocean elements animating around the background.
VO: Because we are your Health Net.
SUPER: Logo, Tag, Affordable Health Coverage



VIDEO: The teal screen continues with subtle motion graphics to support the product messaging VO.
VO: TBD



VIDEO: End with a quick, concluding shot of girl with her mom, smiling. Mom pulls a stray feather from girl's hair as both of them smile.



View the final :30 spot

Newsprint

Always flying nonstop.
I'm all in.



Managing my health insurance as I get older involves some really important decisions, so I turn to Allwell. They give me the information I need to understand all of my options—so I'm able to make choices that are right for me.

I'm all in with Allwell.

Y0020_18_2909PRAD

Allwell is the new name for Medicare Advantage Plans from Buckeye Health Plan.

allwell.
FROM
buckeye health plan.

Billboard



Enjoying a decade of friendship.
I'm all in.

allwell.

Employee Break Room Poster

I'M EXCITED ABOUT THE OPPORTUNITY *that*

allwell.

PRESENTS FOR US TO SIGNIFICANTLY IMPACT OUR ORGANIZATION *and members*

FOR YEARS TO COME



Alex Furman
I'm all in.

allwell.

Campaign Style Guide

ALLWELL BRAND AT A GLANCE

Visual & Copy Pairings

VERSION 2.0 / JULY 2017

Campaign Extension Examples: Communications and Collateral

VIDEO
Any tactics involving video should be coordinated on a project-by-project basis.

For collaboration and video guidance, please contact:
Leanne Todd
Brighton Agency
Leanne.Todd@brightonagency.com
314-905-5232

Secondary color can be used when expressing affiliation with a state plan.

The Wave element should be carried into transitional tactics and collateral.

ACCESS TO THE LATEST INDUSTRY KNOWLEDGE
To help you take your practice to the next level.

PROGRAMS AND RESOURCES
That are designed to help you grow your practice.

Provider Flyer

Direct Mail - Front

Direct Mail - Back

PR
P 100 U 23
Y 45 B 125
K 0

LIME
Pantone® 376
C 35 R 170
M 0 G 200
Y 100 B 50
K 4

ORANGE
Pantone® 159
C 0 R 245
M 60 G 130
Y 100 B 32
K 0

TOP LEFT
Pantone® 376
C 35 R 170
M 0 G 200
Y 100 B 50
K 4

TOP LEFT
Pantone® 376
C 35 R 170
M 0 G 200
Y 100 B 50
K 4

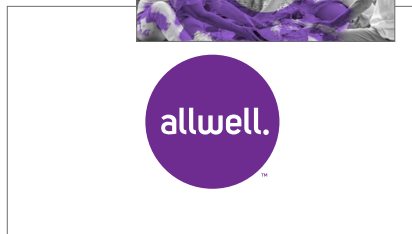
BOTTOM RIGHT
Pantone® 7649
C 40 R 165
M 100 G 37
Y 15 B 127
K 0

BOTTOM RIGHT
Pantone® 381
C 20 R 214
M 0 G 224
Y 50 B 64
K 4

BOTTOM RIGHT
Pantone® 134
C 0 R 253
M 30 G 185
Y 100 B 19
K 0

GRADIENT
The gradient should always blend diagonally from the upper left corner to the lower right corner. The gradient should never blend straight left to right or top to bottom.

Allwell Brand Launch TV
I'm All In :30



CASTING NOTE: The key frame images were built from stock imagery. The roles will be cast as two late 60s/early 70s couples, one Caucasian and one Hispanic

VIDEO: Video opens on an aerial shot over a public park. As camera tracks, we begin to see people and activity in the park. Logo animates on with ANNCR VO.

SUPER: Introducing Allwell (logo)

VIDEO: WOMAN's VO begins, telling her story almost documentary style. Simple but slowly building piano/keyboard playing underneath:

VO (WOMAN): You know how it is at our age...

VIDEO: Camera closes in, establishing two couples coming together for a day at the park. We see a series of B-roll footage of them setting up (unfurling a blanket, unpacking a cooler, grabbing an ice cream from a nearby vendor, getting out a deck of cards, etc.)

VO: ...managing our healthcare coverage. There are just so many details... numbers... it's really confusing. These are important decisions. So I turned to Allwell.

VIDEO: At the mention of Allwell we start to see beautiful, subtle blooms of the Allwell grape color appear organically within the scene.

VO: They gave me the information I needed to understand my options, so I could make choices that were right for me. Such a relief.

VIDEO: The colors build to resolve into a frame around the final scenes, setting the stage for the payoff.

VO: And now I'm free to enjoy moments like this...

VIDEO: Cut to framed medium shot highlighting the couple with ice cream. WOMAN turns her head toward us (with a wry smile to someone just off camera):

VO: ...Like dining in only the best places.

VIDEO: Cut to final scene, the couples sharing the moment, framed by Allwell grape.

VO: I'm all in with Allwell.

VIDEO: The purple blooms grow to cover more of the screen, forming a circle that flips and becomes the Allwell logo atop a clean white background.

SUPER: Allwell (logo)

Allwell Brand Launch :30 Spot



Allwell Brand Launch :15 Spot



YOUR PARTNER IN CARE

Our Solutions

We understand provider challenges with the number of tasks related to Medicaid members. As your partner, we deliver comprehensive solutions.

We reduce the administrative problems so you and your staff can focus on what you do best—providing quality healthcare to our members.

CHALLENGES

- Over use of ED
- Premature Births
- Appointment No-Shows
- Lack of Clinical Home
- Late Claims Payments
- Administrative Hassles

**WESTERN SKY
COMMUNITY
CARE**

Partnership
in Care

PROVIDER RESOURCES & SOLUTIONS

- **Initial and ongoing education** through orientations, office visits, training and updates.
- **A dedicated claims team** to ensure prompt payment.
- **Timely, informative reports** to assist with patient outreach.
- **Minimal referral requirements** and limited prior authorizations.
- **A dedicated provider relations team** with resources available in person or by phone.
- **Online access** for member eligibility, authorization and claims status.
- **Information about benefits and services** for patients and in-office educational displays.

MEMBER COMPLIANCE SOLUTIONS

- **MemberConnections®** for in-person, “boots on the ground” preventive health practices, interaction and member outreach support.
- **Nurse Advice Line** for 24-hour, toll-free phone access to registered nurses who can answer medical questions and help members determine if their condition is an emergency.
- **Start Smart for Your Baby®** for educating pregnant and new mothers on how to best manage their health and their baby’s health.
- **Healthy Lifestyle Programs** for regional and community-based health education.

Western Sky Community Care is a new managed care organization in New Mexico dedicated to improving the health of our members through focused, compassionate and coordinated care.

The Western Sky Community Care Difference

LOCAL

We are a new plan in New Mexico working to ensure quality healthcare is available throughout the state. Our approach is based on delivering outstanding healthcare through local, regional and community-based resources. We have a local office and staff which allows us to offer personalized service with an understanding of the community and issues our members and providers face.

EXPERIENCED

Western Sky Community Care is a subsidiary of Centene Corporation—a Fortune 100 company with over 30 years in the Medicaid industry and a robust portfolio of specialty health solutions. We deliver high-quality, culturally sensitive healthcare services to our members and providers.

PARTNERSHIP-DRIVEN

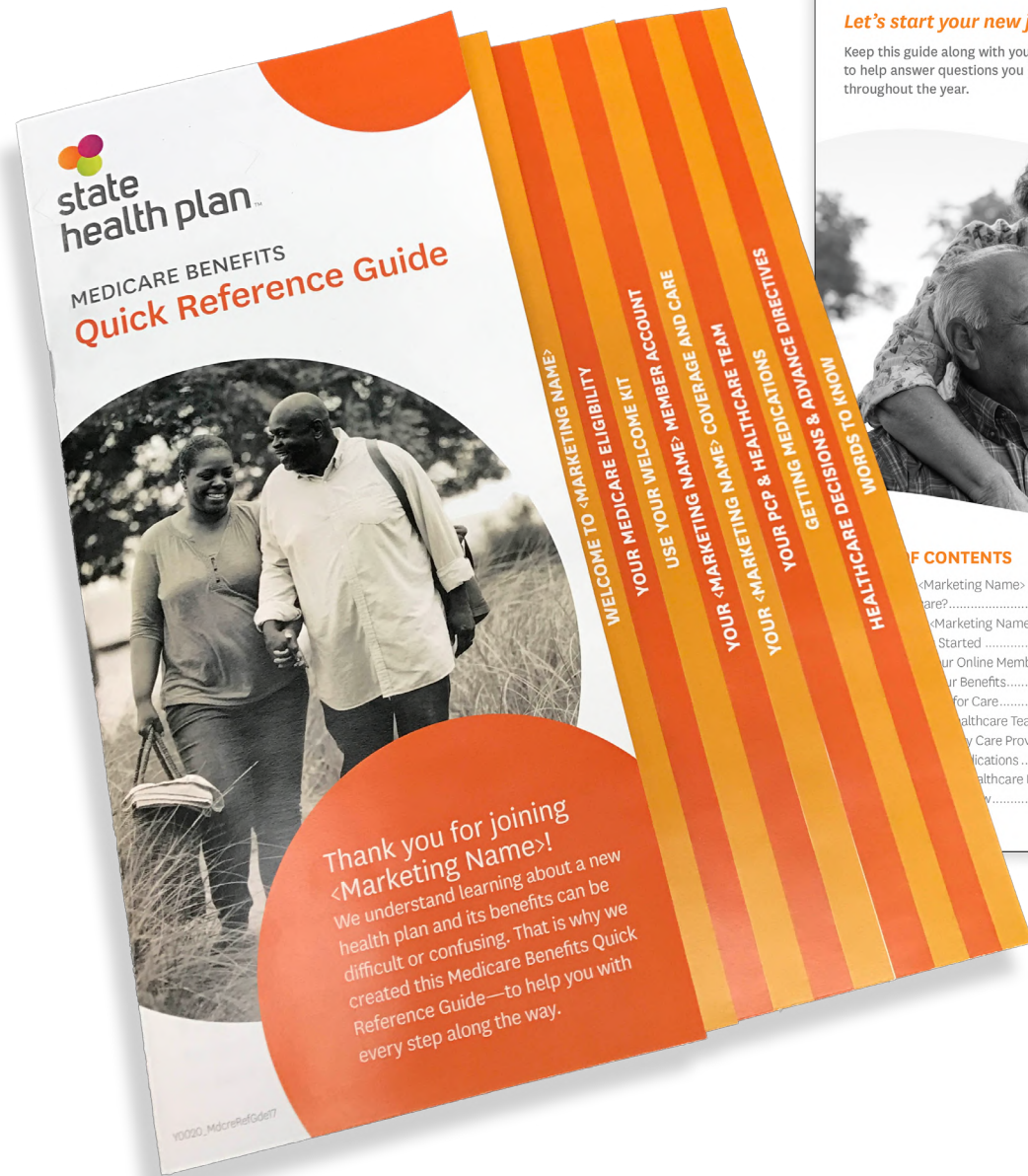
We recognize the important role of healthcare providers in ensuring members receive the best quality services. We are committed to developing lasting partnerships with hospitals, physicians and other healthcare providers, so you have ready access to all of our resources and support.

**western sky
community care.**

WesternSkyCommunityCare.com
1-855-688-6589

© 2018 Western Sky Community Care. All rights reserved.

ACCORDION FOLD BROCHURE



Let's start your new journey together!

Keep this guide along with your Evidence of Coverage, to help answer questions you have about your benefits throughout the year.

state health plan

GET TO KNOW <MARKETING NAME>

At <Marketing Name> we want you to get the medical care you need so you can feel your best. As a local company, we have worked hard to develop a Medicare plan that will help meet your needs. Whether you are looking to improve your health overall or are simply focused on staying healthy, <Marketing Name> is here for you.

As a member of <Marketing Name> you have access to benefits to keep you healthy and programs to help you manage your health if you have an ongoing condition. Most importantly, we have friendly, professional staff members who are always ready to help coordinate the care you might need.

Continue reading this guide and keep it handy so you can learn about your new Medicare benefits. Remember, if you have any questions, we are just one call away!

TABLE OF CONTENTS

- <Marketing Name> Page 1
- Why? Page 2
- <Marketing Name>? Page 3
- How It Started Page 4
- How to Use Our Online Member Account Page 6
- How to Use Our Benefits Page 8
- How to Get Care Page 9
- How to Use Our Healthcare Team Page 10
- How to Use Our Primary Care Provider Page 11
- How to Use Our Medications Page 12
- How to Use Our Healthcare Decisions Page 14
- How to Use Our Page 16

MEDICARE BENEFITS QUICK REFERENCE GUIDE | 1

When Part D is included in a Medicare Advantage plan, the plan is referred to as a Medicare Advantage Prescription Drug plan or MAPD.

2 | MEDICARE BENEFITS QUICK REFERENCE GUIDE

WHY DO I HAVE <MARKETING NAME>?

You are a member with <Marketing Name> because you are eligible for all parts of Medicare and you chose to have us service your benefits under our Medicare Advantage (MAPD) plan.

Our MAPD plan combines Part A (hospital insurance), Part B (medical insurance) and Part D (prescription drug coverage) along with extra benefits into one complete plan to fit your needs.

If you are also eligible for Medicaid, our MAPD plan will work with your existing coverage to give you even more benefits.

In addition to your core Medicare benefits, extra benefits such as vision care, dental care or gym memberships may be available to you!

WELCOME TO <MARKETING NAME>

MEDICARE BENEFITS QUICK REFERENCE GUIDE | 3

12 | MEDICARE BENEFITS QUICK REFERENCE GUIDE

WHAT MEDICATIONS ARE COVERED

When another provider writes you a prescription, it's important to also check to make sure the medication is covered. You can find the complete formulary at [FPO.com](#).

If you are also eligible for Medicaid, our MAPD plan will work with your existing coverage to give you even more benefits.

WANT TO LEARN MORE?
Chapter <Chapter #> in your Evidence of Coverage includes full details about getting medications through our plan.

LEARN MORE ABOUT WHAT MEDICATIONS ARE COVERED

Our formulary provides information on what drugs are covered, what tiers the drugs are on and whether you need prior approval.

Remember, if you go to a retail pharmacy it should be in-network so your medications are covered. If you use an out-of-network pharmacy, you will likely pay out of pocket for your medications.

YOUR MEDICARE ELIGIBILITY

GETTING MEDICATIONS

MEDICARE BENEFITS QUICK REFERENCE GUIDE | 13

Billboard

REWARDS FOR HEALTHY CHOICES.

It's all part of my plan.

illinicare health™

ChooselliniCare.com

Billboard

Health Net of Arizona is becoming Arizona Complete Health.

arizona complete health. | ambetter | allwell.

Bus Stop

COBERTURA QUE CUBRE MÁS.

Todo esto forma parte de mi plan.

¡ELIJA PEACH STATE ANTES DEL 31 DE MARZO!

Inscríbese en Peach State Health Plan antes del 31 de marzo para una cobertura de cuidado de la salud de calidad que incluye servicios dentales y de la vista, además de programas tales como transporte desde y hacia las citas médicas y recompensas en dólares por actividades saludables.

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Billboard

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buckeye health plan.
A Medicaid Plan

Print

I earn higher rewards for my healthy choices.

I CHOOSE BUCKEYE HEALTH PLAN.

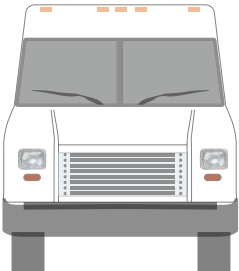
Buckeye Health Plan offers more reward dollars when you take charge of your health. From prenatal visits to a yearly well-visit with your doctor, you can earn more money on your prepaid CentAccount® rewards card. Buckeye Health Plan Medicaid coverage serves adults and children in all 88 Ohio counties. Sign up today!

To learn more, visit **ChooseBuckeye.com** or call 1-866-246-4358.

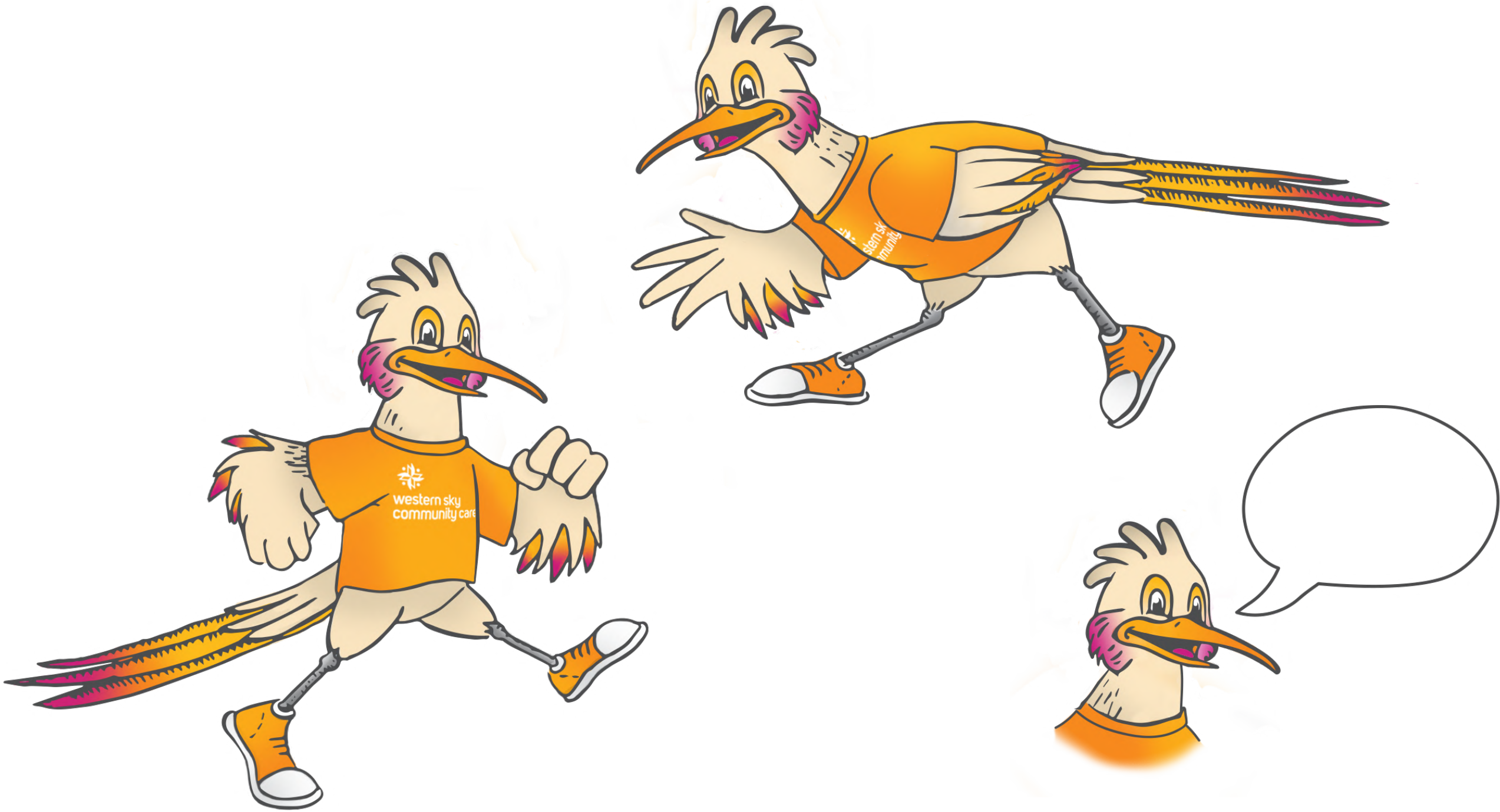
buckeye health plan.
A Medicaid Plan

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SELECTION OF OOH, DISPLAY & PRINT FOR VARIOUS CAMPAIGNS



CUSTOM VEHICLE WRAP FOR PEACH STATE HEALTH PLAN'S "MOBILE MARKET" FOOD TRUCK



CONCEPT DRAWINGS FOR WESTERN SKY COMMUNITY CARE MASCOT.
THIS WAS A COLLABORATION BETWEEN MYSELF AND MY ART DIRECTOR WHO DID THE ILLUSTRATIONS.

This project is the 2nd generation of the campaign I created for the brand launch of Envolve, Centene's supplemental benefits company.

The campaign consists of a series of targeted print, web, digital and trade show tactics meant to drive the audience to a transactional landing page highlighting audience-specific services. The project's web design provided an additional challenge in that it had to be adapted to work within the framework and aesthetic confines of the existing Envolve website, including fixed navigation and style elements.

We also launched a partnership with Modern Healthcare Magazine about the causes and effects of social determinants of health. The partnership aimed to increase brand awareness to the magazine's readership and highlight Envolve as a thought leader.

MY ROLE ON THE PROJECT

- Creative Direction
- Concepting and Ideation
- Illustration + Iconography
- Web and Graphic Design
- HTML5 Banner Animations
- Storyboarding
- Pre-press and Production

Targeted, Comprehensive Healthcare Management Solutions

The Envolve® family of companies believes that building a culture of health requires a comprehensive approach, and our targeted programs are designed to engage your employees and provide the tools, skills and motivation they need to reach their health goals.

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- Health & Wellness
- Specialty Pharmacy
- Pharmacy Benefit Management (PBM)
- Health Coaching
- Nurse Advice Line
- Vision & Dental
- Screenings & Assessments
- Behavioral Health

IT, Digital & Analytics Solutions

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- Health & Wellness Portal App
- Informatics, Data Aggregation & Analytics
- Telemonitoring/Connected Health

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The journey to improving the health of your organization is complex. Choose Envolve® and we'll work with you to create a whole-health solution specific to your needs with our comprehensive suite of supplemental health benefits, wellness solutions and back-office support. **Choose a simpler way.**

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COVER WRAP FOR FORTUNE MAGAZINE

Flexible healthcare management solutions built around you.

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OUR SOLUTIONS WHO WE SERVE CONTACT MEMBERS & PROVIDERS

Our Solutions

- Supplemental Health Benefits & Wellness
- Prevention Outreach & Care Gap Closure
- IT, Digital & Analytics Solutions
- Medical Management
- Provider & Administrative Services

Flexible healthcare management solutions built around you.

Healthcare Management Solutions

Determining health benefits, care management and finding and offering appropriate health and wellness solutions can be difficult, time-consuming and expensive. Engolve will simplify this process for you. Our flexible benefit management solutions are designed to improve outcomes and fill service gaps while reducing your costs. Partnering with us will give you access to a suite of services that can easily change as your needs do.

Our flexible solutions are organized into five categories:

- Supplemental Health Benefits & Wellness**

True wellness results when people are active in managing their own health. That's why Engolve's one-on-one, health and wellness solutions are designed to encourage and empower people to set and reach their personal goals. Whether online, on-site or by phone, we tailor the approach of our health and wellness solutions to fit the individual.
- Prevention Outreach & Care Gap Closure**

Good health starts with prevention and thrives by eliminating barriers. Engolve offers benefit management solutions designed to identify and resolve care gap issues while supporting a healthy lifestyle through education and individual empowerment. Our consumer outreach programs improve preventive care and help keep individuals on track toward healthier lives.
- IT, Digital & Analytics Solutions**

Timely access to actionable data is an essential component of care. When you understand the reasons behind health decisions and behaviors, you're better able to improve outcomes. Engolve's digital healthcare management solutions use best-in-class, interoperable systems designed for collaboration across multiple care settings to better enable data-driven care.
- Medical Management**

Engolve believes improving health outcomes requires individualized attention and evidence-based care. Our clinical teams address barriers individuals face through every step of their healthcare journey. We coordinate health management and wellness solutions beyond traditional medical benefits to provide a fully integrated care model and superior expanded offerings.
- Provider & Administrative Services**

We partner with you to provide the strategies, people and processes needed to lead the way in value-based care and drive real healthcare transformation. With a wide range of benefit management solutions, including business administration, data utilization, clinical expertise and operational support, we tailor solutions to meet our partners' financial, performance and health outcome goals.

Contact Us

Send us your information to talk to a representative.

I am: *

Name *

Phone Number

Email Address *

Submit

Home News & Events Careers About Us Notification to Consumers Terms & Conditions Privacy Policy Site Map Questions about your health?

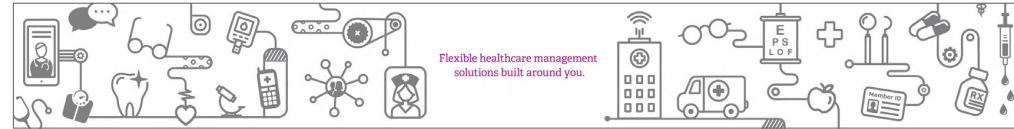
f t y G+

AUDIENCE-SPECIFIC LANDING PAGE

LEADERBOARD 728 X 90



Logo and icon landscape appear in frame.



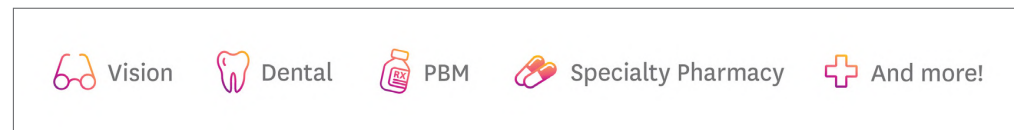
Logo fades away and is replaced by the headline.



Icon landscape parts as headline expands. Once at full size, headline pauses momentarily.



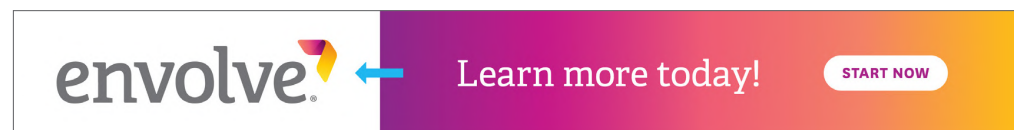
Gradient bar appears from the top—clearing the icons and headline to leave a clean frame.



One-by-one, from left to right, the service icons and copy animate into frame.

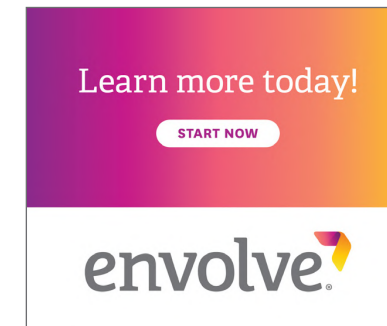
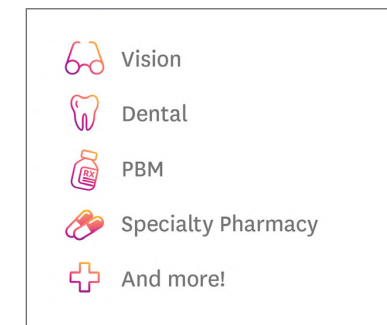
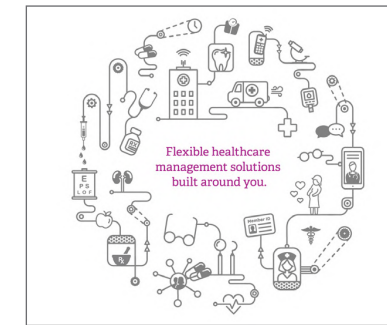


Logo animates into frame, swiping away icons and copy.



Gradient bar with CTA animates in from right, pushing logo into final position. Animation ends.

SQUARE 300 X 250

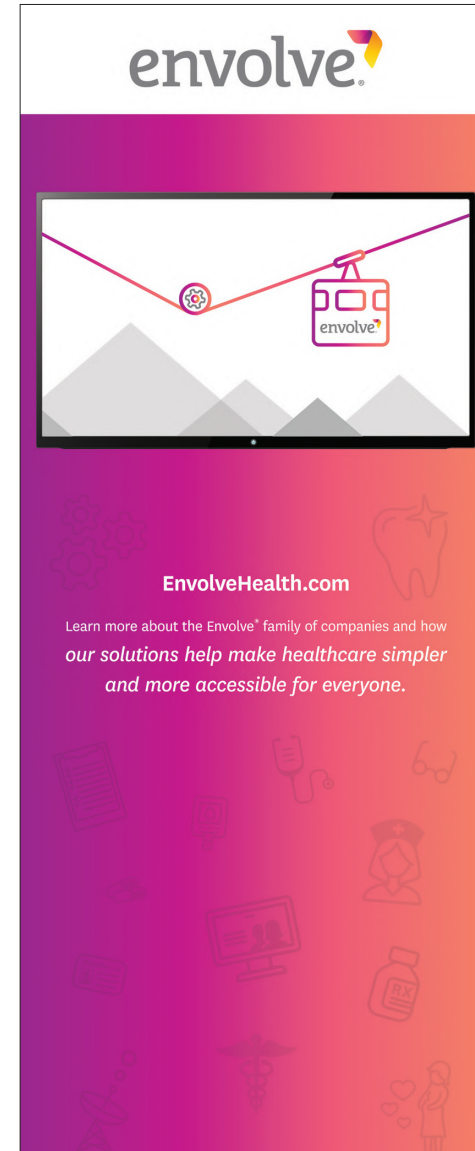




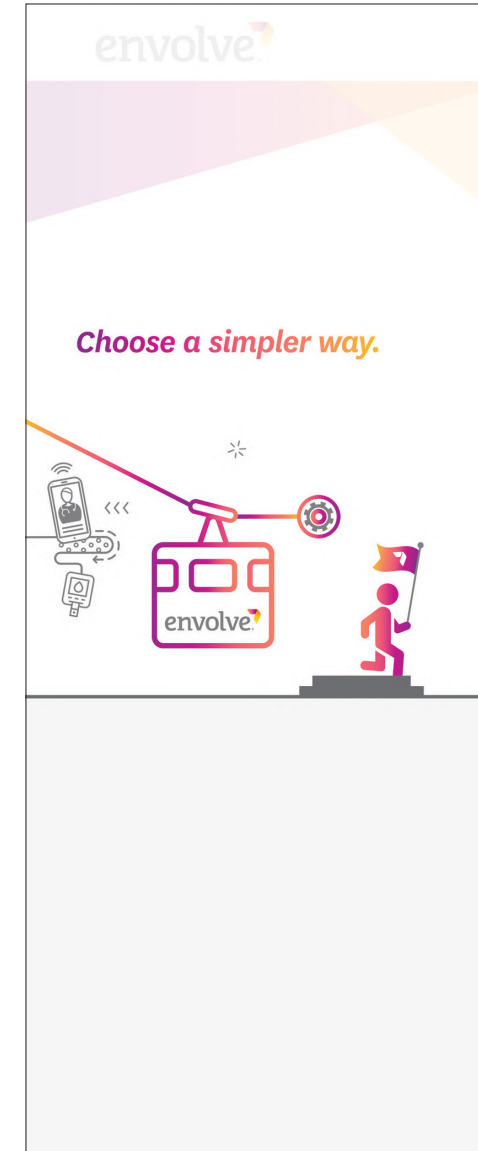
PANEL 1



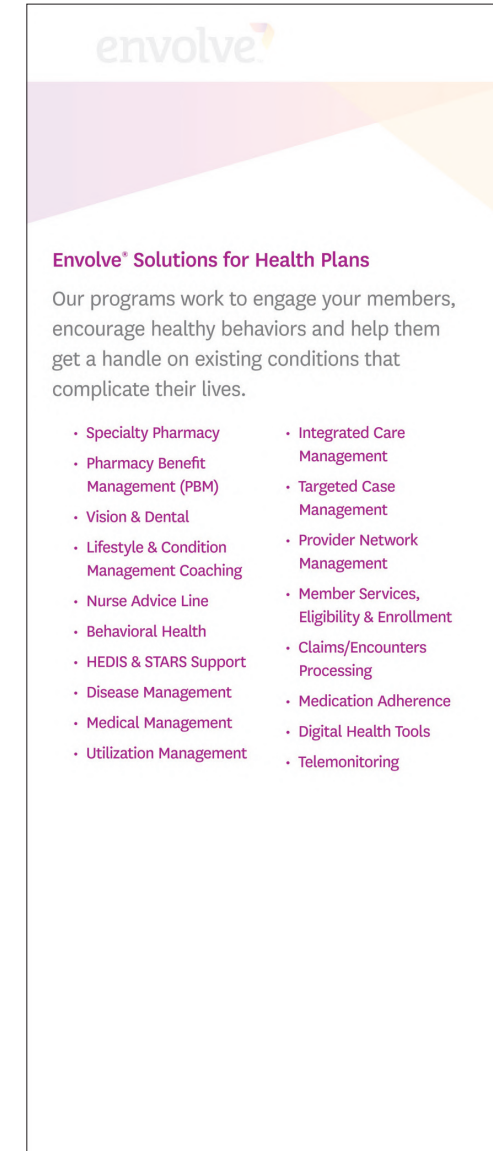
PANEL 2



CENTRAL TV PANEL





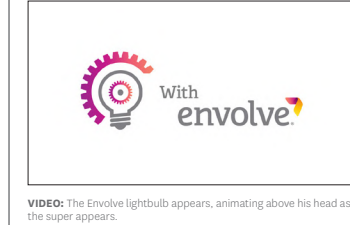

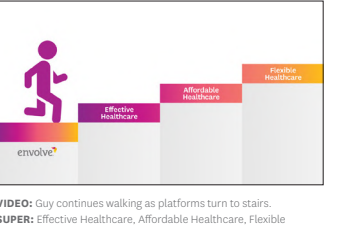


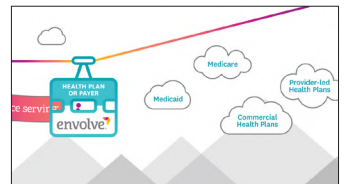




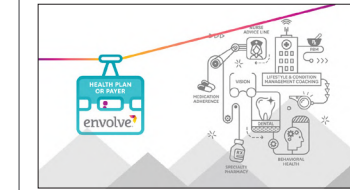
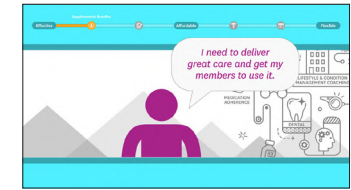
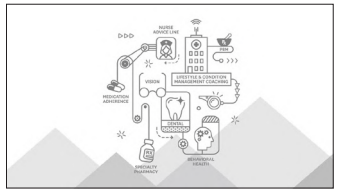
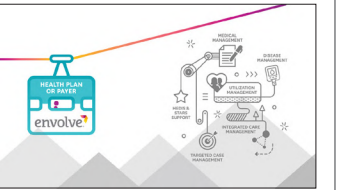
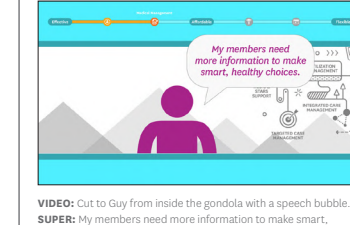


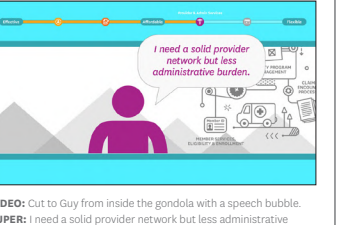
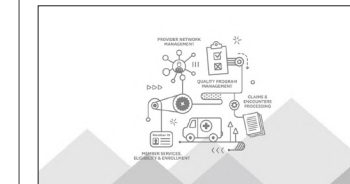



PANEL 3



PANEL 4 - HEALTH PLANS

GRAPHICS FOR TRADE SHOW PANELS; CENTER PANEL FEATURES THE VIDEO SEEN ON NEXT PAGE

<p>[INTRO MODULE]</p>  <p>VIDEO: Opens with logo on white screen.</p>	 <p>VIDEO: Guy walks forward, revealing super. SUPER/VO: Change in healthcare today moves fast.</p>	<p>And a complex landscape makes improving the health of your organization challenging.</p>  <p>VIDEO: Guy comes across a complex directional sign and scratches his head in confusion. SUPER/VO: And a complex landscape makes improving the health of your organization challenging.</p>	 <p>VIDEO: A speech bubble appears above him with the super inside. SUPER: I wish there was an easier way.</p>
 <p>VIDEO: The Engolve lightbulb appears, animating above his head as the super appears. SUPER: There is! With Engolve. VO: We're Engolve...</p>	 <p>VIDEO: "Simpler Path" sign appears and animates, encouraging Guy to walk forward. SUPER: Simpler path to comprehensive healthcare management. VO: ...and we'd like to offer you a simpler path to comprehensive healthcare management.</p>	 <p>VIDEO: Guy continues walking as platforms turn to stairs. SUPER: Effective Healthcare, Affordable Healthcare, Flexible Healthcare VO: Through our family of companies, we provide a suite of benefit management solutions that are effective, affordable and flexible.</p>	<p>Choose your journey.</p>  <p>VIDEO: Guy continues walking until he comes upon the gondola platform. The gondolas are programmed as interactive buttons for the viewer to click, starting the viewer on a tailored journey. SUPER: Choose your journey! VO: Now continue your journey on the path that's tailored to you. Choose your gondola and we'll keep going!</p>
<p>[HEALTH PLAN MODULE]</p>			
 <p>VIDEO: The gondola takes off, and Guy begins his journey through the landscape. First, he encounters an Engolve blimp with a trailing banner containing the super. SUPER: 30+ years experience serving. VO: With more than thirty years' experience...</p>	 <p>VIDEO: Guy encounters clouds containing the four experience areas to walk forward. SUPER: Medicaid, Medicare, Provider-led Health Plans, Commercial Health Plans VO: ...serving payers including Medicaid, Medicare, commercial and provider-led health plans...</p>	 <p>VIDEO: As Guy continues his journey, a large "Flexible Services" hot air balloon appears before him and drifts upwards. This is followed by five smaller balloons representing the five service icons. SUPER: Improving member health and controlling costs. VO: ...designed to improve your members' health while controlling your costs.</p>	 <p>VIDEO: Guy continues traveling forward as the super appears. SUPER: Improving member health and controlling costs. VO: ...designed to improve your members' health while controlling your costs.</p>

 <p>VIDEO: The gondola comes upon the first of four icon clusters, let's call them "pods." The pod comes alive, depicted by animated icons and copy that represent a selection of Engolve's offerings.</p>	 <p>VIDEO: Cut to Guy from inside the gondola. A speech bubble appears above him with the super inside. SUPER: I need to deliver great care and get my members to use it. VO: We know you need to deliver your members access to great care but also get them to use it.</p>	 <p>VIDEO: To answer Guy's thought, we cut back to a closer view of the first pod. We see each set of icons/copy within the pod move and illuminate, drawing our attention one-by-one. VO: That's where our successful supplemental health benefits and wellness programs come in, including: [supplemental health benefits icon list]</p>	 <p>VIDEO: The journey continues as the gondola comes upon the second animated pod. SUPER: I need a solid provider network but less administrative burden. VO: Your success relies on making sure your members have access to the care they need through a strong provider network while also reducing your administrative burden.</p>
 <p>VIDEO: Cut to Guy from inside the gondola with a speech bubble. SUPER: My members need more information to make smart, healthy choices. VO: We know the members you serve may need guidance and support to make lasting, healthy choices.</p>	 <p>VIDEO: To answer Guy's thought, we cut back to a closer view of the second pod. VO: Our Medical Management services can help with programs in: [medical management icon list]. Which all help you to close care gaps to improve your HEDIS scores & STARS rating.</p>	 <p>VIDEO: The journey continues as the gondola comes upon the third animated pod. SUPER: We need strong data technology to drive quality, efficient care. VO: Your ability to deliver quality care efficiently depends on timely, actionable data and robust technology.</p>	 <p>VIDEO: Cut to Guy from inside the gondola with a speech bubble. SUPER: I need a solid provider network but less administrative burden. VO: We offer IT, digital and analytics solutions, including: [IT benefits icon list]</p>
 <p>VIDEO: To answer Guy's thought, we cut back to a closer view of the third pod. VO: To help, we offer support in: [provider and admin benefits icon list]</p>	 <p>VIDEO: The journey continues as the gondola moves upwards and comes upon the fourth and final animated pod.</p>	 <p>VIDEO: Cut to Guy from inside the gondola with a speech bubble. SUPER: We need strong data technology to drive quality, efficient care. VO: Your ability to deliver quality care efficiently depends on timely, actionable data and robust technology.</p>	 <p>VIDEO: To answer Guy's thought, we cut back to a closer view of the fourth pod. VO: We offer IT, digital and analytics solutions, including: [IT benefits icon list]</p>

STORYBOARD FOR INTERACTIVE TRADE SHOW VIDEO



PART 1



PART 2

View the video online:
Part 1 is the upfront.
Part 2 is user-selected journey.

Keeping Pace with Social Determinants of Health

[READ THE ARTICLE](#)

engage | Modern Healthcare

ADDRESSING SOCIAL DETERMINANTS OF HEALTH

[READ THE ARTICLE](#)

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Our Solutions

- Pharmacy Benefit Management
- Specialty Pharmacy
- Vision
- Dental
- Nurse Advice Line & After-Hours Support
- Diabetes Management
- Employee Assistance Program (EAP)
- MSO Services

Social Determinants of Health Insights

- Keeping Pace with Social Determinants of Health
- Strategies for Payer-Provider Collaboration Around Social Determinants of Health
- Choosing the Right Approach to Social Determinants of Health

our solutions

SOCIAL DETERMINANTS OF HEALTH

A PARTNERSHIP WITH Modern Healthcare

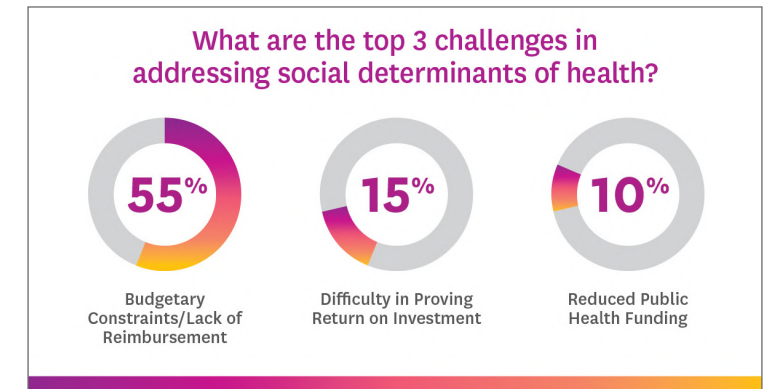
The Importance of Addressing Social Determinants of Health for Payers and Providers

Environmental, economic and social barriers to health have been tied to increased health risks and poor healthcare outcomes. These barriers are known as social determinants of health and include access to healthcare and healthy food, safe and healthy housing, education, employment, and social exclusion, among others.

In a partnership with *Modern Healthcare Custom Media*, Engolve is exploring the importance that social determinants of health play in how payers and providers serve their members. This study included a survey of more than 600 payers and providers, and is designed to address social determinants of health and actions that organizations are undertaking to address their effect on member healthcare and outcomes so all individuals have the opportunity to achieve their best health.

Read the Articles

- Keeping Pace with Social Determinants of Health**
A recent survey found 75 percent of payers and providers feel at least somewhat prepared to address social determinants of health, but experts believe opportunities to focus on areas of greater impact remain.
[Read More About Keeping Pace with Social Determinants of Health](#)
- Strategies for Payer-Provider Collaboration Around Social Determinants of Health**
When it comes to making an impact on social determinants of health, the biggest barrier healthcare providers and payers face is funding these initiatives and getting paid for their efforts, according to a survey by Modern Healthcare Custom Media.
[Read More About Strategies for Payer-Provider Collaboration Around Social Determinants of Health](#)
- Choosing the Right Approach to Social Determinants of Health**
When it comes to addressing social determinants of health, care coordination for low-income or geriatric members and nutrition education top the investments made by payers and providers, according to a survey conducted for Engolve Health by Modern Healthcare Custom Media. But are these the right areas for investment?
[Read More About Choosing the Right Approach to Social Determinants of Health](#)



SPONSORED CONTENT

Keeping Pace with Social Determinants of Health

A recent survey found 75 percent of payers and providers feel at least somewhat prepared to address social determinants of health, but experts believe opportunities to focus on areas of greater impact remain.

Payers and providers overwhelmingly recognize the impact social determinants of health have on managing chronic disease, but more than half say budgetary challenges and lack of reimbursement impede their ability to effectively address the determinants that most affect member health, according to a survey by Modern Healthcare Custom Media.

Nearly 600 payers and providers participated in the survey, conducted on behalf of Engolve Health. Asked to choose the top five issues affecting patient and member outcomes, they cited income and income distribution (59 percent), addiction (50 percent), family structure/social support (48 percent), and health literacy (48 percent), and access to care (41 percent).

How Prepared Do You Consider Your Organization to Be to Address Your Community's Future Needs as They Relate to Social Determinants of Health?

Total Answering: 520 Respondents. *Very Well Prepared/Well Prepared (NET)

What Social Issues Are Affecting Your Organization's Patient/Member Outcomes the Most?

Total Answering: 575 Respondents. Note: Figures do not total 100 percent because respondents could select more than one answer.

But their level of confidence in their ability to address social determinants of health seemed surprisingly high to some experts who reviewed the survey results, especially given research¹ that shows hospitals spend the least amount of their community benefits dollars on addressing social determinants of health.

Seventy-five percent of respondents stated they are somewhat prepared, well prepared, or very well prepared to address their community's future health needs as they relate to social determinants of health. Meanwhile, 49 percent agree or strongly agree that their clinicians and staff are well-equipped to identify and assist members with their social determinants of health needs.

"There are a number of analyses that indicate hospitals that prepare community benefit reports have extraordinarily limited information about the social determinants of health needs in their communities," says Matthew W. Kreuter, PhD, MPH, faculty director for the Engolve Center for Health Behavior Change, a research collaboration between Brown School at Washington University in St. Louis, The Center for Advanced Hindsight at Duke University and Centene Corporation. "That doesn't align with the sense that more than half of respondents believe they have a good sense of what social determinants of health to address and how to do so."

"I suspect our members would not be as confident," agrees Francis Rienzo, vice president of advocacy and government relations and interim CEO, of Medicaid Health Plans of America (MHPA). "Populationally, there are still a lot of issues to address to make a significant impact on social determinants of health."

1



**Close care gaps
and reduce costs while
improving member health.**

Making your organization healthier doesn't have to be complex. Engolve will simplify your path with flexible healthcare management solutions tailored to your organization—analyzing your members' needs so you can provide access to care that's right for them. **We'll be everywhere you need us.**

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**Solutions you need to
make employees healthier,
improve ROI and reduce costs.**

Building a culture of health for your organization doesn't have to be complex. Engolve will simplify your path with flexible healthcare management solutions— providing tools and support tailored to your needs today that are also designed to grow with you. **We'll be where you need us.**

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ALTERNATE DESIGN I PROPOSED FOR THE ICONOGRAPHIC APPROACH

Thanks a Million!

We did it—we enrolled over a million members! That's right! Thanks to all of you, we enrolled over one million Marketplace members during 2017 Open Enrollment!

13 STATES | **365 COUNTIES** | **9,158 ZIP CODES**

1+ MILLION MEMBERS
2017

We recognize your time and commitment and we are so proud to team up with such dedicated colleagues. Together, we can work toward the goal of transforming the health of the community, one person at a time.

Reaching New Heights!

Our Medicaid Marketing team continues to build success using innovative tools and strategies. Our shared dedication allows us to effectively expand our focus into new markets as we maintain our highest level of quality healthcare coverage for our Medicaid members.

MEDICAID MARKETING

- 20+ MARKETS SUPPORTED
- INITIATED TRACKING & SEGMENTATION DATA
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- NEW MEDICAID MARKETING COMMUNITY WEBSITE
- RETENTION & RENEWAL STRATEGY
- EXPANDED PROVIDER RELATIONSHIPS
- BRAND GUIDE CREATED
- NEW CREATIVE CONCEPTS
- IT'S ALL PART OF MY PLAN
- CHOICE & CENTACCOUNT CAMPAIGNS

+5 TEAM MEMBERS

STREAMLINED NEW MEMBER PACKETS

NHL PARTNERSHIP IN NEVADA

A myhealthpays™ MEMBER JOURNEY ...

How Ambetter members earn rewards for taking charge of their health.

MEET SAM
Sam became an Ambetter member and learned about the myhealthpays Rewards program that pays him back when he takes charge of his health.

At the beginning of his membership, Sam goes to his online Member Account and completes his welcome survey.
HE AUTOMATICALLY EARNS \$50 IN myhealthpays REWARDS.

Sam gets his invoice in the mail. He remembers that he has \$50 in myhealthpays rewards that he can apply towards his monthly premium.

\$100 MONTHLY PREMIUM
- \$50 myhealthpays REWARDS
\$50 SAM'S NEW PREMIUM

THIS MEANS MORE MONEY IN SAM'S POCKET!

Sam receives his myhealthpays card in the mail. It's pre-loaded with the \$50 he earned.
He is excited about getting his card and **THIS REINFORCES HIS DECISION TO CHOOSE AMBETTER.**

Sam wants to earn more myhealthpays rewards. He calls his PCP to schedule his annual wellness exam. **SAM WILL EARN ANOTHER \$50** in rewards when he completes the exam.

Sam also marks his calendar as a reminder to get his flu shot in the fall. That will earn Sam a **\$25 REWARD JUST FOR STAYING HEALTHY!**

SAM IS HAPPY!
He chose a health provider that rewards him for taking charge of his health.

This flu prevention campaign is a project I worked on for Centene’s Clinical Programs team. Our client’s goal was to educate health plan members—especially those in high-risk populations—about the importance of flu vaccinations, with a focus on dispelling preconceived notions that flu vaccines are not effective.

The campaign included a wide variety of printed and digital member communication methods to be used across every Centene healthcare product line—Medicaid, Medicare and Marketplace. It also included content and engagement tools for healthcare providers to help them educate and motivate their patients to get vaccinated.

MY ROLE ON THE PROJECT

- Art Direction
- Concepting and Ideation
- Web and Digital Design
- Graphic Design
- Pre-press and Production

Join the millions of seniors who get their yearly flu shot. You’ll get peace of mind and thanks from those close to you!

Our immune defenses weaken with age, and people 65 and older are at higher risk for severe effects of the flu. Getting a yearly shot helps protect yourself and those around you. Plus, it’s available at no cost to you. [And getting your flu shot may actually *earn* you rewards.]



Create a healthy space for you and those close to you. **Talk to your doctor or pharmacist and get your yearly flu shot today!**

Questions? Visit [Health Plan URL] or call [X-XXX-XXX-XXXX (TTY/TDD X-XXX-XXX-XXXX)].



Keep yourself and those close to you healthy!
Join the millions of people who get their yearly flu shot.



[Address]
[City], [State] [ZIP]

[Member Name]
[Member Address]
[City], [State]

Get your flu shot!

[Health Plan] complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. © [Health Plan]. All rights reserved.

ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call [X-XXX-XXX-XXXX (TTY: X-XXX-XXX-XXXX)].

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al [X-XXX-XXX-XXXX (TTY: X-XXX-XXX-XXXX)].

UWAGA: Jeżeli mówisz po polsku, możesz skorzystać z bezpłatnej pomocy językowej. Zadzwoń pod numer [X-XXX-XXX-XXXX (TTY: X-XXX-XXX-XXXX)].

[material ID]

Healthy? To stay that way, join the people in our community who get their flu shot every year.

No one likes getting sick. And the flu virus changes every year, so getting a yearly shot helps protect yourself and those around you. Plus, it’s available at no cost to you. [And getting your flu shot may actually *earn* you rewards.]



Show you care about your friends and family members. **Talk to your doctor or pharmacist and get your yearly flu shot today!**

Questions? Visit [Health Plan URL] or call [X-XXX-XXX-XXXX (TTY/TDD X-XXX-XXX-XXXX)].



Join the millions of people who get their yearly flu shot.



Talk to your doctor or a pharmacist near you and get your flu shot today!

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FLYER (ABOVE LEFT), DIRECT MAIL (ABOVE RIGHT) & WEB POP-UPS

Want more? How 'bout something different?

These samples only scratch the surface of what I've been up to. There's some good, but older, stuff on my website at jodybivens.com, and I'd be happy to pull together additional samples if you'd like to see work in any particular area. Specifically, I have a lot more of:

- 360° campaigns (OOH, TV, radio, print, social, digital/HTML5 banners, web design, trade show assets, print collateral, promo items, etc.)
- branding work, including identity design and brand standards
- decks and presentations
- infographics and iconography
- multi-page layouts like brochures and booklets
- environmental installations for trade shows
- lots of video work (including broadcast tv, animated shorts, animatics, storyboarding, sketches and more). A selection of this work is up on Vimeo at:
[**https://vimeo.com/jodybivens**](https://vimeo.com/jodybivens)

Thank you very much for your time and for your consideration.