



REQUEST FOR PROPOSAL TELEVISION COMMERCIAL



KEY FACTS

- Taylor's Do it has served the Tidewater region for over 90 years. Their client relationship span across decades.
- They need to leverage their history in the community to attract the next generation of loyal customers.
- Extensive inventory and many specialized items
- More Authorized Stihl dealer locations than any other retailer
- Competitive pricing because of extended buying power
- Knowledgable sales people

WHO ARE WE TALKING TO



- **Primary target:**
 - 30 to 45 adults, homeowners and renters
 - The occasional DIY and the first-timer novices
 - Gardeners
- **Secondary target – Current customers**

COMPETITION

- Big Box Stores
- Misconception that sq footage means lack of inventory
- Unfamiliarity



ADVERTISING OBJECTIVE

Studio Center wants to increase awareness of Taylor's Do It Centers as locally owned and position them as the area's *premier* hardware store.

**We want to create a sense of pride
in Taylor's as
“being OUR Hardware Store”**



MESSAGE (TAKE-AWAY):
Taylor's Do It Centers are a part of my home town.



SUPPORT POINTS

- Locally owned and operated for over 90 years
- Knowledgeable long-term sales people, especially on this area
- Extended buying power for competitive pricing
- Over 65,000 items available online for free ship-to-store delivery
- 11 convenient locations
- Specialized products, as in the largest “Green Egg” dealer in the Hampton Roads area
- Helpful assistance with bagged goods and loading
- Customer service

CAMPAIGN THEMES



PROUD TO BE TAYLOR'S

This campaign will create a PRIDE in ownership. We can focus on all the things that make our area (Hampton Roads and Virginia Beach) a great place. We want to show how Taylor's is a pillar in that community pride. We show Taylor's all over Hampton roads, their products that keep our lawns green, our roofs strong, our pipes working, our birdhouses chirping. From large products to specialized ones like the beach buggy and Green Egg. This can also be localized for Richmond as needed.



US VS THEM

This idea will focus on the vast frustrations of the big box, verses the advantages to Taylor's. We will do a split screen that will show a couple going to Brand X, needing a map, getting lost, looking overwhelmed, not finding a salesperson. Where the person shopping at Taylor's is in and out in no time with exactly what they need.



LOCAL EXPERTS

Grass, bug treatments, winterizing, what pipes work best... Big Box doesn't cater to our town in what they carry, but Taylor's does. And we have the experts to show it. In these spots we'll feature a salesman who is the "local Expert" and has an answer for everything as people walk in the store he quickly directs them to exactly what they need. The final twist is when he also has an answer for something that has nothing to do with hardware, like directions to a local landmark, or along those lines

PRICING AND PROCESS

Process- Pre Production

- Producer reviews the estimate as soon as we're awarded the job –
- Set up a kick-off call:
 - a. Discuss shoot details
 - b. Determine if there are any special needs: parking/ security, etc
 - c. Discuss final delivery date/ event driven or media driven
 - d. Determine final shoot days, or a range of days
 - e. Discuss talent specs
 - f. Put hold on calendar
 - g. Schedule scout if needed
 - h. Get all contact information, including cell phones
- Prepare a work-back schedule – through to post and final delivery
 - a. Schedule edit on Video production calendar and invite the editor
 - b. If you can schedule audio do that as well
- Assign creative:
 - a. Script
 - b. Directors shot list / break down in scene numbers
 - c. Prop & Wardrobe list
- Casting:
 - a. Get casting all talent specs and a schedule
 - b. Once talent is selected and approved, get all sizes and contact information
- Crew Shoot

Process- Shoot

- Prepare shot list and schedule
- Prepare shoot book:
 - Contact list
 - Scripts
 - Locations and any scout images
 - Talent and any headshot images
 - Wardrobe spec sheet/ prop list and or photos
 - Vendors
 - Work-back schedules and edit team
- Fill out call sheets and distribute to all, including to talent
- Assign wardrobe and or prop purchase if needed, or producer handles
- Order food, stock crafts
- Make sure chairs/ tables, trash bags and other client service items are on truck
- Charge all batteries
- Prep camera (DP)

Costs: Gold Standard

(1 day in store with 2 b-roll days in HR with 10 non-speaking on-camera talent)

Studio Center will provide:

- 1-Day shoot in store location
- **2 day shooting various locations around Hampton Roads, smaller crew**
- Announcer VO/ 1 year use including web
- :30 TVC with 2 :15's for web
- All aspects of pre and post production (including but not limited to:

PRE-PRODUCTION

Producer

Scripting and Storyboards

CREW:

SC Producer

Director/DP

Camera Assist

Gaffer

Grip

PA

Make-up Artist

EQUIPMENT AND EXPENSES:

Camera and Lens Package

Grip & Lighting Package

Craft Services

Costs: Gold Standard (continued)

TALENT:

10 non-speaking extras ½ day each (discounted)

Announcer VO

POST PRODUCTION:

Music and SFX

Video and Graphic edit hours up to 68 hours

Audio Post edit including library music and sfx package

:30 & 2x:15 VO local broadcast and standard web use 1-year

Media management, project archive, audio materials and digital file delivery (1080p HD)

CLIENT will provide/coordinate:

- Access to store locations
- All store props
- All on-camera talent for store clerks & extras
- Store uniforms for actors if needed
- Vector art of logo

SUBTOTAL: \$46,882

CLIENT DISCOUNT: \$12,000

TOTAL DUE: \$34,882

Costs: Silver Stack

The SILVER Stack

(1 day in store with one on-camera speaking talent)

Studio Center will provide:

- 1-Day shoot on location
- **On-camera speaking principal talent / 1 year use including web**
- Announcer VO/ 1 year use including web
- :30 TVC with 2 :15's for web
- Shoot and edit
- All aspects of pre and post production (including but not limited to)

PRE-PRODUCTION

Producer

Scripting and Storyboards

CREW

SC Producer

Director/DP

Camera Assist

Gaffer

Grip

Sound

PA

Make-up Artist

Costs: Silver Stack

EQUIPMENT AND EXPENSES:

Camera and Lens Package
Grip & Lighting Package
Craft Services

TALENT:

1 on camera speaking principle
Announcer VO

POST PRODUCTION:

Music and SFX
Video and Graphic edit hours
Audio Post edit including library music and sfx package
:30 & 2x:15 VO local broadcast and standard web use 1-year
Media management, project archive, audio materials and digital file delivery (1080p HD)

CLIENT will provide/coordinate:

- Access to store location
- All store props
- All on-camera talent for store clerks & extras
- Store uniforms for actors if needed
- Vector art of logo

SUBTOTAL: \$34,226

CLIENT DISCOUNT: \$12,000

TOTAL DUE: \$22,226

Costs: Bronze Stack

The BRONZE Stack

(1 day in store, Taylor's provides all on-camera talent)

Studio Center will provide:

- 1-Day shoot on location
- :30 TVC with 2x:15's for web
- Announcer VO/ 1 year use including web
- Shoot and edit
- 2D graphics for logo
- Scripting and storyboards
- All aspects of pre and post production (including but not limited to)

PRE-PRODUCTION

Producer

Scripting and Storyboards

CREW

SC Producer

Director/DP

Camera Assist

Gaffer

Grip

PA

Make-up Artist

EQUIPMENT AND EXPENSES:

Camera & Lens Package

Grip & Lighting Package

Craft Services

Costs: Bronze Stack

TALENT:

Announcer Voice over

POST PRODUCTION:

Music and SFX

Video and Graphic edit hours

Audio Post edit (including library music and sfx package)

Media management, project archive, audio materials and digital file delivery (1080p HD)

CLIENT will provide/coordinate:

- Access to store location
- All store props
- All on-camera talent for store clerks & extras
- Store uniforms for actors if needed
- Vector art of logo

SUBTOTAL: \$30,426

CLIENT DISCOUNT: \$12,000

TOTAL DUE: \$18,426

ABOUT STUDIO CENTER

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COMPANY OVERVIEW

Studio Center is a 50 year old nationally acclaimed and award winning firm specializing in content creation, distribution and measurement. The Studio Center Brand is renowned both for its high-end work and unmatched customer service.

Studio Center has 7 very distinct and successful divisions: Video, Audio, Talent, Web Design and Development, Media Strategy and Fulfillment, The Studio Center Network, and Studio Center Entertainment. Each has dedicated individuals who are experts in their field. Our work consists of, but is not limited to, radio and TV commercials, training videos, sound design, voice overs, media buys, 2D & 3D motion graphics, animation, websites, web videos, and foreign translations.

Studio Center is a privately owned company that operates in five different locations. We are headquartered in Virginia Beach with additional hubs in Washington D.C., New York City, and Richmond. Each facility is a beautifully furnished state of the art space with all of the latest in hardware, software and even foosball tables!

Studio Center has over 700 full and part time employees contracted to us. This plethora of available talent and staff allows Studio Center to execute most projects entirely in house. Our clients can hand us any project and not worry about complicated staffing, pricing or billing. We call it "One Call. One Invoice."

DIVISIONS

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Video Production – Three of our five locations (VB, RVA, & DC) feature sound stages with a cyc wall, and all locations feature video post-production capabilities including a gorgeous stadium seating styled finishing room in downtown Manhattan. We are able to handle all video production from “script to screen” including all aspects of pre-production, crewing, and post production. Our talented video post crew is proficient in editing, motion graphics, color grading, and color correction.

Audio Production – Studio Center has 16 fully outfitted audio rooms in our five locations. Our talented engineers produce thousands of radio spots, voiceovers, video mixes and foreign translations every year. In fact, we even crank out over 100 Award Winning Jingles and Music Beds annually!

Talent - Studio Center has over 300 EXCLUSIVE Voice Over Actors and over 500 On Camera Actors on our Talent Roster. Many insiders consider Studio Center’s Voice Roster the Nation’s Best. Our actors have worked on thousands of local and national campaigns including “Duluth Trading Co.”, “Dick’s Sporting Goods”, “Bass Pro Shops”, “Barbasol”, and “Audi”. We always offer unlimited free auditions for every project and employ 11 full time Casting Directors to help our clients find just the perfect voice or face!

DIVISIONS (CONT.)

Web Design and Development-Digital – Our 10 in-house graphic designers and web developers work seamlessly with our digital media experts to design and develop custom, state-of-the-art websites, static digital content for paid ads, and print media. Studio Center Websites are rapidly gaining a reputation as the Best in Virginia. We currently host over 250 websites and offer FREE Hosting and Maintenance to all of our customers. We also have over 30 contracted copywriters who regularly adapt messages for short-form ads, blogs, press releases, and other media outlets.

Media Strategy and Fulfillment - Studio Center Media has placed millions in both Digital and Traditional Media during the past ten years. Our Media Strategists and Buyers have done everything from place Billboards and Busses in New York to placing Facebook Ads in Richmond. We only work with the very best stations, platforms and companies. Our Digital Platforms are rated in the top five percent in the country.

The Studio Center Network - The Studio Center Network is our Radio Station Affiliate Program that contracts us to act as the in house production arm for major market radio stations throughout the country. We currently have 65 affiliates in Top 20 Markets. Last year, The Studio Center Network produced over 6000 commercials for our affiliates.

Studio Center Entertainment - Studio Center Entertainment is our Unscripted Television Division of Studio Center. Launched in 2015 “SCE” has produced over 20 Sizzle Reels and recently sold its first Pilot to HGTV.

AWARDS & HONORS

Our staff has received over 900 industry awards, the most relevant of which listed below:

ADDY Awards - The world's largest advertising competition with over 5,000,000 entries annually. Presented by the American Advertising Federation (AAF), a not-for-profit industry association, established as a national competition in 1968.

Telly Awards - The premier award honoring the finest film and video productions, groundbreaking web commercials, videos and films, and outstanding local, regional, and cable TV commercials and programs.

Grammy Award - An accolade by the National Academy of Recording Arts and Sciences (NARAS) of the United States to recognize outstanding achievement in the mainly English-language music industry.

Emmy Awards - Recognizes excellence in the television industry. Three related but separate organizations present the Emmy Awards: the Academy of Television Arts & Sciences (ATAS), the National Academy of Television Arts & Sciences (NATAS), and the International Academy of Television Arts & Sciences (IATAS).

ANDY Awards - Founded in 1964, the ANDYs honor global creativity in advertising, and recognize the contributions of individuals and companies who continually innovate, experiment and inspire with novel approaches to communication. Judged by a hand-selected jury of globally renowned creative leaders, awards are given to both single entries and campaign executions, distinguished by product, service or technique category. Produced by the Advertising Club of New York.

Axiem Awards - An international awards program created to honor those who produce the very best in all forms of electronic media. Presented by MediaPro.

AWARDS & HONORS

Clio Awards - The Clio Awards is an annual award program that recognizes innovation and creative excellence in advertising, design and communication, as judged by an international panel of advertising professionals. Presented by Prometheus Global Media.

Gold Quills Awards - The International Association of Business Communicators' premier program recognizing and fostering excellence in the field of business communication. For more than 40 years, IABC's Gold Quill Awards have recognized and awarded excellence in strategic communication worldwide. Gold Quill is the only awards program that honors the dedication, innovation and passion of communicators on a global scale.

Mobius Awards - An international advertising, digital, design, and creativity competition recognizing outstanding work across several media; a part of the U.S. Television and Radio Commercials Festival.

Silver Medal Award - The American Advertising Federation's Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry's standards, creative excellence and responsibility in areas of social concern. Annually, AAF member clubs bestow this honor upon outstanding members of the local advertising community.

LOCATION AND KEY TEAM

MAIN OFFICE:

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