



Branding+ communications

Mattie Rhodes

We help brands tell their story



Be Fresco

We are a multicultural marketing agency that is **refreshing** the way companies see, understand and communicate with their consumers in an environment of constant change.

We help brands **connect** culturally, emotionally and authentically with the community and their consumers.



Hispanic Chamber of Commerce Small Business of the Year 2022



+100


brands with which we
have collaborated in
the Midwest

90%

of our clients work with
us for more than 3 years

+5

million dollars
generated in sales for
our clients in 2022



Worked in projects like the new
KCI airport, KC Streetcar and the
South Loop Project



Signed the first Latino
business partnership with
Kansas City Royals



Partnered with Wells Fargo
to create the Folklore Grant
program giving away
\$100,000 to small Latino
Businesses.

x x x x

Mattie Rhodes Center has identified an opportunity to grow its role as a civic leader in the community by reaching a greater and more targeted audience through an intentional self-discovery process and action plan.

xxxx Overview

Mattie Rhodes is currently facing a positioning challenge. People have varying perceptions of the organization based on personal interactions.

For example, some think it's an art and cultural center. Others who have encountered the work they do in schools think it's a youth development center. And some think it only serves the Hispanic community.

Mattie Rhodes is looking to evolve with a brand refresh to match changes in the marketplace while maintaining the same ethos and purpose.

This will help Mattie Rhodes to remain modern, relevant and competitive while maintaining the same priorities it has always had.



Objective

Build and communicate a clear and unified Master Brand Positioning and associated Brand Identity and Communications System for Mattie Rhodes so all community members and stakeholders, no matter how they experience the organization, are telling the same story.

Establish the brand architecture to ensure that Mattie Rhodes' outreach and message are consistent with its vision and goals.

Project Approach

1. Identity Refresh and Brand Guidelines
2. Communications and launching Campaign
3. Ongoing Marketing and Communications



How we do it

x x x x

Hola

①

Discovery

②

Development

④

Research

③

Implementetion

⑤

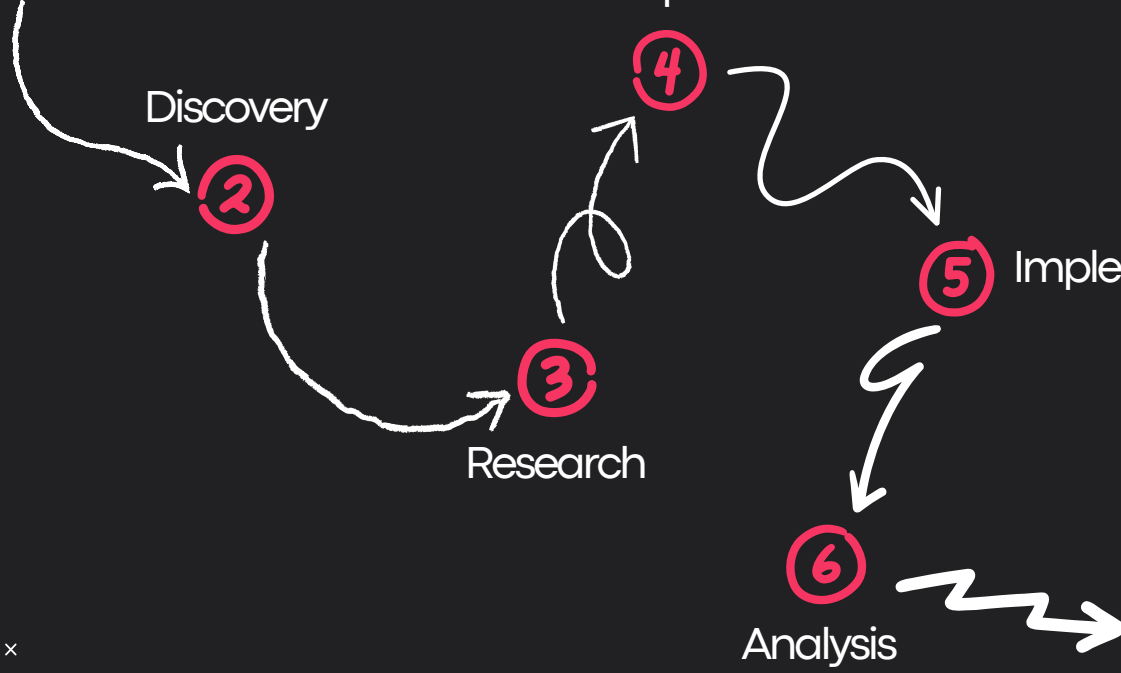
Analysis

⑥

Results

⑦

x x x x



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— CENTER —

Phase 1

Identity Refresh



Deliverables

Brand Audit and Research

- Conduct a comprehensive analysis of Mattie Rhodes' current brand identity, including its mission, values, visual assets and overall messaging.
- Gather feedback from key stakeholders, staff members, volunteers, and beneficiaries to understand their perceptions and expectations of the organization.
- Collaborate with Mattie Rhodes' leadership team to establish clear and measurable brand objectives for the identity refresh.

Phase 1



Deliverables

Brand Strategy Development

- Craft a compelling brand story that communicates Mattie Rhodes' mission, impact, and unique value proposition moving forward to clarity, impact and growth
- Define the brand's personality, tone of voice, and key messaging pillars that resonate with the target audience.
- Create a comprehensive brand positioning statement that sets Mattie Rhodes apart from competitors and reflects its core values.

Phase 1



Deliverables

Brand Identity Refresh

- Evaluate the current logo and visual elements to propose a modernized and visually appealing logo refresh that reflects the organization's brand essence.
- Develop a refreshed color palette, typography system, and graphic elements that align with the new brand direction.
- Support Iconography/Graphics System:
Create sub-brands to represent the five core areas of Mattie Rhodes.

Phase 1



Deliverables

Brand Standards

- Create brand guidelines to ensure consistency in the application of the visual identity across all touchpoints.
 - Logo Usage
 - Color Palette
 - Typography
 - Visual Elements
 - Voice and Tone
 - Messaging
 - Imagery
 - Application Examples (Communication Materials)

Brand standards ensure that anyone creating or using brand materials, whether internal staff or external partners, follows a consistent visual and verbal approach.

Phase 1



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Phase 2

Identity Refresh - Communications Campaign



Deliverables

Phase 2

Communication Strategy

- Once the new brand positioning and identity have been defined, a communication strategy should be developed.
- This should include identifying the target audience, determining the best channels for reaching them, and outlining the key messages and visuals that will be used to communicate the brand refresh.



Deliverables

Teaser Campaign

- Launch a teaser campaign to build anticipation for the brand refresh. This can include teasing the new messaging or visuals through social media posts, email campaigns, or short videos.
 - 3 short videos (30 seconds max)
 - 3 social media posts
 - Engagement and Awareness ad campaigns
 - 2 email campaigns
 - Landing Page

3 weeks prior to the Gala (September 23, 2023)

Phase 2



Deliverables

Launch Campaign

- Officially unveil the new brand positioning and identity at Mattie Rhode's Gala to showcase the new brand messaging and visuals.
 - Unveiling Moment - Present a brand video that highlights the rebranding journey.
 - Presentation - Explains the rationale behind the rebranding, showcases the new brand identity, and highlights the key benefits and value proposition.
 - Guest Speakers - Invite guest speakers who can provide insights and perspectives on the rebranding and its impact. This adds credibility and diverse viewpoints.

Phase 2



Deliverables

Launch Campaign

- Visual Displays and Branding Elements: Ensure the event venue is visually aligned with the rebranding. Display signage, and visuals that prominently feature the new brand identity and messaging.
- Media Engagement - Invite media representatives to the event to generate press coverage and enhance the reach of the rebranding message.
- Press Kits - Prepare press releases that provide comprehensive information about the rebranding and its significance.

Phase 2



Deliverables

Integrate the new brand identity

- Integrate the new brand identity across all channels, including the website, social media, email and marketing materials.
- This will ensure that the new messaging and visuals are consistently communicated to customers and stakeholders.
- Employee Engagement: Provide workshops to help them understand the new brand values, messaging, and visual identity. Encourage employees to embody the new brand and actively communicate it in their interactions with customers and stakeholders.

Phase 2



Deliverables

New Bilingual Website

- Research
- Develop design elements, wireframes, copywriting and content creation
- Migrate blog posts and content to new site
- Present finished mockups & Feedback
- Updates and changes
- Mobile website design and optimize SEO
- Testing and Review
- Launch new site

Phase 2



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Phase 3

Ongoing Communications and Marketing



Deliverables

Ongoing Communications and Marketing

Establish a long-term partnership and ensure that Mattie Rhodes's message is effectively conveyed, brand reputation is maintained, and marketing objectives are achieved

- Strategic Planning and Consultation
- Content Creation and Distribution
- Social Media Management
- Public Relations and Media Relations
- Performance Tracking and Reporting
- Relationship Building and Stakeholder Engagement
- Brand Consistency and Messaging

Monthly marketing implementation retainer includes 20 hours total

Phase 3



Timeline

PHASE	WEEK
Brand Audit and Research	1-3
Brand Strategy Development	4
Brand Identity Refresh	5-8
Brand Standards	9-11
Communications Campaign	12-16
New Website	9-16

Starting the first week in June and completing by September 25.

To complete the work outlined in the project scope, we'll need approximately 16 weeks from beginning to end, depending on when we receive feedback at each milestone.

x x x x

Your Investment

PHASE	WEEK
Brand Identity Refresh	\$15,000
Communications Campaign	\$6,000
New Website	\$10,000
Ongoing Marketing and Communications	\$3,500 Monthly

This is the budget we've estimated based on the scope of services outlined earlier in this proposal.

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We help brands tell their story

Check some of our work



 youtube

website



Gracias!



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