



hemisphere



Packet A

Toll Division Educational Marketing
& Advertising Services



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WSDOT

SOQ "Packet A"

Toll Division
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Advertising
Services

Form + FUNCTION

January 20, 2023

Thank you for this opportunity!

We would love to work with you. As your partner, we hope to build a relationship on trust, communication, and quality.

Adam Welch | President

Legal Name: Hemisphere Design, Inc.

Org. Structure: S-Corporation

WA Small Bus. Enterprise (SBE): 20468566

Ariba Supplier ID: HEMISPHERE DESIGN INC

UBI: 602-485-865

EIN: 43-2078509

SWV: SWV0138852-00

Office:

1215 S Union, Suite A
Tacoma, WA 98405
(253) 779-5800

Hemisphere is able to execute a contract upon award. Hemisphere has not been suspended or disbarred from Federal or Government work.



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"Packet A" Contents

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Note: All body text in this document is set in 12pt over 16px Open Sans (regular, bold, italic).



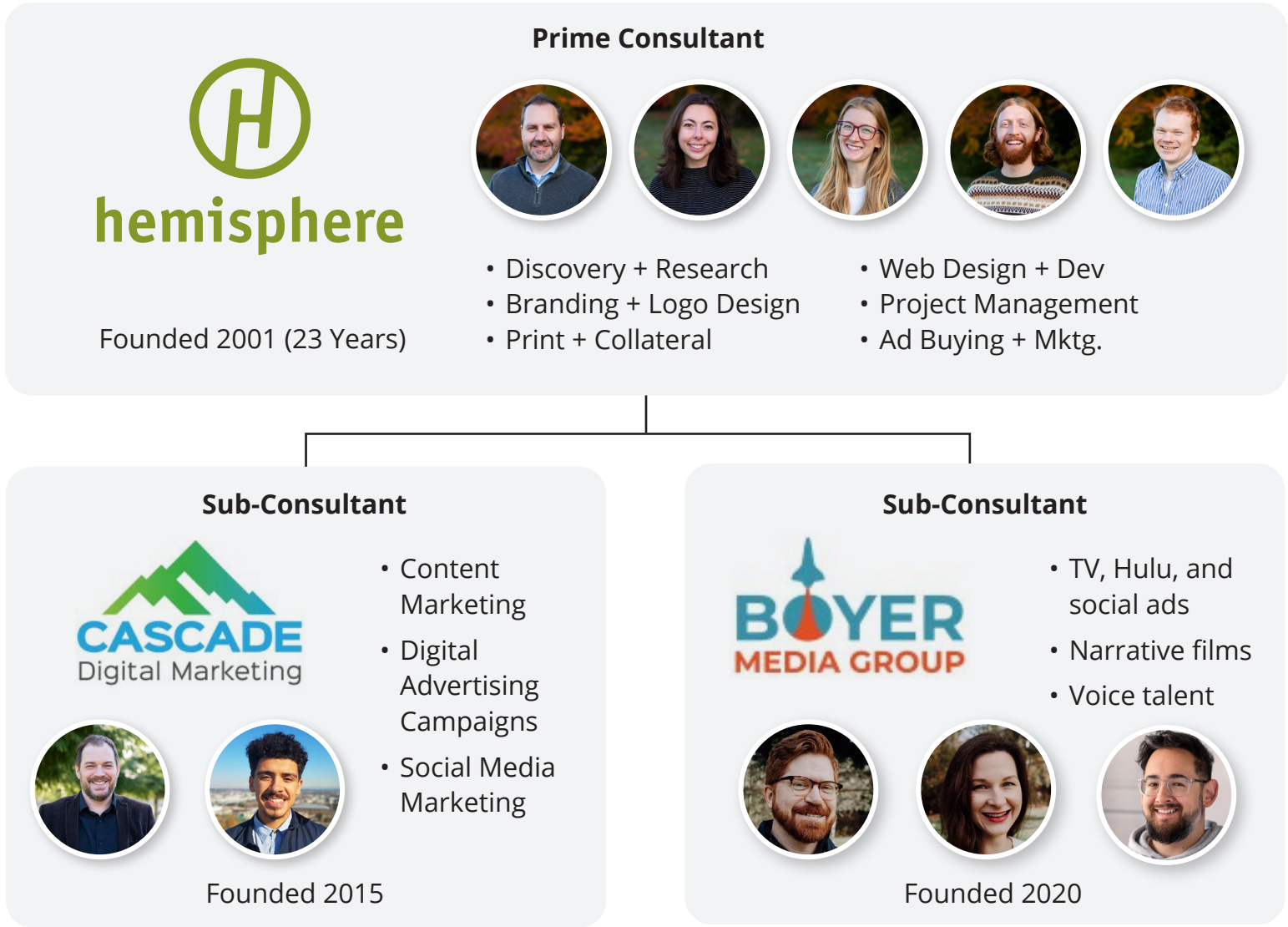
1. Qualifications/Expertise of Firms on Team



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1a. Qualifications/Expertise of Firms on Team





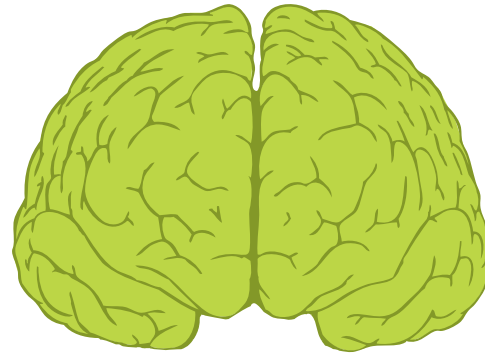
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1a. Expertise of Firms on Team: Prime Consultant



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All Hemisphere team members are located at:

**1215 S Union, Suite A
Tacoma, WA 98405**

Team member expertise and bios are described on page 8.

Hemisphere Design + Marketing

Our Firm: 22+ Years Strong

Since our founding in 2001, Hemisphere has had the privilege of working with Fortune 500s, international non-profits, municipalities, and countless local businesses.

Our Work: Full-Service Firm

Hemisphere is a full-service creative firm based in Tacoma, WA.

- Discovery + Research
- Branding + Logo Design
- Print + Collateral
- Web Design + Dev
- Project Mgmt.
- Ad Buying + Mktg.

Our Name: Hemisphere

We find our inspiration at the intersection of form and function - between the creative and the logical hemispheres of our brains. We believe that every project should not only look beautiful but should also perform the task for which it was created.



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1b. Expertise of Firms on Team: Sub-Consultants



1120 Pacific Ave, Suite 100 | Tacoma, WA

Josh Kilen, Founder & President of Cascade Digital Media (CDM), is a published author of more than 30 books and a veteran marketer with nearly **20 years** of experience. He has helped hundred-million-dollar businesses and local small businesses see results through thoughtful digital strategies.

From PPC to SEO, CDM is solely focused on performance and measurement. Consistent brand messaging paired with a well-designed SEO-driven web site are keys to an optimized advertising campaign.

Core Competencies

- Content Marketing
- Digital Advertising Campaigns
- Social Media Marketing



Josh Kilen

President (20 hrs/mo)

Josh has decades of experience, driving engaged traffic to digital spaces through SEO, digital advertising, social media marketing, and content creation for multiple industries.



Derek Sitthideth

Content Specialist (10 hrs/mo)

Derek can turn a phrase with the best of them. From expert blog posts to perfectly written emails, Derek transforms mere words into a golden cornucopia of wordish delight.



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1 b. Expertise of Firms on Team: Collaboration

City of Lakewood | Economic Development Campaign | 2020-present



Scope of Work

Research, develop, and deploy a multi-year, national campaign directed at bringing new businesses to Lakewood, WA.

Stakeholders

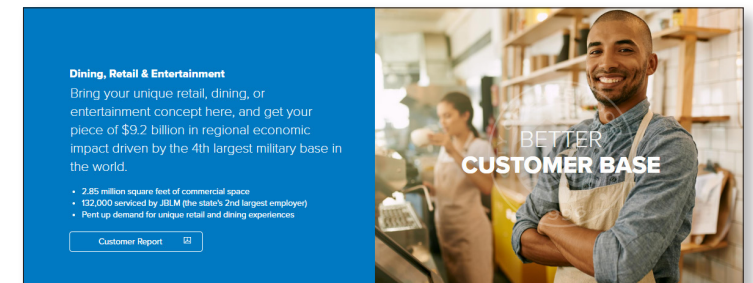
- City of Lakewood Mayor's Office
- City of Lakewood Council
- City of Lakewood Economic Dev. Dept.
- Residents of Lakewood, WA

Deliverables

Create multi-media strategy with stakeholder feedback, develop talking points and "Brand Anthem," design informational landing pages, produce "testimonial" video series, design point-of-contact outreach materials, deploy and track social media and search ads.



Video ads and digital marketing



BuildYourBetterHere.com



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1b. Expertise of Firms on Team: Sub-Consultants



P.O. Box 66027 | Tacoma, WA 98464

Boyer Media Group (BMG) is the brainchild of Paul and Rachael Boyer. Paul is an award-winning, UCLA-trained screenwriter, director, and cinematographer. Our team is at its best where strategy, story, cinematography, and collaboration come together to create purposeful, directed combustion.

Boyer Media Group was created in 2022. Prior to that, Paul Boyer was employed by Hemisphere for over seven years as a writer, director, and cinematographer.

Core Competencies

- TV commercials, Hulu ads, etc.
- Social media ads + web videos
- Live production + streaming
- Narrative films + documentaries



Paul Boyer

Writer-Director (30 hrs/mo)

Part thinker, part storyteller, Paul loves how visual storytelling and analytical planning overlap to create amazing brand and web experiences.



Rachael Boyer

Producer (5 hrs/mo)

Rachael is a writer, actor, and digital marketing strategist with a Masters in Digital Media from the University of Washington.



Kyle Peirson

Drone Pilot, Editor (10 hrs/mo)

Kyle holds a BA from Western Washington University in photography and is Part 107 licensed by the FAA.



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1b. Expertise of Firms on Team: Collaboration

Sumner-Bonney Lake School District | Branding + Education | 2020-present



Scope of Work

Create a series of promotional videos to excite middle and high school students to select an educational (and career) pathway.

Stakeholders

- SBLSD Students + Families at 16 schools
- SBLSD Career + Technical Education program
- SBLSD Superintendent's Office

Deliverables

- Project management
- Teaching Academy videos (90-, 30-, 15-second)
- Health Sciences videos (90-, 30-, 15-second)
- Business & Marketing (90-, 30-, 15-second)
- Information Technology (90-, 30-, 15-second)
- STEM courses videos (90-, 30-, 15-second)
- Agriculture videos (90-, 30-, 15-second)



Branding + Graphics



Educational video series



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1b. Expertise of Firms on Team: Collaboration

City of Tacoma | Officer Recruiting Campaign | \$200,000



Scope of Work

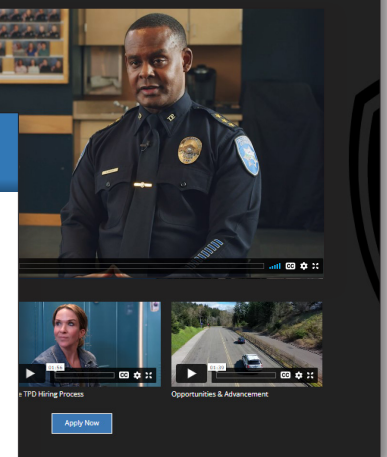
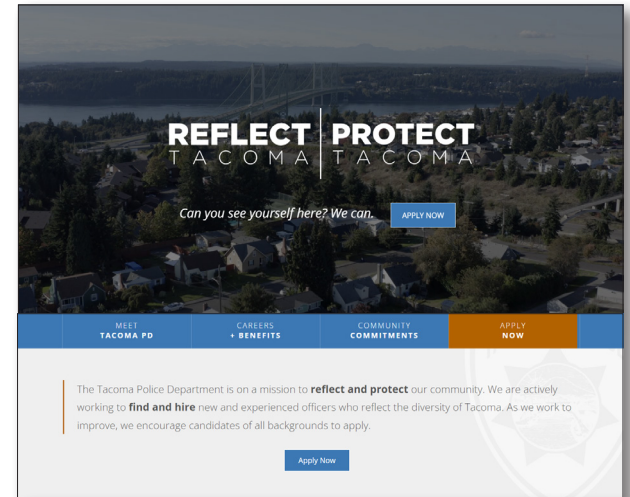
Research, develop, and deploy a multi-year recruiting campaign directed at hiring female officers and officers of color.

Stakeholders

- City of Tacoma Mayor's Office
- City of Tacoma Media & Comms. Office
- City of Tacoma Office of Equity & Human Rights
- Community focus groups (Advisory Council)

Deliverables

Create multi-media strategy with stakeholder feedback, develop talking points and "Brand Anthem," design informational landing pages, produce "testimonial" video series, design point-of-contact outreach materials, deploy and track social media and search ads.



Recruiting website and materials



2. Qualifications of Proposed Project Manager



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2. Qualifications of Proposed Project Manager



Ella Banken

Project Manager

Available 30 hrs/mo

Education



Western Washington University
Bachelor of Arts, Visual Journalism
(Minor in Spanish)

Experience

As the former Editor-in-Chief at *Klipsun Magazine*, Ella understands the needs of a busy office, deadlines, and managing a diverse team of professionals.

Current Role

Every day, Ella manages the planning, communication, and completion of multiple, concurrent projects for 50+ active clients and 150+ "on call" clients. Many of those clients have multiple active initiatives and projects that span multiple years. Ella expertly coordinates stakeholders, performance measurements, and team communications.

The following projects demonstrate Ella's proficiency with project scheduling, managing the scope of work (avoiding creep), budget communication, and flexibility as conditions change throughout the life of the project.

Summit Packaging *(for-profit, 4 years)*

- Brand (strategy, visuals, campaigns)
- Website (design, development, content, etc.)
- Advertising (strategy, budget, reporting, etc.)
- Collateral (pitch sheets, truck wraps)
- Videos (Brand Anthem, specialty topics)

Tribal C-Store Assn. *(non-profit, 6 years)*

- Brand (strategy, visuals, campaigns)
- Website (design, development, content, etc.)
- Digital Ads (strategy, budget, reporting, etc.)
- Videos (Brand Anthem, specialty topics)
- Meetings (branding, promotions, recording)

Build Your Better Here *(government, 4 years)*

- Brand (strategy, visuals, campaigns)
- Website (design, development, content, etc.)
- Digital Ads (strategy, budget, reporting, etc.)
- Videos (Brand Anthem, specialty topics)
- Meetings (branding, promotions, recording)



3. Qualifications of Key Team Members



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3. Key Team Member Qualifications



Adam Welch

Creative Director
Available 20 hrs/mo

Education



University of Washington
Bachelor of Fine Arts, Visual Design
Bachelor of Arts, Communications

Current Role

After working as a designer and production artist at the University of Washington (Seattle), Adam founded Hemisphere Design + Marketing in 2001. His unique combination of technical skills (website development, budgeting management, etc.) and creative insights (logo design, campaign development, etc.) have allowed the company to grow steadily.

Relevant Projects

- "Caregiver Careers WA," DSHS, 2023-present, Creative Director
- "Bridging the Gap," WA Centers of Excellence, 2022-present, Creative Director



Anna Geffen

Graphic Designer
Available 24 hrs/mo

Education



University of Oregon
Bachelor of Fine Arts, Product Design & Entrepreneurship (Summa Cum Laude)

Current Role

Anna is a true creative, proficient in a wide variety of graphic design and industrial design disciplines, specializing in designing logos and brand identities, creating collateral packages, developing assets for print production, and assets for digital deployment.

Relevant Projects

- "Caregiver Careers WA," DSHS, 2023-present, Graphic Designer
- "Bridging the Gap," WA Centers of Excellence, 2022-present, Creative Director
- "Reflect & Protect," Tacoma Police Dept., 203-present, Producer/Director



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3. Key Team Member Qualifications



Kyler Knight

Content Producer
Available 40 hrs/mo

Education



Tacoma Community College
Associate of Arts
Film/Cinema/Video Studies

Current Role

Kyler specializes in crafting stories in multiple mediums, including written content, video, and photography. He is skilled at building SEO pages that tell a compelling narrative.

Relevant Projects

- "Caregiver Careers WA," DSHS, 2023-present, Producer/Director
- "Reflect & Protect," Tacoma Police Dept., 2023-present, Producer/Director
- "Career Pathways," Sumner Bonney-Lake Schools, 2022-present, Producer/Director



Logan Roth

Web Developer
Available 40 hrs/mo

Education



South Dakota State University
Bachelor of Science
Entrepreneurial Studies

Current Role

Logan specializes in front-end and cloud engineering but is no stranger to back-end. Some hard skills include AWS, CDK, React, Vue, and Express. Logan brings creative designs to life, with particular attention to detail and function. As a full-stack developer, he structures website building blocks to support a seamless user experience.

Relevant Projects

- GoodRoots.org, GoodRoots, 2023-present, Web Developer
- HellandLawGroup.com, 2023-present, Web Developer



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3. Key Team Member Qualifications



Josh Kilen

Digital Marketer
Available 20 hrs/mo

Education



Central Washington University
Bachelor of Science
Political Science, Marketing

Current Role

Josh has decades of experience, driving engaged traffic to digital spaces through SEO, digital advertising, social media marketing, and content creation for multiple industries. He currently manages twenty digital campaigns and a budget of \$250,000.

Relevant Projects

- "Reflect & Protect," Tacoma Police Dept., 2023-present, Producer/Director
- HellandLawGroup.com, 2023-present, Digital Ads, Search Marketing



Paul Boyer

Cinematographer
Available 30 hrs/mo

Education



UCLA
Certificate in Screenwriting
Screenwriting

Current Role

Part thinker, part storyteller, Paul loves how visual storytelling and analytical planning overlap to create amazing brand and web experiences. Paul is an award-winning, UCLA-trained screenwriter, director, and cinematographer.

Relevant Projects

- "Caregiver Careers WA," DSHS, 2023-present, Cinematographer
- "Reflect & Protect," Tacoma Police Dept., 2023-present, Cinematographer



4. Firm's Project Management System



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4. Firm's Project Management System

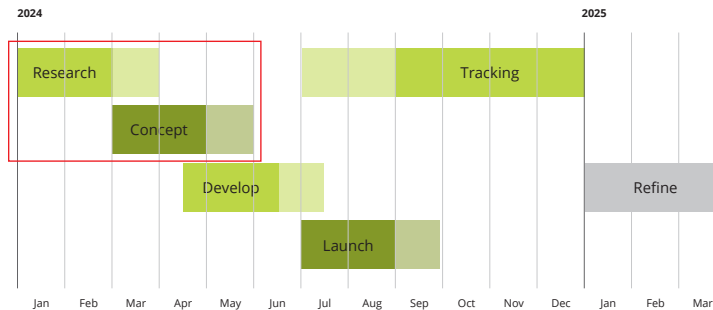


Q3 project overview

Main table | Timeline | Kanban | Dashboard | +

This month	Owner	Status	Timeline	Due date	Priority
Finalize kickoff materials		Done	<div style="width: 100%;"></div>	Sep 15	★★★★★
Refine objectives		Working on it	<div style="width: 75%;"></div>	Sep 19	★★★★★
Identify key resources		Stuck	<div style="width: 25%;"></div>	Sep 22	★★★☆☆
Test plan		Done	<div style="width: 100%;"></div>	Sep 26	★★★★★

Scope of work adherence (scope creep)



Scheduling tools + concurrent campaigns

Quality Assurance: Ella Banken

Ella manages the planning, communication, and coordination of projects, retainers, and hourly work. With a background in journalism and photography, she brings a creative perspective to management. At any given time, Ella is coordinating 50+ clients, an internal team of five, and multiple outside contractors.

Tracking System: Monday.com

Supporting the Project Manager and meetings is Monday.com, a platform that allows us to gain visibility and transparency over the work being done with robust dashboards and project overviews of where initiatives stand.

Scheduling Systems: Meetings

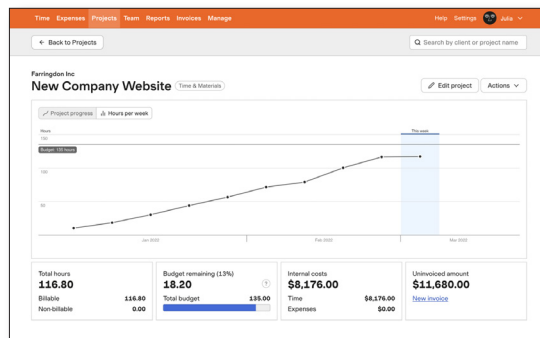
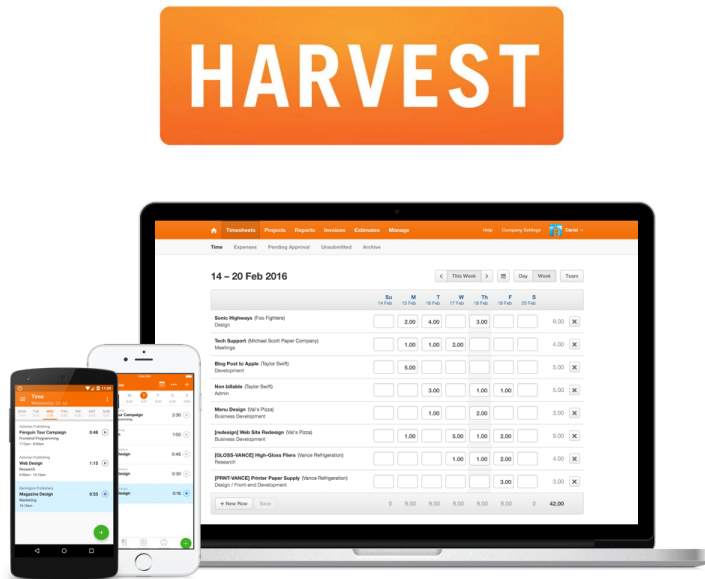
Inner-office communication and coordination is essential to our model. Working from the Hemisphere office, we hold weekly all-team meetings to review task assignments and project milestones. Throughout each week, we have multiple one-on-one stand-up meetings to address project-in-flight issues and opportunities.



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4. Firm's Project Management System: Time Tracking



Quality Control

Each project/campaign is assigned an "owner" who oversees deliverables and ensures they align with the state goals and quality measures.

Granular Time Tracking

Harvest is an intuitive, lightweight solution for tracking hours, budgets, and projects. Each task and employee is monitored within the project's budget and/or scope.

Robust Reports + Analysis

Harvest offers a wide selection of visual reports that help keep projects running smoothly, to identify overruns, and to track overall progress.

Detailed Invoicing

Invoices can report date, task, employee, time, and a description of each time entry. This level of detail allows for high transparency and accountability.



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4. Firm's Project Management System: Example

City of Lakewood | Economic Development Campaign | \$150,000



Scope of Work

Research, develop, and deploy a multi-year, national campaign directed at bringing new businesses to Lakewood, WA.

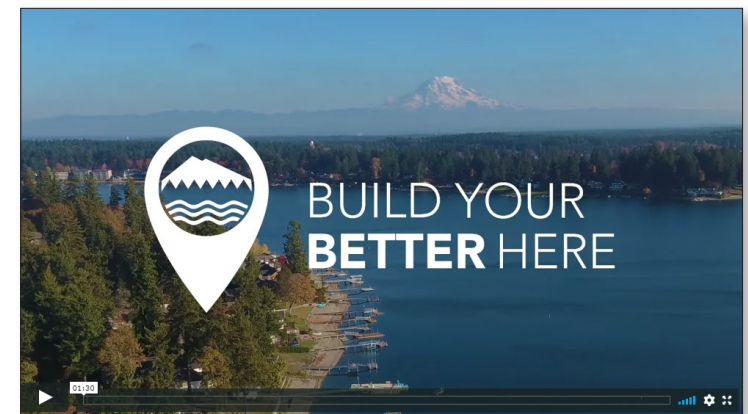
Stakeholders

- City of Lakewood Mayor's Office
- City of Lakewood Council
- City of Lakewood Economic Dev. Dept.
- Residents of Lakewood, WA

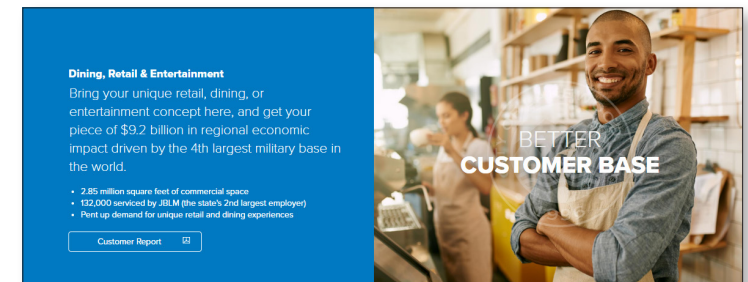
Deliverables

Create multi-media strategy with stakeholder feedback, develop talking points and "Brand Anthem," design informational landing pages, produce "testimonial" video series, design point-of-contact outreach materials, deploy and track social media and search ads.

Retail Leakage	Pull Factor			
	2020	2015	2020	Avg. Growth
Description				
Retail Trade	\$155,675,676	1.21	1.31	6.8%
Motor Vehicle & Parts Dealers	\$38,906,500	1.14	1.35	6.4%
Furniture & Home Furnishings Stores	\$6,692,352	1.67	1.40	-0.1%
Electronics & Appliance Stores	-\$9,412,519	0.82	0.72	6.2%
Building Material & Garden Equipment	\$10,199,426	0.99	1.18	10.7%
Food & Beverage Stores	\$21,744,133	1.49	1.74	6.0%
Health & Personal Care Stores	\$4,557,194	1.28	1.20	7.9%
Gasoline Stations	\$2,565,330	1.35	1.21	-0.2%



Video ads | Tracking: views, clicks, time



BuildYourBetterHere.com | Tracking: views



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4. Firm's Project Management System: Example

City of Lakewood | Economic Development Campaign | \$150,000

Reach

Total users 4,852	Sessions 5,174	BYBH Ad Impressions 1,414,896
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Connect

Sessions per user The average number of sessions per user Sessions... 1.07 01/01/2023 - 12/31/2023	All ad clicks All clicks on ads BYBH Total... 1,473 01/01/2023 - 12/31/2023	Video Views Total number of YouTube & LinkedIn Video Views BYBH Total Video Views 1,049,221 01/01/2023 - 12/31/2023
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Engage

Video view rate 74.70%	Engaged sessions 4,398
----------------------------------	----------------------------------

BuildYourBetterHere.com Website Stats

Total users 4,852	Event count The number of events. Event count 42,327 01/01/2023 - 12/31/2023
New users 4,874	
Sessions 5,174	Conversions The count of conversion events Conversions 441 01/01/2023 - 12/31/2023
Sessions per user 1.07	

Top YouTube Videos



Ad name: Boo Han Market

Impressions	Clicks	Video views	Video view rate
222,048	112	166,741	75.09%



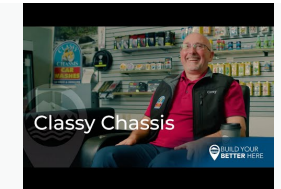
Ad name: Lake City Pub

Impressions	Clicks	Video views	Video view rate
109,677	101	79,181	72.19%



Ad name: Dangshot Orthodontics

Impressions	Clicks	Video views	Video view rate
76,855	26	56,883	74.01%



Ad name: Classy Chassis

Impressions	Clicks	Video views	Video view rate
72,710	35	54,638	75.15%

LinkedIn Ads

Impressions 198,180	Video views 140,359
Clicks 179	View Rate 53.93%

Top Ads

Share (DSC) name	Impressions	Video views	Watched 25%	Watched 50%	Watched 100%
Boo Han Video Ad	60,192	43,491	23,086	8,562	4,734
Lake City Pub Video Ad	53,233	37,749	20,439	7,299	4,123
Classy Chassis Video Ad	44,954	31,451	16,761	6,066	3,077
Drangshot Video Ad	39,801	27,668	15,404	5,613	2,984



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4. Firm's Project Management System: Example

Sumner-Bonney Lake School District | Branding + Education | \$120,000



Scope of Work

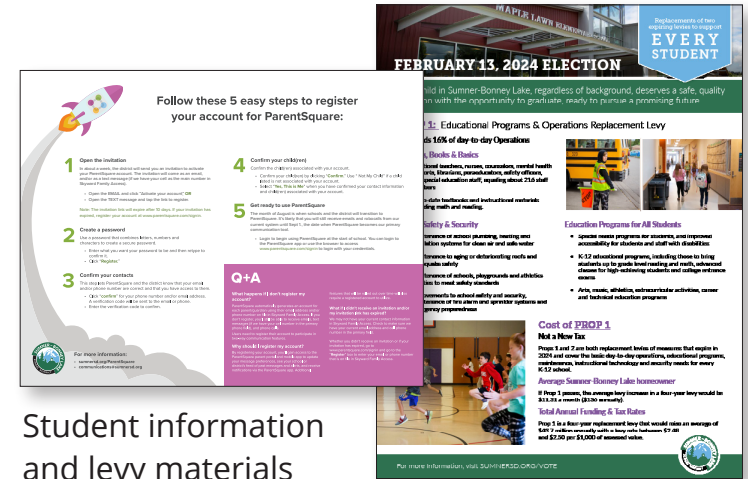
Create district-wide communication materials for four-year strategic plan and over \$200 million in levy and bond education materials.

Stakeholders

- Students + Families: 16 schools, an early learning center, 7 preschool/childcare centers
- SBLSD Communications Department
- SBLSD Superintendant's Office

Deliverables

- Future Ready strategic plan design
- Every Student levy campaign
- District initiatives (direct mail)
- Career + Technical Education program (logo design, video production, website support, and social media marketing)



Student information and levy materials



Educational videos | Tracking: views, time



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Scope of Work

Create and manage a state-wide education campaign to educate residents on long-term care support systems and opportunities.

Stakeholders

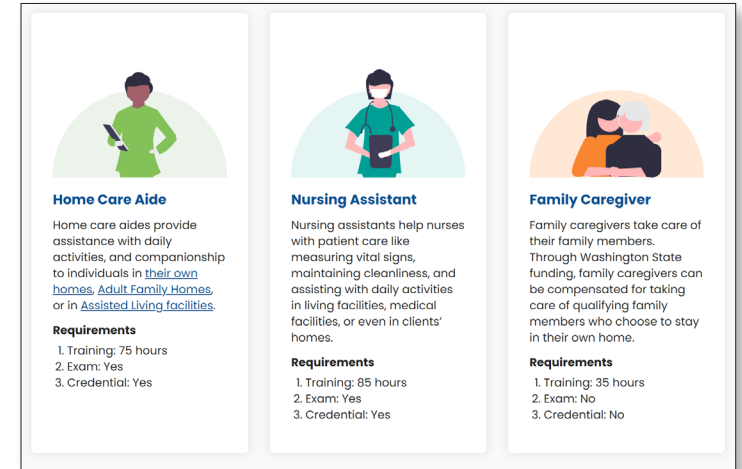
- DSHS program administrators
- Aging & Long-term Support administrators
- Residents of Washington State

Deliverables

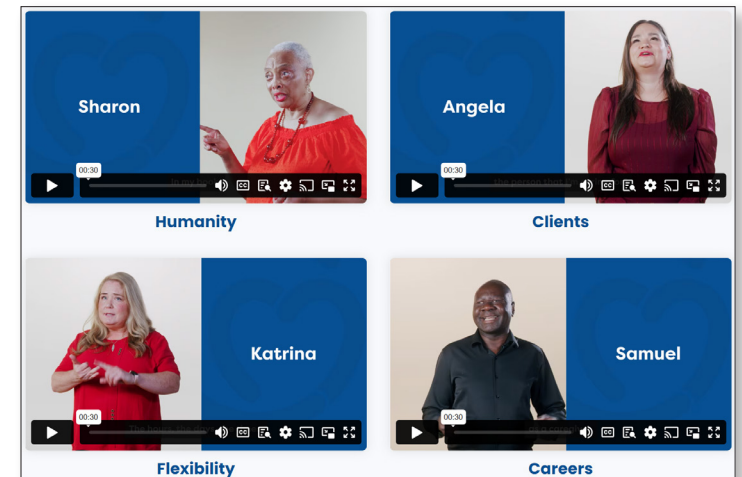
- Project and budget management
- Campaign name, brand, and identity
- Campaign digital ad strategy
- Point-of-contact information kit (tribal)
- CaregiverCareersWA.com website
- "Real people" video series
- Engagement and conversion reporting

4. Firm's Project Management System: Example

Washington State Department of Social & Health Services | Education + Recruiting | \$150,000



Information Graphics | Tracking: views, time



"Real People" Video Ads | Tracking: views, clicks

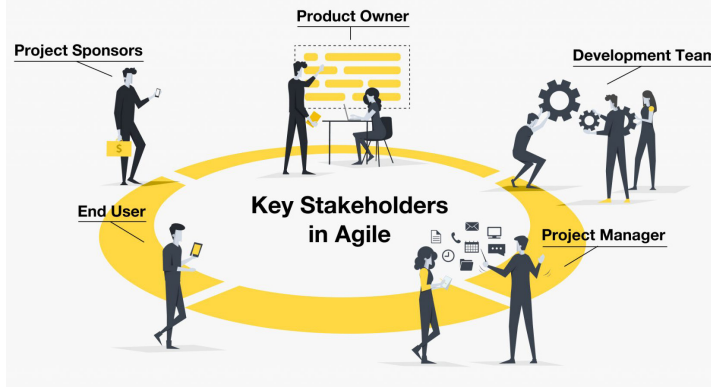


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4. Firm's Project Management System: Stakeholders

Consistent and clear communication with stakeholders (WSDOT Toll Division, it's vendors, administrators, etc.) is critical to our delivering targeted, effective, and relevant result.



Stakeholder Engagement

Exploration

In the exploration phase, we identify and engage stakeholders through interviews, focus groups, and/or surveys. As appropriate, these people are re-engaged throughout the process.

Monday.com Users

Each phase of the campaign is described, documented, and timed in our project management software. Appropriate stakeholders are given access to participate in the review and prioritization of tasks.

Meetings

Internally, the Hemisphere team holds weekly all-team meetings to ensure alignment and prioritization. Externally, we schedule weekly/monthly/quarterly meetings with stakeholders to review progress and goals.

Monthly Reporting

Active campaigns are tracked through our reporting software. A monthly report is generated and distributed to stakeholders along with an executive summary, analysis, and recommendations.



5. Project Delivery Approach

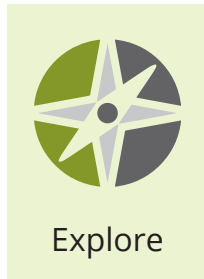


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5. Project Delivery Approach: Work Plan

Our process is **collaborative** and **iterative**. Involving stakeholders and end-users is essential to measuring success.



Explore



Develop



Deliver

Exploration Team



Our three-step work plan and skilled team members are designed to allow us to managing concurrent campaigns with evolving timelines.

Phase 1: Explore

Exploration is about listening, absorbing, distilling, and defining.

The initial exploration process takes approximately one (1) month and includes keyword volume research, competitor analysis, topic exploration, and creating a strategic plan.

- Review existing materials, organization, services, competition, audience(s), etc.
- **Stakeholder** engagement (conduct one-on-one interviews, focus groups, surveys)
- Develop tagline/slogan, key value statements
- Develop initial **Creative Road Map** based on research and stakeholder feedback
- Review Creative Road Map with stakeholders (refine as needed)

Milestone: Final Creative Road Map



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5. Project Delivery Approach: **Work Plan**



Explore



Develop



Deliver

Development Team



*Our **collaborative** and **iterative** process is designed to resolve issues in real-time, supported by documentation and explicit approvals.*

Phase 2: Develop

This is where it gets fun. We turn our creativity on to produce big ideas.

Researched topics and strategies for writing, photography, graphics, video, etc. are presented, refined, and developed on a monthly basis per the established strategic plan.

- Design initial creative concepts (mood boards)
- Review of initial concepts, focus on themes
- Refine up to **three** (3) concepts
- Review concepts, focus on tone and style
- Refine **two** (2) concepts (as needed)
- Review concepts, focus on details
- Refine **one** (1) concept (as needed)
- Design campaign's creative assets (print, video, digital ads, broadcast, etc.)
- Develop initial **Campaign Guide** based on research and stakeholder feedback
- Review Campaign Guide with stakeholders (refine as needed)

Milestone: Final Campaign Guide (comprehensive documentation of campaign style, verbiage, personality, and assets)



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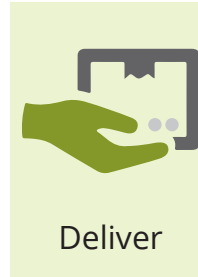
5. Project Delivery Approach: Work Plan



Explore



Develop



Deliver

Deployment Team



Performance Metrics (KPIs)

- Public awareness of new toll facilities;
- Public understanding of toll facilities usage;
- Public understanding of the purpose of tolling;
- Public support of the toll facilities;
- Media coverage;
- New "Good To Go!" accounts and passes sold;
- Traffic and revenue after toll commencement.

Phase 3: Deploy + Report

The final step is polish the assets and send them out into the world.

As content is generated and distributed, we actively track metrics including on-page engagements, time on page, conversion, percentage of video viewed, geographic reach, and more.

- **Assets:** Digital ad creation + management
- **Assets:** Digital landing pages, social accounts
- **Assets:** Print material production, distribution
- **Assets:** Broadcast + traditional media
- **Tracking:** Moz, Google Search Console, Google Analytics

Milestones: Monthly report (executive summary, analysis, recommendations, etc.)



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5. Project Delivery Approach: Accessibility

We believe that your project is for **everyone** and it should be **accessible** to people of all ability levels.



Each project is unique, but some common features we include in our approach include:

Reading Level: We often write to a fifth grade reading level to accommodate non-native English readers and broad audiences.

Video Captions: For those with hearing impairments (and those scrolling social media on mute), captions help deliver the message.

Web Devices: Not everyone accesses media with the same tools, so recognizing how alternate devices work is key to our development.





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5. Project Delivery Approach: DEI

Hemisphere is proud to have supported many long-term public education and advertising campaigns within **historically underserved and overlooked communities**. This work includes collaboration with state-wide initiatives with tribes, marginalized communities, and relevant government entities.

Our approach is to embrace a **"not about us, without us"** approach to including marginalized voices in our research, development, and deployment.

Case Study: TPD Scope of Work

Research, develop, and deploy a multi-year recruiting campaign directed at hiring female officers and officers of color.

Cast Study: TPD Stakeholders

- City of Tacoma Mayor's Office
- City of Tacoma Media & Comms. Office
- City of Tacoma Office of Equity & Human Rights
- Community focus groups (Advisory Council)

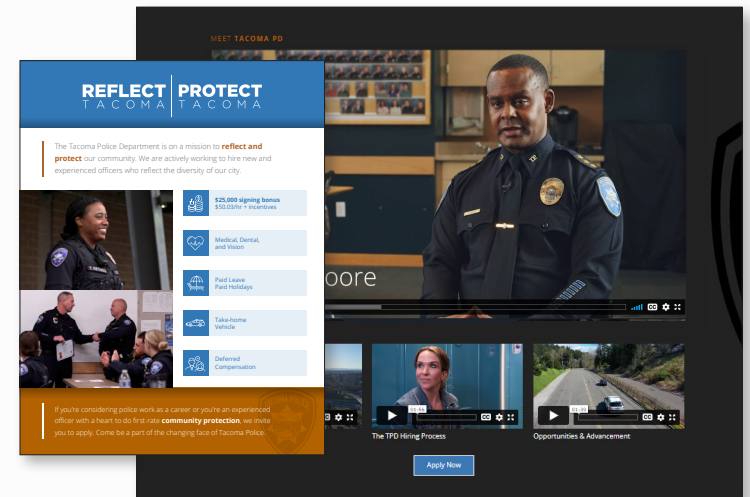


Case Study: TCSA Scope of Work

Develop economic development resources for Washington tribes.

Cast Study: TCSA Stakeholders

- 55 member tribes, tribal leaders, communities





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5. Project Delivery Approach: Digital Ads

Leveraging search optimized landing pages **increases conversions** and reduces costs. Here's how we get there.

Anatomy of a Successful Ad Campaign

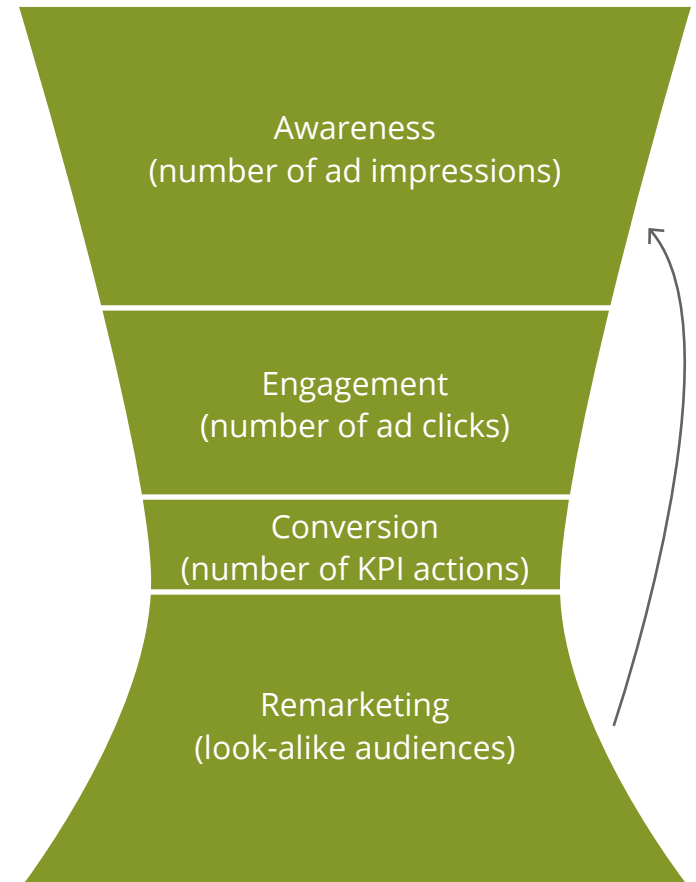
Awareness: By distributing your message on multiple channels, we build familiarity and affinity. Our goal is to reduce cost and maximize exposure.



Engagement: People who like, share, click, and take similar actions provide valuable information about the images, videos, and messages that are most appealing to your audiences.

Conversion: This is the most valuable interaction in the funnel, the step where targeted audiences take a meaningful step toward becoming a customer/client (e.g., calls to a tracking phone number, emails to a tracking address, online form completions, etc.).

Remarketing: While not all engagements lead to conversions, we can take the engagement information and create similar audiences on other platforms, reducing cost and increasing effectiveness.





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5. Project Delivery Approach: Search Optimization

Anatomy of a Successful Education Page

Metadata: In addition to the visible page elements, our SEO pages have standards-compliant metadata including meta tag, Schema, and OpenGraph.

Long-form Content: Authoring original content over 1,000 words indicates to the bots that the page contains a significant amount of unique textual information, and therefore has value.

Hierarchal Structure: Providing a scan-able system of titles is valuable to readers and bots. An H1 (heading 1) tag is required, but a thoughtful hierarchy of sub-headings (H2) and sub-sub-headings (H3) elevates keywords.

Video: Google is prioritizing pages with video (particularly YouTube) content. Ideally, these videos are "above the fold" at a certain size and wrapped in VideoObject schema with a unique title, description, thumbnail, and timestamp.

FAQs: Google Search will scrape pages for Schema-compliant FAQs to promote in their "People also ask" section. Having relevant, keyword-targeted FAQs provides structured data for the search engines and an additional opportunity for exposure.

