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Responses to The University of Oregon

Alternative Procurement for Photography & Video Production Services

PCS# 520200-00317-AP

1. Cover Letter

Dear Ms. Brown,

On behalf of Heavy Content Studios, Inc. (***heavy***), I am pleased to present the University of Oregon (UO) with our response to the Alternative Procurement for Photography and Video Production Services (PCS# 520200-00317-AP).

***heavy*** is a branded content and marketing firm that focuses on creating work that always carries weight, no matter the size or shape. The company is led by three principal executives – Greg Ash, Konstantinos Psimaris, and Ronald Bauman. Even though ***heavy*** is a relatively young company, having launched in March of 2019, the team has collectively more than 40 years of experience in strategic branding and marketing within the higher education sector. If selected, ***heavy*** will deploy our highly skilled team of content creators to efficiently execute on the institutional priorities of the University of Oregon. Through close collaboration, we will serve as an extension of your internal team and a true partner in supporting President Michael Schill’s goals to ensure greater access for students, create and promote excellence, deliver a rich and satisfying experience, and create an atmosphere of diversity.

During our collective careers, the ***heavy*** team has worked with countless higher education institutions across the country, including the University of Oregon, to develop compelling narratives through visual storytelling. With years of hands-on experience producing high-quality video and photography, we have acquired the skill sets to create striking, impactful content that is versatile across digital and traditional channels. The ***heavy*** team has worked on set and off in functions that span every aspect of production. We are agile, reliable, and self-sufficient. All work is done completely in-house and we own most, if not all equipment used during production sessions.

To ensure the highest quality for video and photographic output, we believe that it boils down to more than gear. We do, however, only work with trusted, top-of-the-line equipment. Our creative team knows how important the subject matter and composition can be to the overall quality. Generally, we gravitate towards people, to capture authentic emotion, to convey and reinforce the intended message. Another main consideration is perspective and candor. Our goal is to showcase your students, faculty and the campus in their natural state; never posed or staged. Of course, we will always strive to connect the imagery to the tone of UO’s overarching brand: Irreverent, Progressive, Extraordinary, Alive, Natural, Inclusive, and its other uniquely identifying qualities.

When it comes to portrait photography or interview-driven video footage, one of our primary considerations is space and lighting. The appropriate background is of concern, as well as the lighting setup it will require. Our highly qualified gaffers, working in tandem with our director, craft the set to put the subject matter in the best light.

From a technical standpoint, our standard requirements are:

Video:

* Minimum 4k resolution, 120fps
* ISO: 100-200 standard; 3200 for low light
* Post-production Software: Adobe Premiere, After Effects and Final Cut
* Deliverable format: .mp4, .mov, .mpeg, etc.

Photography:

* DSLR 36mp, full-frame
* ISO: 100-200 standard; 3200 for low light
* Lenses:
  + 24-70mm f/2.8: wide range scenics, athletics, campus scenics, and portraits
  + 50mm – 85mm f/1.4: for portraits, close range subjects
  + 70-200mm f/2.8: athletics, campus scenics, portraits
* Post-editing Software: Adobe Photoshop, Lightroom and Bridge
* Deliverable format: RAW .dng, .cr2, .cr3, .nef, etc.

In conclusion, we are extremely confident in our ability to serve the needs of UO. In light of the current public health crisis, ***heavy*** has steadfastly stood by its clients to assist and support them in any way possible through this time. As a result, our team has engineered innovative solutions that can be deployed during periods of restricted access, including live streaming and remote content development. We are more than happy to discuss in more detail should you find a need for UO. Nonetheless, our team is excited for the opportunity to formally submit our proposal and eagerly await to hear about the next steps.

We are ***heavy***. Work that carries weight.

Respectfully,

Greg Ash   
President, ***heavy***

1. Qualifications and Experience

University of Oregon, a view from above the Ponderosa pines.

***The University of Oregon*** (UO), founded in 1876, is the state’s flagship public institution and is one of the only two members of the Association of American Universities in the Pacific Northwest region. Conveniently located in Eugene – an energetic town that is famously known for its strength in the arts, natural environment, and outdoor recreation activities – the university offers a wide range of academic programs and hands-on learning opportunities to over 22,000 students from all over the world.

As the world is rapidly changing and effecting millions and billions of people, we must brace ourselves for a dramatic shift in the way we conduct business. If selected, ***heavy*** is ready to serve as an extension of the UO’s internal team to assist and support the university in any capacity we can.

Agency Overview

***heavy*** is a collective group of experienced marketing and branding veterans that create emotional, gripping, and heart-stopping work that is worth every second of your audience’s attention. Our team has built brand campaigns, admission executions, and advancement efforts for public higher-ed institutions (e.g. University of Florida, UCLA, University of Virginia), private and faith-based colleges and universities (e.g. Notre Dame, Providence, Seattle University, Fordham University), and helped power-five and mid-major collegiate athletic conferences establish a new voice (e.g. Athletic-10, MAC-10, Big10).

***Our team members are not only familiar with the university and its amazing story, KP and several of our staff lead the creative in 2015 with the successful launch of the "The Power of if" campaign.***

No matter the assignment, we focus on developing a compelling narrative with authentic and striking visuals that are strategically positioned for your audience. All work within the scope of this RFP will be performed by ***heavy***’s in-house team. As a full-service agency, we provide the following services:

|  |  |
| --- | --- |
| * Branding and marketing strategy * Brand execution * Graphic design * Strategic messaging and copywriting * Content strategy and development * Video and audio production * Media buying and ad placement * UX/UI design and website development | * Digital marketing, including but not limited to:   + SEO/SEM/PPC   + Social media   + Email marketing and automation   + Reporting and analytics * Experiential marketing * Public relations * Influencer marketing |

1. Portfolios

To access our online portfolios please click the following link: <https://heavydoesit.com/portfolio/university-of-oregon/>

1. Client References

In order to be considerate to our clients, we ask that all requests are made through Jessica Miller our Director of Project Management at [JMiller@heavydoesit.com](mailto:JMiller@heavydoesit.com)

***Jeffrey Russell***

Vice Provost for Lifelong Learning and Dean of Continuing Studies

University of Wisconsin-Madison

***Rodney M. Grabowski, MBA, CFRE***

Vice President for University Advancement

University at Buffalo

***Todd A. Lineburger***

Associate Vice President, Strategic Advancement Communications

Rutgers University Foundation

1. Key Personnel

Creative Team

***Konstantinos P. – Executive Creative Director, Principal***

Konstantinos was born in Athens, Greece and raised in Philadelphia where he attended Tyler School of Art. Having started his career in design and animation, he developed skill sets unique to his visual and narrative capabilities. Before founding *heavy,* KP served as Executive Creative Director for several years at 160over90. There, he built a portfolio of various accounts such as Nike, Under Armour, University of Oregon, University of Florida, University of Virginia, Temple University, The Arizona Coyotes, and The Philadelphia Eagles.

***Austin A. – Art Director***

Austin is a natural born creative. Growing up in Scranton and graduating from Tyler School of Art, you are just as likely to see Austin’s handiwork on a bus wrap for the Philadelphia Eagles, on a mural in North Philadelphia, or on the cover of his band’s latest LP. As an illustrator, Austin brings human and authentic qualities into everything he creates an inviting change in a very digital world. Prior to joining *heavy,* Austin was a Lead Designer at the 160over90, and at J2 where he created the visual language for colleges and universities of all sizes (e.g. Rutgers, Texas A&M, University of Virginia, Jefferson, UCLA).

***Elliot L. – Copy Director***

Elliot grew up in Boston, and although a die-hard New England sports fan, he serves no geographic allegiances. He has written campaigns that inspire tribes across every sport (e.g. Philadelphia Eagles, University of Florida Gators, Arizona Coyotes) consumer brands (e.g. Ferrari, Under Armour, AAA, Unilever), broadcast (e.g. The History Channel, NBC Sports) and higher education (e.g. University of Oregon, Temple University, Villanova University, University of Florida, University of Virginia).

Project Management Team

***Greg A. – President, Principal***

Greg specializes in building brands across industries (e.g. Nike, Under Armour, Google, Johnson & Johnson, AAA, Ferrari, Godiva) with specific expertise in all aspects of higher education including admissions, fundraising and advancement, online program development, reputation management, and collegiate athletics. Prior to founding *heavy,* Greg served as the Chief Creative Officer at 160over90 helping them establish their presence in Los Angeles, Florida, and Columbus. With 16 years of experience, he has worked with institutions of all types including large publics, power-five and mid-majors, faith-based and elite academics (e.g. UCLA, University of Florida, Rutgers, Temple, Notre Dame, Fordham, Duke).

***Ronald B. – Executive Producer, Principal***

Ron began his career in the high-volume commercial printing industry servicing clients across every sector (e.g. Pace University, Cushman & Wakefield, Pfizer, Aberdeen Asset Management, Urban Outfitters). He was essential in helping those same clients navigate through the age of digital transformation where he built a team of twelve to implement integrated multichannel campaigns. In 2019, Ron joined ***heavy*** to apply that same strategic thinking to all higher education accounts (e.g. Rutgers University, Temple University, University of Wisconsin-Madison, University at Buffalo, Seton Hall University).

***Jessica M. – Director of Project Management***

Jessica grew up in Georgia where she successfully navigated the state university system to graduate from the University of Georgia without any student debt. She has since applied that same level of organization, attention to detail, and pragmatism to helping universities speak to audiences of all kinds. Most recently Jess helped the University of Florida launch its largest fundraising campaign in history.

***Shane S. – Account Manager***

Shane is a graduate of Penn State University who studied Film Business at The LA Film School. He brings a professional level of organization to the ***heavy*** team that keeps our internal engine running. His expertise in project management and communication skills provides our clients with a trust and comfort level that the work is getting done correctly and on time. Additionally, his passion for film and experience in working with a global provider of video content and distribution services has made Shane a valuable member of our account team.

1. Management Procedures

As the ***University of Oregon*** continues to grow, the needs for photography and video production services will also grow to ensure the University image and video achieve stay up to date. At ***heavy***, our account management procedures will allow the internal and external teams to collaborate efficiently, keep the priorities straight and the goals in sight, and streamline the workflow to further support the UO’s internal team.

**Workflow and Responsibility**

Once all negotiations are settled and paperwork is finalized, the first step is the Project Kickoff. During this stage, our respective teams will work together in collaboration to determine the general day to day roles and responsibilities of each party. We will identify overarching goals, major milestones and set up a clear communication structure. Equally important, we will review the formal procedures that ensure the heightened level of client service we strive to provide. Our account team employs a layered approach, with a single point of contact (***heavy*** account manager) providing daily communication and project updates to the UO project lead(s). Beyond that, additional support is provided by the Account Director and the Director of Project Management. These team members will administer quality assurance and assist in managing client expectations during weekly status calls. The internal creative and production teams will step in as required and will be managed by their department heads. Our executive team will engage at certain intervals with a focus on more strategic guidance and big picture thinking, in particular when the conversation expands to higher levels of UO leadership.

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**Account Management**

* Job Request Forms are created and signed prior to any project opened.
* Staffing and capacity planning are based on anticipated monthly hours usage, associated with client retainer fees. It is the responsibility of both Agency and Client to plan, effectuate, and complete work at the contracted pace.
* Feedback is expected within 48 hours of delivery. If additional time is required, it must be arranged for in advance.
* Unless otherwise specified, projects allow for two rounds of revisions at each milestone (manuscript, design, mechanical, etc.).
* Rounds of revisions in addition to what was outlined in the project estimate are considered out of scope.

**Status & Project Planning**

* Weekly Status Meetings are available to manage current project status
* Quarterly Planning Meetings are available to manage the priorities as they change during the year
* Annual Planning Meetings will be used to accurately prioritize the projects in a contract year

1. Proposed Budget

Our budgets are built upon a flat fee per project which includes a set number of revisions per step. The proposed numbers are estimates based on historical jobs with similar scopes of work. Even though we are based in Philadelphia, we have worked and deployed our teams to various cities around the country, and we will be able to pull a team together to increase efficiency at every step of the project to meet your needs and stay on schedule. Costs include travel, lodging, meals, equipment rental, internal labor and subcontracts, and license stipulation as outlined in section 2.0. Some pricing discounts can be applied when multiple services are used concurrently.

Photography Services

* Event Coverage (1-2 days / 2 Cameras) $12,500.00
* Headshots (1-2 days) $10,250.00
* Lifestyle, Editorial and Marketing (4-5 days / 2 Cameras) $25,000.00

Video Production Services:

* On-Location Interview Capture (1-2 days / 2 Cameras) $25,750.00
* B-Roll Capture (4-5 days / 2 Cameras) $50,750.00
* Editing Services (4-5 days / 2 rounds of revisions) $35,750.00
* Infographic Animation (4-5 days / 2 rounds of revisions) $4,500.00
* Unmanned Aircraft System Photography and Video Capture (2-3 days) $20,750.00

1. Signed Document

Please find attached the official required RFP response documentation.

Thank you

Thank you in advance for your consideration. Although it has been a few years since we spent time on campus in Eugene, we haven’t forgotten the energy that seeps out of every student. We hope we have the opportunity to return and bear witness to the inspiration that is fueled daily on campus. I realize we aren’t a local firm, but I can guarantee that our team will provide a higher level of service for the same local price point. We are hungry and excited to get to work for you.

Let our work carry the weight.

Greg Ash

President, ***heavy***