

# HELLO, WE'RE SEEK

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We deliver landmark innovations from empathic insights for the world's most visionary brands - inspiring companies to connect with their users on a deeper level by challenging them to change company-to-user transactions into human-to-human engagement.

We are honored and delighted at the opportunity to provide Shaker Village with the following proposal to partner with you as you begin the work of re-imagining your brand. Our experience is varied, but relevant (and no conflicts of interest); our timeline is aggressive, but achievable; and, our team is teed up to deliver.

It has been said that in order to find the correct solution, you must first understand the problem - and at Seek, we specialize in insights rooted in human understanding. Looking to understand how users are experiencing your brand? You got it.

**HUMAN UNDERSTANDING + EMPATHIC ENGAGEMENT + TRANSFORMATIVE IDEAS = LANDMARK INNOVATION**



# BUT ENOUGH ABOUT US...

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Let's talk about you! We got the basics of what Shaker Village was asking for from the RFP, but we wanted to take a look for ourselves. We sent a couple of our team members to visit your village in order to gain a better understanding of what your guests are experiencing. Additionally we called upon our friends and colleagues to do some light user-testing on your current website.

Based on the notes and feedback we received, we were able to identify some common Need Areas that corresponded fairly closely to the list of requests in your RFP. Staying true to our belief that understanding the problem is the only way to find the correct solution - we have structured this proposal to highlight each of these need areas and then proposed several ways in which our unique, holistic approach of research and design can solve them.

# SO WHAT SHOULD YOU EXPECT?

Like any good designers, we always use a visual system in an attempt to make your life easier. By creating our proposal in such a way, it allows you to quickly identify where you are in the document and navigate to where you'd like to be more efficiently.

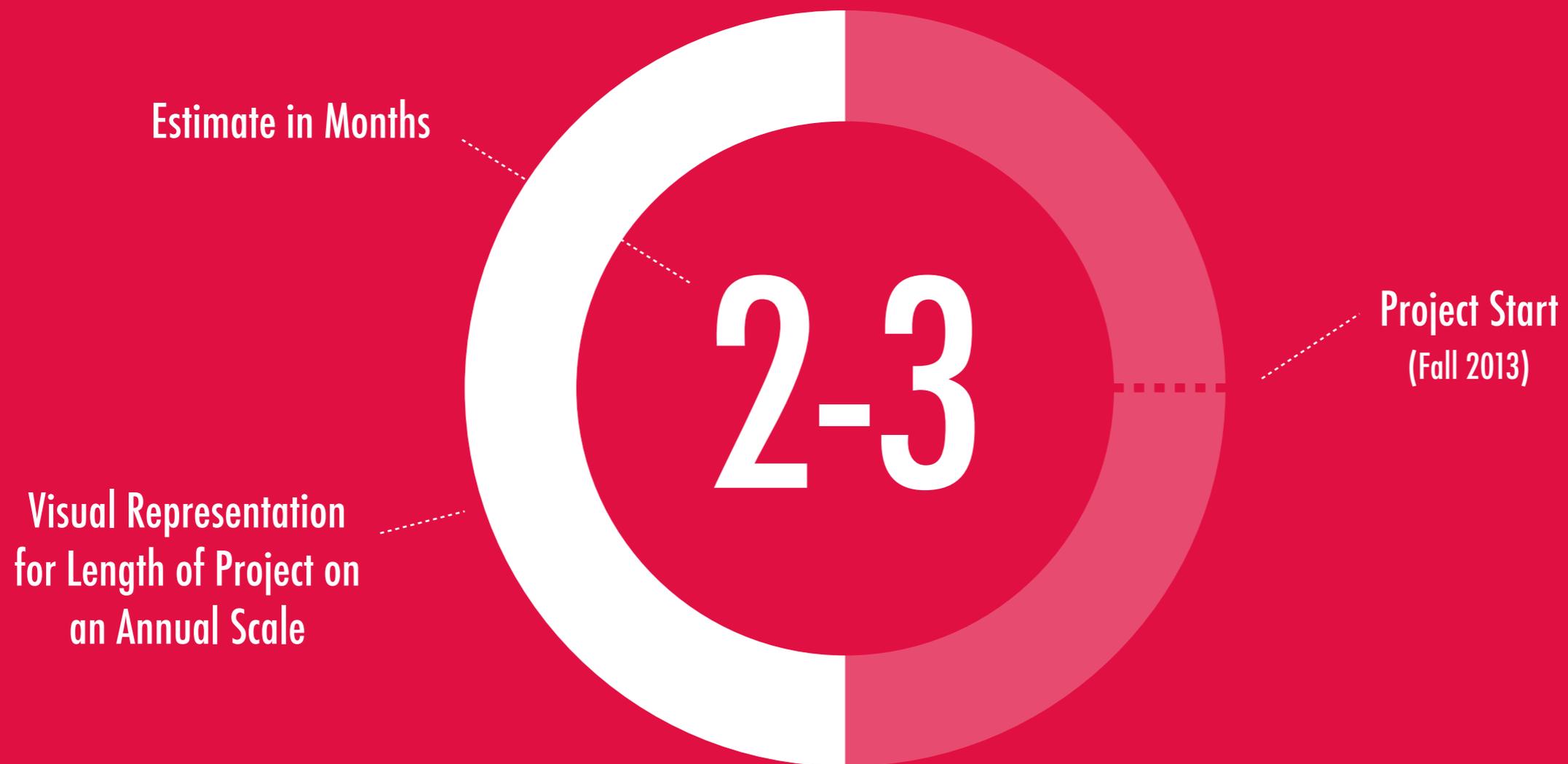
The main section of this report is divided into six specific sections based on the need areas we've identified through some initial research and a cross section of the RFP. Each of these sections contains the same basic four slide pattern as shown below.



# AND WHAT'S WITH THE DONUT?

On certain slides you will see a round info graphic at the top right hand of the screen. This is our graphical representation of the timeline for this particular phase of the project. While we did our best to put everything in chronological order - some natural overlaps will occur.

This graphic is our way of letting you know approximately how long and where within the overall process each set of solutions will occur. Take a look at the example below where we have broken down the basics - sorry if we made you hungry.



# AND WHAT DO THOSE ICONS MEAN?

At Seek, our specific work tends to fall into three very broad categories: research, ideation and design. Obviously we try to utilize all of these as much as possible to help enhance one another, but inevitably certain stages of a project often tend to be more focused on one or two of these areas of expertise.

To help you visually identify which phases of the project are most heavily reliant on which expertise, we have created a simple icon set that denotes the three areas.



**RESEARCH**



**IDEATION**



**DESIGN**

THAT'S ENOUGH QUESTIONS...  
LET'S GET STARTED, SHALL WE?





# BRAND COHESION

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POTENTIAL NEED AREA 01



**No one really seemed to know what the logo meant - one person told us that the Shakers would have spirits visit them in their dreams and they would wake up and draw what they saw...another referenced the tree of knowledge.**

## POTENTIAL NEED AREA

# BRAND COHESION

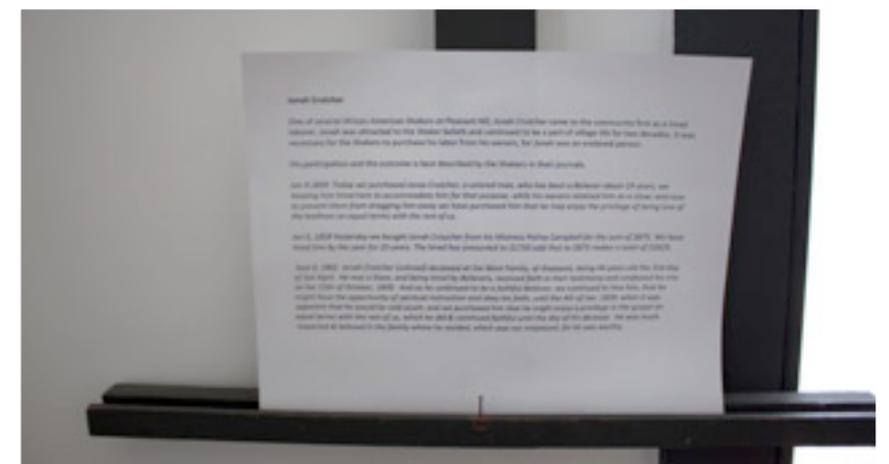
### Solidify & Add Cohesion

Both our online testers and in-person guests agreed that Shaker Village had some strong branding elements - especially the logo. However both groups commented that there seemed to be an overall lack of cohesiveness in both the website and around the various buildings at Shaker Village itself. Several comments were made that "past the logo" there didn't seem to be any additional branding or brand equity.

Additionally, our two visitors attempted to learn the origin and meaning of the logo during their tour but were unable to find a unified answer. It felt like there was no real story or purpose behind the logo and therefore it seemed to lose meaning and professionalism. In fact, in their 3 hours at Shaker Village our visitors got three different origin stories for what the logo meant.

Our two visitors also made note that while the branding is prevalent in some parts of the Village, it seems to be missing from others.

**We strongly believe that this is a huge opportunity to not only solidify the branding and help tell the story of Shaker Village visually but also to very easily add a level of professionalism and cohesiveness by bolstering the brand presence in strategic parts of the Village with high traffic and have only a light brand presence.**





## Phase 01

Through in-person, immersive research techniques we will build understanding of the user experience at Shaker Village. We plan to conduct walk-arounds with a variety of target demographics, provide them with guided note-taking templates, and have them develop specific questions about their experience at Shaker Village. Then, we'll use those notes and questions to identify key challenges and barriers to reaching your potential client base.



## Phase 02

We will uncover opportunities in the competitive landscape -- the Historical Reenactment category, and potential substitutes with neighboring business models such as Renaissance Fairs, National Parks and Zoos-- to gain a broad understanding of possible approaches to the Shaker Village brand strategy.

We expect to conduct secondary research using trusted online tools, as well as key-informant interviews where possible.



## Phase 03

**Create a Brand Guide** modeled from the most successful elements of the current branding and take this opportunity to help define the Shaker Village brand both aesthetically and philosophically. This guide will serve as a checkpoint for the creation of all deliverables later in the process.



## Phase 04

Fill in any gaps discovered in the existing branding. Find out what users see as potential holes in the Brand Equity and utilize those to help flush out the brand and **create a more cohesive visitor experience.**

We will return to the consumers/visitors whose insights helped guide our brand strategy and use them in qualitative research as a pressure test for our recommendations.





# VIDEO & PHOTOGRAPHY UPDATES

POTENTIAL NEED AREA 02



The photography on the website was beautiful, I looked through the Facebook gallery for awhile - but when I tried to watch the videos they felt sort of old and out of place.

## POTENTIAL NEED AREA

# VIDEO & PHOTOGRAPHY UPDATES

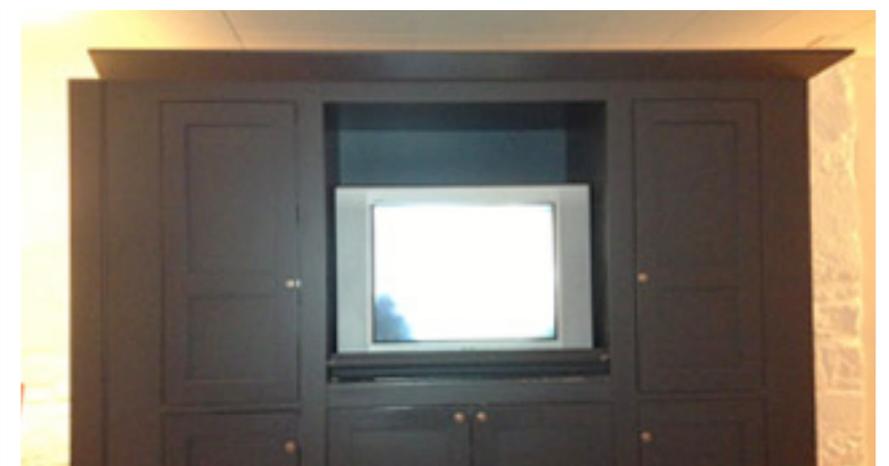
### Professionally Shot Video to Match Stunning Photography

Almost every single user who tested the website had something positive and negative to say about the videos on the homepage. The main comment seemed to be that it was a cool way to introduce them to Shaker Village and a great way to get a [relatively] quick overview of the history of the Shakers that lived there. However, most users went on to say that the videos seemed a bit outdated and even dragged at certain points.

In person, our two visitors felt there was very little video on the premises. They both made a note that much of the introduction speech they were given could have been covered by short video segments around the Village. They also found it very difficult to locate the looping video inside the Life Center and made the comment that it was "in sort of an awkward spot to watch."

**Video production is a core competence at Seek and we believe simply reshooting and updating the existing video content as well as strategically adding some additional videos where it makes the most sense would be a great way to draw people in to Shaker Village. Additionally we think researching different places/methods for displaying these videos throughout the Village would be a huge win and make take the user experience to another level.**

Across the board, all of our users loved your existing photography - it's quite beautiful. That said, after setting up the new Brand Guidelines it makes sense to go through and pick the best existing shots that feel the most on equity as well as taking some new photographs that help carry the brand message.





## Phase 01

Collect pre-and post-visit feedback from consumers to help identify where photography and video can best enhance the user experience. This would cover every touchpoint the visitor experiences from the moment they navigate the website to their time in Shaker Village itself (e.g., wayfinding, etc.)

We will use the data collected to develop thematic areas for testing with consumers/visitors to ensure they are relevant and would improve their experience of Shaker Village.



## Phase 02

Using professional photography, **develop an asset library of photography** that is both in line with the new Brand Guide and also addresses specific user needs at various touch points in their interaction with Shaker Village.



## Phase 03

**Produce professionally written, shot and edited films** that correlate to user feedback as well as other need areas noticed by the team. These films will cover a variety of topics and live throughout several touch points in the visitor experience including the website, mobile app and on location at Shaker Village itself.



# WEB PRESENCE & FUNCTIONALITY

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POTENTIAL NEED AREA 03



I can never tell what level of the site I'm on - it just seems to keep going down but none of the pages seem more or less important than any others.

## POTENTIAL NEED AREA

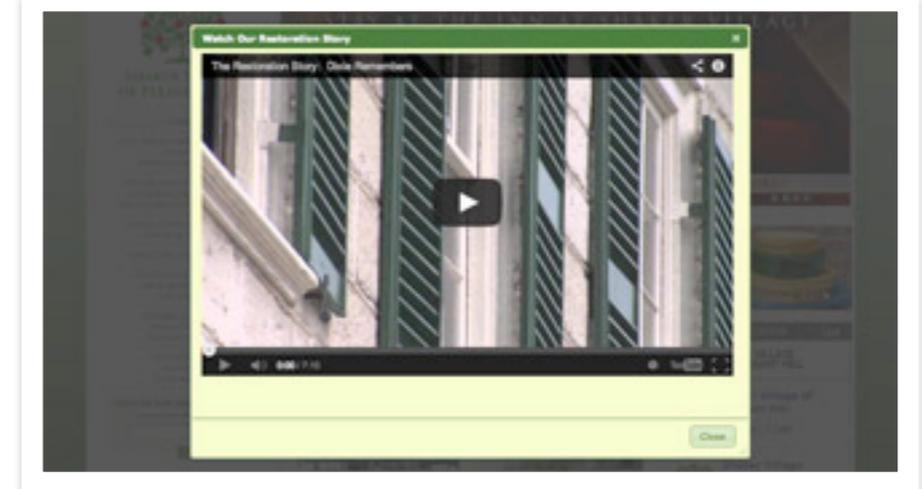
# WEB PRESENCE & FUNCTIONALITY

## The First Touch Point That Visitors Experience

The website is an obvious place for improvement. Our online user testing showed that both young and old users felt there was too much clicking involved without the correct payoff. Additionally they felt the structure and hierarchy of the pages did not necessarily coordinate with their level of importance or relevance. Users also expressed dismay that the site was not responsive and therefore not very functional to access with a smartphone or tablet device.

**Much deeper user-testing will be necessary to determine how we go about making the most effective and user-friendly website. We plan to create a site that not only meets your needs but is seen as a best-in-class example of web-based interactivity. We acknowledge that this requires a great deal of user insight, but hey, that's what we do for a living.**

**There is also an obvious place for some enhanced Social Media tie-ins through the website. So many times people forget how important their web presence is because it feels so virtual and distant from the actual Village itself. However, it is important to remember that this will generally be your visitors first touchpoint with your brand and it is vital they have an enjoyable and helpful user experience.**





## Phase 01

Thoroughly user-test the current site to see where the most prolific problem areas occur. Isolate these specific areas and do further research to determine how the user experience might be improved. Cross reference with suggested functionality to map out a plan for a new website.



## Phase 02

Do a knowledge audit to determine the permeation of Shaker Village's web presence. Research in this phase will include:

**Awareness:** how many people know of the website; **Usage:** how does the aware set use the site most frequently, what pages do they visit most often, why and how; **Opportunity:** and how to reach those who have no idea the site exists and where are they currently going to get information about venues similar to Shaker Village.



## Phase 03

**Design a brand new website** using the research from the previous two phases combined with the list of needs from the RFP as determined by the Shaker Village client team. This site will contain a variety of features including online reservations for both the hotel and restaurant, online ticket purchase, a virtual map of Shaker Village just to name a few.



## Phase 04

User-test the new site to determine areas that can be improved upon. Rinse and repeat several times to ensure development of a site that is both user friendly as well as functionally efficient. Keep an eye on the **mobile application development** to foster a collaborative experience between the two - let them enhance each other.



# SOCIAL MEDIA STRATEGY

POTENTIAL NEED AREA 04

**“Why have I never heard of this place? That fluffy cow looks awesome...I would go just to pet him!”**







## Phase 01

Conduct a Social Media Audit to determine where the Shaker Village brand stands in various social media communities (such as Facebook, Twitter, Living Social, etc.) Additionally we will also conduct a competitive analysis to see how other similar business models use social media outlets to their full advantage.



## Phase 02

Hold an Ideation Session with the Shaker Village team to come up with several concepts for Social Media campaigns and then user test them to determine which prove to be the most effective for the target demographics. Narrow these winning campaign ideas down into a strategy for implementation throughout the coming year.



## Phase 03

**Design Social Media assets** required for each campaign, update any existing presence to match the new branding and create any additional presence through the channels research deems most effective for reaching your target audience.

*\*Personally we would push for a McDuffy Twitter feed, because seriously, who in their right mind wouldn't tun in to listen to this guy?!*





# MOBILE PRESENCE & ACCESSIBILITY

POTENTIAL NEED AREA 05



The site didn't look great on my phone - and I didn't have my laptop with me so that was really my only option, I had to zoom in a bunch...it was annoying.

## POTENTIAL NEED AREA

# MOBILE PRESENCE & ACCESSIBILITY

### A New Opportunity Space to Capitalize Upon

As evidenced by our user testing of the website, a large portion of today's population uses their smartphone as an access point for almost everything. This makes it even more vital than ever to have a well-developed mobile presence.

**Taking the high-level learnings from the creation of the new website and applying them in a scaled down mobile version will make Shaker Village much more accessible to a larger range of visitors - increasing awareness and interest.**

Our two visitors both made notes regarding potential possibilities for self-guided tours, reservation scheduling, online ticket purchase and a ton of other options built into a single mobile application.

**Additionally - creating a mobile app that tied into the website would help enhance both and create a more cohesive and collaborative user experience for visitors.**





## Phase 01

Based on feedback from previous research for the Website, choose which features seem most important to the users and where there might be holes in functionality on a website that a mobile application could alleviate.

Additional research in this phase would include an exploration of how our targets currently use mobile for information gathering, travel/event arrangements, and as a supplement to their activities on-site (e.g., augmented reality via smartphone to an amusement park, etc.)



## Phase 02

**Design a mobile application** that is a streamlined dashboard of the most important features as defined by the visitors during user-testing. This mobile app would not be a replacement for the regular website but rather enhancement - the two would be created to work together to provide the most user-friendly experience for visitors.



## Phase 03

As before, user-test the app then rinse and repeat until we have **created a user-friendly mobile application** that both enhances the overall web experience while providing the top-level needs from the Website.



# VISITOR INTERACTIVITY

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ADDITIONAL ITEM - NOT BUDGETED IN THIS PROPOSAL

**We walked into a dormitory, and they told us that three to six people would have lived in the rooms, but there were no beds on display. When we went upstairs and there was a room staged with 2 beds but there was no story or explanation to go along with it.**



## POTENTIAL NEED AREA

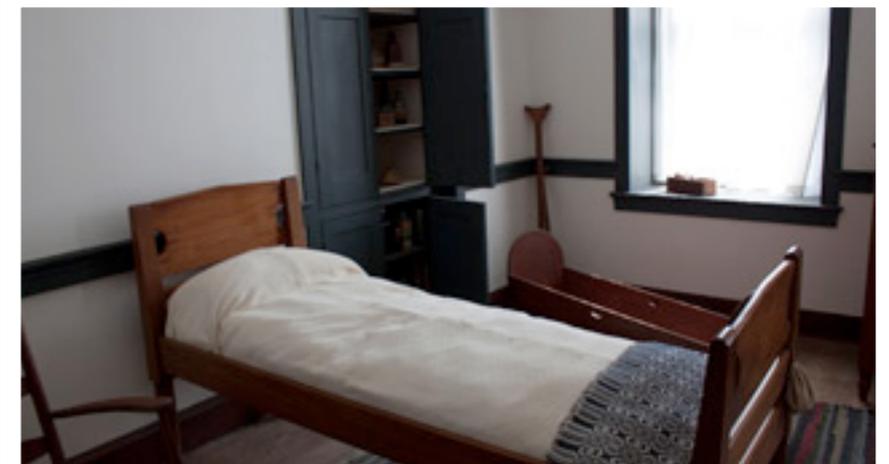
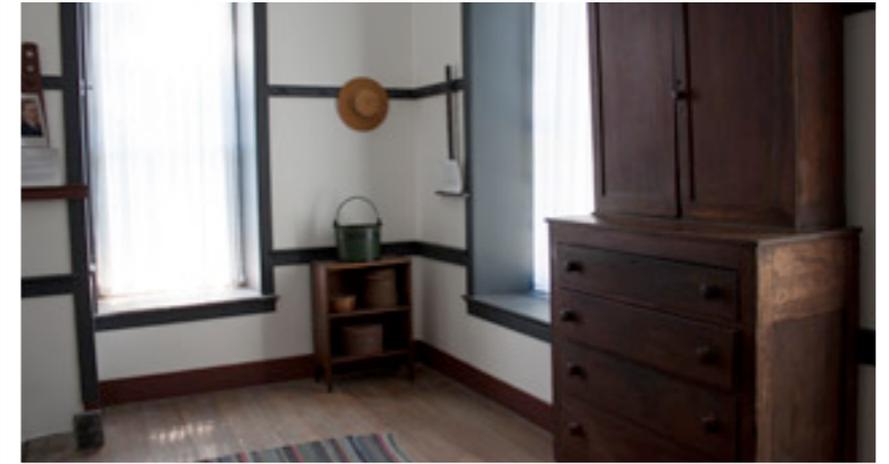
# VISITOR INTERACTIVITY

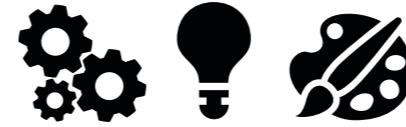
### Cutting Edge Technology Bringing the Past to Life

There also seems to be a need/opportunity for a secondary mobile application specifically centered around creating an interactive experience for visitors while they are actively exploring Shaker Village. Our two visitors recorded several times when they would loved to have seen something that was a bit more hands-on and interactive.

Using some of the more recent technology, guests could take a self-guided tour (much like many of the national parks/monuments.) This tour would be 100% voluntary and only serve to enhance the visitor experience.

**We plan to give users a lens into the past so they can step back in time and experience all that Shaker Village has to offer from the past 150 years.**





## Phase 01

Using augmented reality, **create a smartphone application** that allows visitors to step back in time and view video interviews with past residents, interact with artifacts to discover their purpose or even see a 3D model of how the buildings were originally constructed.

## Phase 02

User-test the application to ensure that it enhanced the visitor experience without detracting from the realism and peacefulness of the park. We want this application to be an optional enhancement, not a required nuisance.

## Phase 03

**Continue to develop new features for the application** based on live, on-going user testing and feedback gathered from visitors interacting with it when they visit Shaker Village. Additionally hold an Ideation Session with the Shaker Village team to determine further enhancements and updates to the app.

SO WHAT ABOUT THE  
NITTY GRITTY DETAILS?



# COST BREAKDOWN:

POTENTIAL NEED AREA	ESTIMATED COSTS	AREAS OF EXPERTISE
Brand Cohesion	\$20,000 + \$20,000	  
Video & Photography Updates	\$100,000 + \$5,000	  
Web Presence & Functionality	\$75,000 + \$10,000	  
Social Media Strategy	\$5,000 + \$40,000	  
Mobile Presence & Accessibility	\$50,000 + \$5,000	  
Visitor Interactivity	*tbd if necessary	  

**TOTAL COST: \$250,000**



# APPENDIX

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# ABOUT SEEK

We are experts in human understanding, empathic engagement, transformative ideas, and brand strategy.

Landmark innovations begin with the choice to be deeply affected by people. We deliver landmark innovation from empathic insights.

**In the end, People aren't target consumers. People are human.** Brands want strong relationships with consumers. They forget that there is a living, breathing, sweating person at the other end of the relationship. You are not in the business of things to be consumed. You are in the business of making someone's life better. **Empathy is the key to it all.** We will open the door.

**Join us on this meaningful brand journey.**

Headquartered in  
Cincinnati -45212;  
Boston-02201,  
Chicago -60602,  
San Francisco-94102

## BY THE NUMBERS

13 years of bringing  
newness to the game  
Work with 300+ brands  
70+ cities explored  
worldwide  
10 proprietary creativity  
principles  
65+ proprietary  
methodologies  
1 in-house method  
innovation team: BETA  
1 in-house design team:

## THE STUDIO

Insights  
Innovation  
Engagement  
Training  
Strategy



# RESEARCH TEAM



**JEN COX, PROJECT LEAD**  
ASSOCIATE ACCOUNT  
DIRECTOR

[bio](#)



**LANE BYRUM**  
RESEARCH & INNOVATION  
CONSULTANT

[bio](#)



**DINA HAGGENJOS**  
RESEARCH & INNOVATION  
CONSULTANT

[bio](#)



# IDEATION TEAM



**MICHAEL KUREMSKY**  
BRAND & INNOVATION  
STRATEGIST

[bio](#)



**GEOFF ZOECKLER**  
INNOVATION CONSULTANT

[bio](#)



# DESIGN TEAM



**DAVE SANDER**  
LEAD PRODUCER

[bio](#)



**BEN BURKETT**  
LEAD DESIGNER



**SARAH WEINSTEIN**  
DESIGNER



**YOUSEF HUSSEIN**  
RESEARCH & INNOVATION  
ASSOCIATE

## CASE STUDY

# OLD SPICE FRESH COLLECTION

### OBJECTIVE

Old Spice, a leading men's grooming brand and #1 in men's deodorants in the US, wanted to develop an Old Spice sub-line oriented around fresh scents to offer a unique and intriguing proposition to a category flooded with available scent choices, and to target men who had rejected Old Spice scents in the past.

### APPROACH

Seek leveraged a holistic-design process that brought the Old Spice team through an early immersive consumer exploration and idea generation process, followed by a framework development and optimization process hallmarked by heavy use of image-stimuli and sensory cue elicitation to understand the consumer's desired experience. This process allowed for the multi-functional brand team to gain rich insights directly from their consumers, ideate against this, and reconnect with the consumers again all in a short period of three days.

### RESULT

The Old Spice Fresh Collection was developed and launched in half the time of the typical P&G product initiative process, and garnered sales at a 170 index over projection, including in previously underperforming global markets. It is the most successful Old Spice product launch in ten years, and is on pace to become Old Spice's #1 selling product.

## CASE STUDY

# REEBOK

### OBJECTIVE

Reebok's Consumer Insights and Marketing Teams identified CrossFit, an intense fitness program, as a strategic partnership but the rest of the company didn't understand how they fit with their brand equity. Reebok wanted to create buy-in and illustrate the overlap in values between the two organizations to generate excitement around this potential partnership.

### APPROACH

Seek worked with Reebok to understand their past research of the Crossfitter. We spent a day in the life in 5 cities globally with each of our pre-screened 11 'Hero' CrossFitters filming interviews. Our internal media team created an empathetic and energetic 2.5 minute video story.

### RESULT

The 2.5 minute short film captured the essence of the CrossFitter as it relates to the Reebok brand and created passion for the partnership internally. It was a big hit as it was unveiled by the CMO to 800 Reebok employees at their 2011 Annual GMM Meeting. The video also became an external selling tool.

## CASE STUDY

# PHARMA

### OBJECTIVE

A large global pharmaceutical company needed to synthesize existing research into an insight-driven format that creatively and succinctly communicates key stakeholder challenges. In addition, they wanted to inspire and educate with empathetic storytelling, highlighting the key challenges and focusing on stakeholders. Finally, they needed an optimized and friendly drug implementation process.

### APPROACH

Seek guided the development of 3 framework solutions for a groundbreaking new drug initiative set to launch 2 years from now. Types of thinking developed throughout the multiple day session: B2B and B2C insight analysis, multiple stakeholder interaction, team transformation through training of innovation principles, and empathy building through direct and analogous experiences. The insights gained during the excursions were translated into an ideal experience within the new drug's journey.

### RESULT

Developed three (3) entirely different systems/processes that each solved for the individual stakeholder "pain points" and integrated the solutions as a holistic customer care model teams. Built deeper empathy and inspired "customer-centric" ideas via a sensory experience. The insights gained during the excursions were translated into an ideal MRI/Infusion experience within the new drug's journey.

## CASE STUDY

# COMPASSION INTERNATIONAL

### OBJECTIVE

Compassion, an international child development agency that works one-on-one with over 1.3 million children in 26 developing countries, has 4 main areas of their charitable works. Every year each area randomly pursues new ideas for generating energy, donations, and awareness of the issues. Some of these initiatives work. Many don't. Compassion came to SEEK asking for THE right new initiative/idea and a solid communication track to ensure interest and position Compassion even better to serve the world.

### APPROACH

- A fully integrated ideation, research, and inspiration 2.5 day ideation event
- A visually compelling, culture-current, and stimulus-ridden event
- Exploration of the depths of "what the donor would give", "what they would get", and communication strategies around all
- Testing concepts with donors in the Colorado Springs area

### RESULT

This became Compassion's most successful campaign. As a result of the 2.5 day ideation and 2 days of research... the Compassion team created "Water Of Life" - a safe water system (bucket) that provides a lifetime of safe drinking water for a child and his or her family in developing countries. A donation of \$55 dollars buys one bucket and education around clean drinking water. Best of all the RTBs generated from our research were used in just ONE radio campaign raising 1.3 million or 26,000 buckets for families.

# TESTIMONIALS

## REEBOK CROSSFIT

“I wanted to personally thank you for your passion and commitment on our CrossFit project. You were such a pleasure to work with! You are extremely talented at what you do, and I am proud of our work together! All the best and enjoy your summer! (Funny, I remember kicking this project off with 5 feet of snow on the ground here in Boston!)”

## PFIZER

“This is the first time I've ever seen this work successfully in Pharmaceuticals." "This was a fantastic experience and definitely a great way for us to think differently about meeting the needs of our future customers."

## TEMPURPEDIC

"I've been in the market research industry for a long time and I have to say this has by far been a best in class experience....I've felt so taken care of over the past three days. Not only with the food & the house & the general nurturing, but also it always seemed there was a Seek team member around to come along side us just when needed some help to push through to great ideas." .....*"It felt like you were caring parents. You truly understand empathy...it could be seen even in how you worked with our team." ....*"The research & study you guys put into the design really showed"**

Old Spice



TYLENOL

DURACELL



# TESTIMONIALS

## OLD SPICE

“ Out of the 11 scents we took to the Octopus Science Fair we had 8 that scored the necessary score in quant testing to consider moving forward. This is huge as now we have a variety of qualified scents to consider for our variants. I have never seen a score this good, and a lot of that comes from the Science Fair we had, tying the scents tested back to the idea and using the qualitative data to tweak the palette before moving to quant. I have been on brands like Olay where we would have one scent qualified at the same place in the process, so yes – I was pretty happy about the process.”

## P&G

Just a quick note to let you know how much we appreciate your leadership and support this last week! Your diligence and personal gifts of insight were instrumental in helping the team reach our objectives. Further, I personally appreciate the time and attention both of you took to take care of each of us during the week with driving, food and general wellness. Your care and structure here truly enabled the team to focus and deliver.



# SEEK BRAND BOOK

You'll hear it all the time and everywhere: "We know brands." "We build brands." "We understand brand purpose." At SEEK, we believe that the real work of brand/brand strategy and understanding begins on our own doorstep. If we can't do it for ourselves, what good will be we at doing it for our clients?

Because we continually practice a mission-focused approach to our own brand, we serve our client's brands even better.

In 20XX, SEEK took an objective look at who we are, what we stand for and the north star that guides our work. In a nutshell, we did the work for ourselves that we ask our clients to do. The result was a mission-focused approach to living and working our own brand, and a plan for communicating "us" to the world. See what it looks like here. ([--insert hyperlink to brand book.](#))





# THANK YOU!

No, seriously...we meant it. At Seek we take pride in our ability to offer designed solutions rooted in deep human truths. We believe our unique marriage of research, ideation and design breed holistic solutions that will help you truly understand your users and lead them to a better experience with your brand.

