



TO: Mayor and Council

FROM: Christina Rothman-Iliff

DATE: June 17, 2014

SUBJ: Marketing of New One Call Center

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As you are aware, Princeton is in the process of launching a One Call Center for the town, to engage citizens, businesses, and visitors. Previously the Mayor and Council approved the purchase of See Click Fix, which will be the back bone of this call center. Currently we are planning a soft opening in July of 2014 with a grand opening in September of 2014. We are at a point in which we need to solicit the services of a marketing firm, to name, brand, and tag line the center for advertising purposes. We have spoken to numerous Towns who are using this software and they have all emphasized the importance of marketing the center, to ensure a successful launch.

Administration and I have met with and received two proposals for marketing the call center. We also contacted two other marketing firms, one failed to respond to our request for a proposal, and the other company stated they did not market this type of service.

We would like to recommend awarding an Agreement for Professional Services to Fusion Marketing 243 Wall Street Princeton, New Jersey, who submitted a proposal that met the vision of the One Call Center goals and objectives for Princeton.

The proposal will be a onetime cost, not to exceed \$12,000.00.

We are requesting that the Mayor and Council award Agreement for Professional Services at the June 23, 2014 meeting.

COUNTY OF MERCER

PRINCETON

STATE OF NEW JERSEY

**RESOLUTION NO. 2014-**

**WHEREAS**, Princeton is in the process of establishing an interactive information call center for Princeton residents requiring information from Princeton or reporting non-emergency events; and

**WHEREAS**, Princeton has determined that in order for the call center to be successful, the availability of the call center services should be marketed and explained to the residents of the Princeton community; and

**WHEREAS**, Princeton has solicited and received two proposals for marketing the call center; and

**WHEREAS**, Princeton wishes to retain the services of Fusion Marketing for a cost not to exceed Twelve Thousand Dollars (\$12,000.00); and

**WHEREAS**, a contract in the amount of Twelve Thousand Dollars (\$12,000.00) does not exceed the public bidding threshold as set forth in the New Jersey Local Public Contracts Law, pursuant to *N.J.S.A. 40A:11-3(c)*.

**NOW THEREFORE BE IT RESOLVED** by the Mayor and Council of Princeton as follows:

1. The Mayor and Municipal Clerk of Princeton are hereby authorized and directed to enter into an agreement with Fusion Marketing, 243 Wall Street, Princeton, New Jersey 08540 for a sum not to exceed Twelve Thousand Dollars (\$12,000.00) to market the Princeton call center. The agreement authorized by this resolution is on file with the Municipal Clerk and may be inspected during regular office hours.

2. This contract is being awarded in compliance with the provisions of the New Jersey Local Public Contracts Law since two proposals to provide said services were received and the amount of the contract as referenced above does not exceed the bidding threshold in said law.

3. A notice this action shall be published upon its adoption in the Princeton Packet within 10 days as required by law.

**CERTIFICATION**

I, Linda S. McDermott, Clerk of Princeton, do hereby certify that the foregoing Resolution was adopted by the Mayor and Council of Princeton at its meeting held on the 23<sup>th</sup> day of June, 2014.

\_\_\_\_\_  
Linda S. McDermott, Clerk  
Princeton

2014

AGREEMENT FOR PROFESSIONAL SERVICES

**THIS AGREEMENT**, entered into this 23<sup>rd</sup> day of June, 2014, by and between **PRINCETON**, a municipal corporation of the State of New Jersey, 400 Witherspoon Street, Princeton, New Jersey 08540 (hereinafter referred to as "**PRINCETON**") and **FUSION MARKETING**, 243 Wall Street, Princeton, New Jersey 08540 (hereinafter referred to as "**FUSION**").

**WITNESSETH:**

**WHEREAS, PRINCETON** is establishing an interactive information call center for the residents of **PRINCETON**; and

**WHEREAS, PRINCETON**, has determined that for said call center to be successful the availability and purpose of said call center must be marketed to the residents of **PRINCETON**; and

**WHEREAS, PRINCETON** has solicited and received two proposals to undertake and complete said marketing work; and

**WHEREAS, PRINCETON** has evaluated said proposal and has adopted a resolution pursuant to *N.J.S.A. 40A:11-3(c)* authorizing the award of a contract to **FUSION**.

**NOW, THEREFORE**, in consideration of one dollar (\$1.00) good and other valuable consideration and the mutual promises and undertakings set forth hereinbelow, the parties agree as follows:

1. **PRINCETON** hereby retains **FUSION** to market to the Princeton community the **PRINCETON** call center.
2. **PRINCETON** agrees to compensate **FUSION** for a sum not to exceed Twelve Thousand Dollars (\$12,000,00.) undertake and complete the marketing of the **PRINCETON** call center in accordance with the **FUSION** proposal dated June 11, 2014 a copy of which is attached hereto as Exhibit A attached hereto and made a part hereof.
3. The work to be undertaken and completed by **FUSION** on behalf of **PRINCETON**

shall be coordinated with Christina Rothman-Iliff, the **PRINCETON** call center manager.

4. The parties to this agreement hereby incorporate by reference therein the mandatory affirmative action/non-discrimination requirements set forth in the attached Exhibit B, attached.

5. **FUSION** shall comply with the requirements of the New Jersey Business Registration and Sales Tax and Use Law, *N.J.S.A. 52:32-44* and file with the **PRINCETON** Chief Financial Officer its New Jersey Business Registration Certificate prior to commencing any work hereby authorized. **FUSION** shall comply with the requirements set forth on Exhibit C, attached.

6. **FUSION** shall adhere to the requirements of the New Jersey "Local Unit Pay-to-Play Law" as set forth on Exhibit D, attached..

**IN WITNESS WHEREOF**, the parties have hereunto set their hands and seals, the day and date first written above.

**ATTEST:**

\_\_\_\_\_  
Linda S. McDermott, Clerk

**PRINCETON**, a municipal corporation of the State of New Jersey

By: \_\_\_\_\_  
Liz Lempert, Mayor

**ATTEST:**

**FUSION MARKETING**

By: \_\_\_\_\_  
Kate Morgan



# Princeton

400 Witherspoon Street, Princeton, NJ 08540 (609) 924-5704

## **Draft Proposal to Princeton Township June 11, 2014**

### **Our Understanding of Your Situation**

The town of Princeton, New Jersey is launching an interactive information/call center for citizens housed in Borough Hall on Monument Drive. While this service is led by the call center, which will receive in-bound calls from citizens either requiring information or reporting non-emergency events (not requiring 911 services), it will also serve as a tool to increase citizen engagement in the town.

The town is not permitted to use “311” which is used for other city and town call centers. Instead the number will be 924-4141.

This service will kick off with a soft launch in July, followed by a more formal launch in September. The goal of this launch is to inform citizens of the service, in what instances they should either call 924-4141 or come to the Monument Drive Building, and how they can use the service to become more engaged citizens.

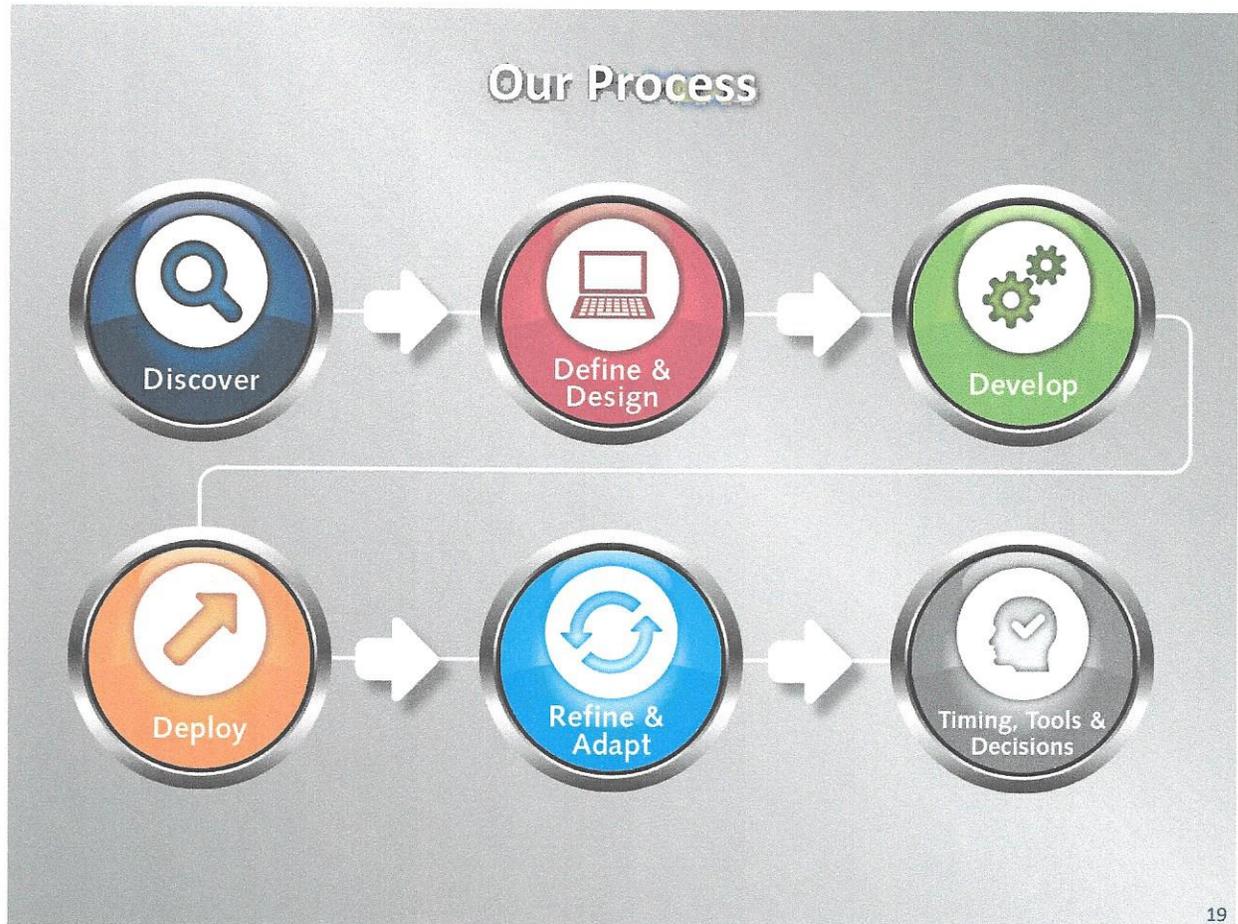
### **What You Have Asked Fusion Marketing**

You have asked Fusion Marketing to submit a proposal to create a strong, attention-grabbing brand name, logo and tagline for the service that will quickly communicate to all Princeton citizens what the service is and why they should call.

This brand has to do a lot of work. The target audience is highly varied – from residents, to businesses to students, from young families to middle aged empty nesters to the elderly. The brand and tagline must resonate across all. They must also communicate the number to call.

You have also asked Fusion to prepare a proposal on how to launch the service through local media outlets in order to reach the varied target audiences mentioned above.

## Approach:



The above graphic represents the approach we use to create a brand, develop a plan and then launch a product or service. Given the very tight timeline we would suggest the following:

Discover Phase is short and consists of Fusion understanding from the town team:

- details on the services offered,
- the sense and feeling of the town relationships with its citizens that it would like to embody and
- details around the target audiences.

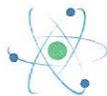
Define and Design Phase would entail Fusion creating the logo and taglines. We do this in rounds, and again, given the tight timeline would suggest we stick to three rounds. First we present many on-strategy options to your team to gather consensus on a look and feel that works for you. Round 2 is modifications and exploratory of 3 to 5 options from which one is selected. Round 3 would be refinements to the chosen logo. The same process is used for the taglines.

In the Develop Phase, we develop the plan for which collateral will be created. We use the framework below to ensure our tactics always ladder up to the overarching strategy. This would be filled out by your team with our input.

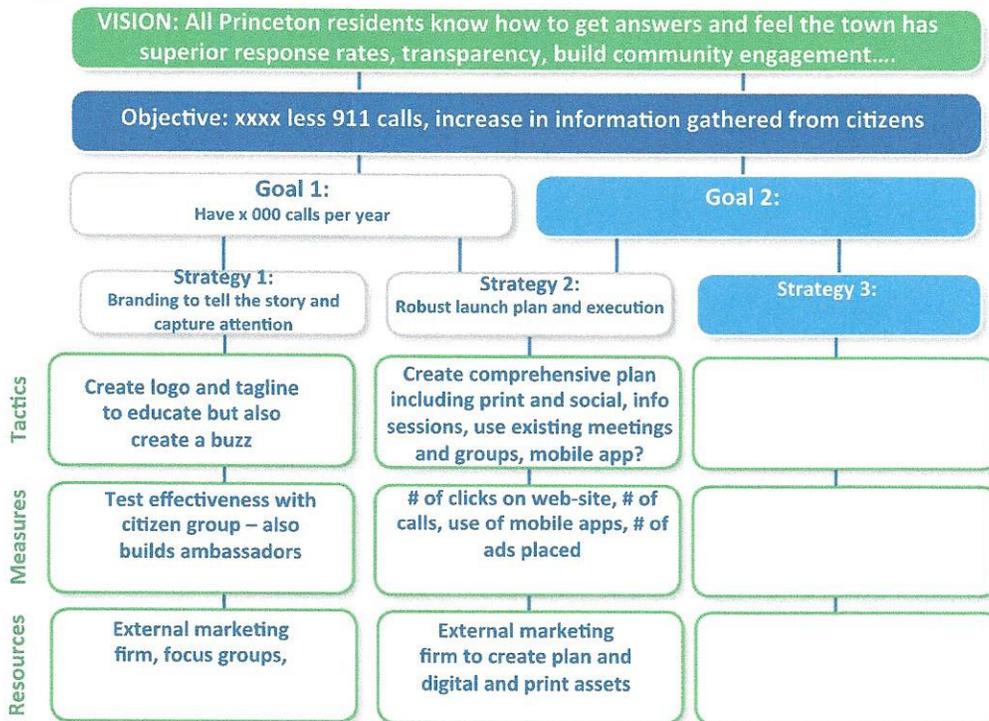
We suggest creating a process and strategy to unify communications during this phase as well – the result would be a “site map” type of information flow, including Facebook and Twitter. Success here will depend on diligent communication of this site map to all relevant parties.

Once we decide on needed collateral, Fusion would create the print and digital ads to be used in the launch. Fusion will create 3 of each - print and digital ads, as well as a Facebook page, etc. We assume that this would be dovetailed with communication from the Mayor’s office, and other relevant public officials.

In the Deploy phase, all artwork gets released to publications and digital assets go live.



### Objectives, Goals, Strategies, Methods (OGSM) Framework for marketing Princeton’s new 311 service.... sample



## **Team**

### **Maeve Egner**

Maeve founded Fusion in 2001. She is the Creative Lead of the agency. She has over 20 years of experience in creating and executing strategic product positioning, breakthrough marketing plans and has worked on many, many products with household names – and many well known in hospital halls. She has led Fusion in developing industry-specific marketing expertise in complex industry sectors such as medical device, consumer goods and now financial services. Prior to starting Fusion, Maeve was an account leader for several agencies before serving as a VP Account Director at QLM Marketing for 12 years handling teams on Land Rover, Novartis, Hefty, McCormick, ARM & HAMMER and others. Maeve holds a BA in Psychology and Creative Writing from Lake Forest College.

### **Kate Morgan**

Kate joined Fusion in 2013. She has 20 of experience in marketing and strategy and brings significant financial services expertise to the firm. From 2007 to 2012, Kate was the CMO for Equinox Fund Management, an alternative asset financial services firm. Kate oversaw all activities related to marketing including strategic positioning, branding, PR, webinars, educational materials and white papers, advertising, conferences. AUM grew from \$300 million to \$1.5 billion during her tenure. Prior to Equinox, Kate was VP of Strategic Development at NRG Energy and has held strategic marketing roles at BMW and various strategy consulting firms. She holds a BA in English Literature from Princeton University, cum laude and an MBA from The Tuck School of Business Administration at Dartmouth College.

### **Jamie Peck**

Jamie Peck was until recently a Managing Director in W2O Group's Digital Practice. In this capacity, Jamie leveraged his 20 years of marketing, strategy and account management experience to unleash the power of digitally enabled marketing solutions for the Agency's portfolio clients. Prior to joining W2O Digital, Jamie held positions with Rosetta and MRM Worldwide, McCann Worldgroup's digital and direct marketing agency. At MRM he ultimately held the position of Executive Vice President, Managing Director and was a member of that agency's senior leadership team. Jamie is a frequent participant at conferences speaking to the value of digital in marketing. In 2009, he was asked to present to an FDA Advisory Panel looking into increasing utilization of social media in pharmaceutical marketing as well as presenting his perspectives on multi-channel pharma marketing at the 2010 Digital Pharma East Conference. Jamie holds a Bachelor of Arts degree from Hobart College.

## **Polina Revness**

Our consumer products division is headed by Polina Revness. Polina comes to us from Avon where she managed global new product launches and promotions in cosmetics for the bi-weekly brochure – talk about deadlines! Prior to Avon, Polina was at Revlon in brand management covering new product launches in cosmetics. For the past 4 years, Polina has served as Senior Account Director for clients such as: Church & Dwight, Zicam, Australian Gold, Lysol, SpermCheck, Welmedix and other national and global accounts. Polina holds a BA from Dartmouth College and an MBA from Columbia Business School in Marketing.

## **Jessy Hayes**

Joining Fusion in 2007, Jessy brings 17+ years of experience in marketing communications, digital media, interactive design, art direction and illustration. Jessy's design style embraces a clean and direct focus, with a strong artistic flair. Her attention to quality throughout the design process helps ensure an impactful, effective end product. She studied at the Rhode Island School of Design where she earned her BFA in Graphic Design. Prior to Fusion Jessy worked as Senior Art Director at Jerry Roache Direct and Junior Art Director at Hachette and Filipacchi Magazines in New York City.

## **Timing**

We foresee initiating work immediately and having branding completed in mid July, with initial digital and print ads to follow by August 1. More detailed launch assets will be ready in September.

## **Pricing**

We expect to be able to complete the naming, branding and tag line, a process map for information flow and posting as well as an initial launch plan for \$12,000. This price might vary depending on the needs we determine around execution.

Thank you very much for the opportunity. We have been branding and planning for a wide range of outstanding companies for over 13 years and we would love to combine forces with the town of Princeton to create a powerful brand and launch plan for the community engagement/information center.

Please feel free to come back to us with any questions.

Very best,

Kate  
Managing Partner  
Fusion Marketing  
609-279-0606  
cell 609-933-1829  
[www.fusionllc.net](http://www.fusionllc.net)