



ADVERTISING
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SKYAD.COM

TCS GROUP REBRANDING PROPOSAL

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Sky Advertising is a full service 32-year-old advertising/marketing firm headquartered in Manhattan with offices in Philadelphia and Westchester County NY. Founded in 1989, Sky was built on the sound principles of offering its clients outstanding creative and all-encompassing multi-channel media strategies coupled with a high level of personalized customer service.

From day one, the focus of the agency and its overriding philosophy has been on doing what is best for its clients.

Today Sky provides excellence in real estate, recruitment and consumer marketing to companies from the Fortune 500 to smaller non-profits.

SKY TEAM

Principals:

Bill Steely, President and CEO

Bill believes there's only one way to treat clients: with a high level of attention and a strong sense of urgency. He's involved in most aspects of creative development at Sky, from conceiving ideas to presenting dynamic campaigns that use just the right mix of interactive and traditional marketing tools. A longstanding member of two primary communications trade groups, he lectures and blogs on various advertising topics including emerging media. Bill's Bachelor of Science degree in Advertising is from Syracuse University's Newhouse School of Public Communications.

Janine Jones, Executive Vice President

A veteran of the agency since 1991, Janine assumes a high level roll in managing and understanding the general trends in marketing as well as specifically what is happening with luxury real estate.. Her No. 1 priority is being accessible to clients, whether developing a customized marketing program or explaining new media options and resources. Janine graduated magna cum laude from New York University.

Day to Day Team:

Sky Advertising employs an account management team to handle all aspects of service, from creative design and execution and marketing and media strategy to day to day interactions.

Michael Tedesco, Executive Vice President/Chief Operating Officer

Mike is a veteran of several ad agencies dating back to his start in the industry in 1982. Mike works with several marketing, real estate and recruitment accounts with the goal to grow their sales or talent acquisition strategies and burnish their brands. A jack of all trades, he handles account management, creative direction, sales, and operations. Mike earned his Bachelor of Arts degree in Journalism from Temple University.

Paula Davidson, Senior Account Manager

With over 18 years' experience in account service, Paula is an integral part of helping clients implement their advertising strategies. Paula specializes in finding the best options to meet her real estate clients' print and online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in business management from Baruch College.

Giovanni Escot, Senior Interactive Art Director

Gio designs many of Sky's largest and most visible creative campaigns including many with interactive components such as web design and digital marketing. His experience in advertising and marketing includes two years at the BBDO ad agency in Guatemala City. Gio earned his Bachelor's degree in Systems Engineering from Mariano Galvez University and his Master's degree in Graphic Design from Rafael Landivar University.

Jimmy Cintron, Account Executive

Jimmy manages a staff that provides client services including print and digital advertising, branding, and marketing. He also personally oversees national flagship accounts and local accounts. Formerly in the Merchant Marine, he is a graduate of the State University of New York Maritime College.

Sara Heleni, Account Executive

With over 17 years' experience in account service, Sara is an integral part of the Real Estate team. Sara specializes in finding the best options to meet her clients' online advertising needs. Her responsibilities include collaborating with clients, scheduling production, and generating and placing ads. She earned her bachelor's in English at Hunter College.

TCS GROUP REBRAND

IDENTIFYING YOUR NEEDS

The TCS Group has outgrown its current name and wants to rebrand itself in order to have the brand encompass all the business lines it is currently offering and to be able to grow with the brand on a national level. The rebrand should allow the TSC Group to gain greater exposure and customer recognition.

In addition, the TCS Group brand should further differentiate itself from competitors and allow its brand to better support the TCS Group's position as a leader in the real estate industry.

Currently the name "The Condo Shop" implies that the TCS Group only handles specific property types in the Philadelphia area. The goal for the rebrand is a name change to the TCS Group and to create a brand that is clear, vibrant, interesting and conveys consistently who the TCS Group is and what they do through content and visuals.

WHY CHOOSE SKY

The TCS Group needs to differentiate its brand in the marketplace to build customer loyalty, engage new prospects and generate steady revenue, referrals and repeat business. SKY's branding expertise can provide the necessary analysis and strategy development to do just that.

- **SKY's branding experts work methodically** – Many marketing professionals think of branding as a glitzy proposition. They want to dazzle clients with all the bells and whistles before they've even done their homework to determine exactly where the client's brand currently stands with customers. SKY's team knows the importance of research and analysis to provide a benchmark before formulating a new strategy.
- **SKY employs an experienced team with a wide range of knowledge, experiences, and creativity** – Our branding strategy team represents a broad cross-section of marketing specialties. That means we can identify essential tools to use with a fresh branding strategy, to be incorporated into an existing marketing plan. Perhaps more importantly, we know how to coordinate all those efforts into a consistent, long-term approach that gets results.

- **SKY provides and wants ample opportunity for client input throughout the process** – We're all about communications and you'll be engaged throughout the entire process. At any time if you believe the strategy needs to take a different approach, we will work with you to develop a course of action that better fits your needs and business culture. No branding strategy can be effective if it is not a true representation of the client.

CREATING A SOLUTION

The SKY team will help the TCS Group recreate its brand in a way that creates a strong identity and builds and strengthens the customer relationship:

- **Understand who the TCS Group is** — Without a benchmark to understand how well your brand is performing, creating an improved branding strategy takes a lot of guesswork. We'll get to the heart of the matter by gathering information from you about your current marketing and PR approaches, and how you've incorporated your brand. Then, we'll conduct research to get a clear handle on how your brand is being perceived, as well as its rank within your industry and its standing among competitors.
- **Development of a custom branding strategy to build loyalty and improve competitiveness** – A company's branding strategy plays an important role since a brand often has more value and longevity than any single product. However, that branding strategy has to be consistent across marketing, PR and communications channels. Based on the research and analysis results above, we'll develop a strategy to target weak spots, strengthen loyalty with existing customers and expand brand reach to new prospects. We will create a brand that clearly defines who the TCS Group is now with room to expand in the future.
- **Implementation of a new branding campaign** – The most important part of any branding campaign is putting it into action. This includes everything from your website and logo, to more minor details like style guides, social media avatars, business cards, and other stationary. Your presentation needs to be consistent across the board, and your new brand should be implemented efficiently and systematically so that you will be visible to your customers and new prospects without losing any recognition. We will be sure that you have the tools to make this happen.

DELIVERING RESULTS

Working with SKY will help the TCS Group analyze brand performance, capitalize on the positive aspects and strengthen weak spots through a coordinated marketing approach. The most important ask SKY has of the TCS Group is that everyone that has an invested interest in the rebrand takes part in the process.

We'll break the project down into the following phases:

1. Who is the TCS Group?

We'll start by gathering information about your current marketing efforts and how you present your brand to customers. From there, we'll go through a series of exercises to learn who the TCS Group is, what you care about and what makes you different.

We will review your current brand, analyzing the perceived promise and personality, value and history. This will include a SWOT (strengths, weaknesses, opportunities and threats) analysis that will guide us in creating a custom brand strategy that will be incorporated into your company's marketing, communications and public relations efforts in a consistent way.

The advantage of taking these steps before developing a branding program is that it first defines who the TCS Group is in words. We then take that content and bring it to life visually.

2. What is the personality of the TCS Group?

Once we learn who the TCS Group is we then take that content and translate it into a visual experience. We will develop inspiration boards with multiple styles of images, fonts, colors and through collaboration with the TCS team we will define and refine the styles that fit the team.

3. The TCS Group Comes to Life!

SKY will take all of the content and creative input from the TCS Team and present the new rebrand which will include a new logo(s), website treatment, social media layouts, email campaigns, stationary, signage, business cards. The rebrand will encompass everything the TCS Group is. We will tell the story of who the TCS Group is in a consistent, true and impactful way.

4. Complete Brand Guidelines and Standards Document

We will create a comprehensive document of guidelines for your new brand including, color palette, logo treatments, font family, collateral materials, website treatment, blog, social media, email campaigns samples, presentations, and other materials utilizing your brand.

The Brand Book will allow for a consistent brand approach across all interactions with existing customers and prospects. Results will be multi-fold: 1) broader recognition of your brand and its positive attributes; 2) improved differentiation of your brand as a leading force in the marketplace; and 3) increased conversions as prospects more readily recognize your products and approach, and associate them positively.

TIMELINE

SKY's estimated timeline to create the TCS Group Rebrand is as follows:

Phase	Activities	Completion
Who is the TCS Group?	Analyze the TCS Group's current brand status, conduct research, and complete a competitive brand analysis and define who the TCS Group is.	2-3 Weeks
What is the personality of the TCS Group?	We will develop inspiration boards with multiple styles of images, fonts, colors and through collaboration with the TCS team we will define and refine the styles that fit the team.	2-3 Weeks
The TCS Group Comes to Life!	SKY will develop a fresh brand strategy, including guidelines for use of your brand, covering everything from marketing campaigns to office templates.	2-3 Weeks
Complete Brand Guidelines and Standards Document	SKY will put into action the strategy developed, including making all necessary aesthetic, digital, and marketing changes according to the strategy.	1-2 Weeks



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YOUR INVESTMENT

The TCS Group Rebrand	
<ul style="list-style-type: none"> • Research and analysis - We'll start by analyzing the impacts of your current branding strategies and wrap up with a complete branding audit. • Development of a custom branding - Using the data gathered from our research, we'll develop the visual personality of your brand. • Implementation of branding - We'll create a blueprint to follow to ensure your new brand is consistent across platforms, covering everything from digital presence to office templates. 	
Total:	\$22,500

Once the proposal is accepted SKY will contact the TCS Group to schedule a project launch meeting to meet the TCS Group team, make introductions and gather information before beginning this exciting project!

We're happy to make changes to project scope at the TCS Group's request at any time, but some changes may be subject to additional billing.

This proposal is made on November 22, 2021, by Sky Advertising, Inc. The agreed fees are our best estimates given the information provided. If additional information is forthcoming, the project specifications change, or the scheduling changes, cost and expense estimates may change. Any modifications of fees due to the change of scope of the project will be submitted in writing and approved by client. This proposal is valid for 30 days. © All costs and ideas submitted in this proposal are intellectual property of Sky Advertising Inc. and are not to be used or altered without the consent of Sky Advertising Inc.

The SKY logo consists of the letters 'SKY' in a white, sans-serif font, positioned on the left side of a solid red square.

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