



September 10, 2021

OZ Architecture

PR & Brand Presentation



WE ARE OZ ARCHITECTURE.



CONNECT.



CREATE. COLLABORATE.

TOC

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Strategic Recommendation / 01

Every Interaction Matters™

Situation

OZ Architecture is reimagining its PR approach for 2021 and beyond. With a vast team of diverse and progressive leaders in the architecture and design space, the wealth of stories is abundant. The team at OZ is seeking a collaborative partner to mine and creatively arrange the firm's unique points of view and positive differences into a variety of content opportunities that span earned media placements, speaking engagements, social media narratives and original/owned materials.



PROVE IT

Then show us, over and again. Through photos, video, endorsements... observable proof is required to showcase skills and differentiators and to grab attention.

We believe in designing & delivering visual storytelling at the same elite level as written storytelling.

CUSTOMIZATION

The world expects customization and journalists and industry influencers are no different. Relevancy and distribution are the king and queen of 2021.

We believe in immersing ourselves in finding out what makes a reporter tick; we aren't above tapping specialized expertise to tackle hyper-technical topics.

SOCIAL TIDES

Shifts in social media usage are opening the door for more human-to-human connections.

We believe in applying a wider lens to nurturing connections that focus on audience inclusion... far beyond clicks and keyboards.

CREATE NEWS

There won't always be a story just sitting there waiting to be told; sometimes you have to create your own destiny.

We believe in setting a story in motion. This could mean anything from launching a community initiative to franchising a content series to retelling an old story in a new format.

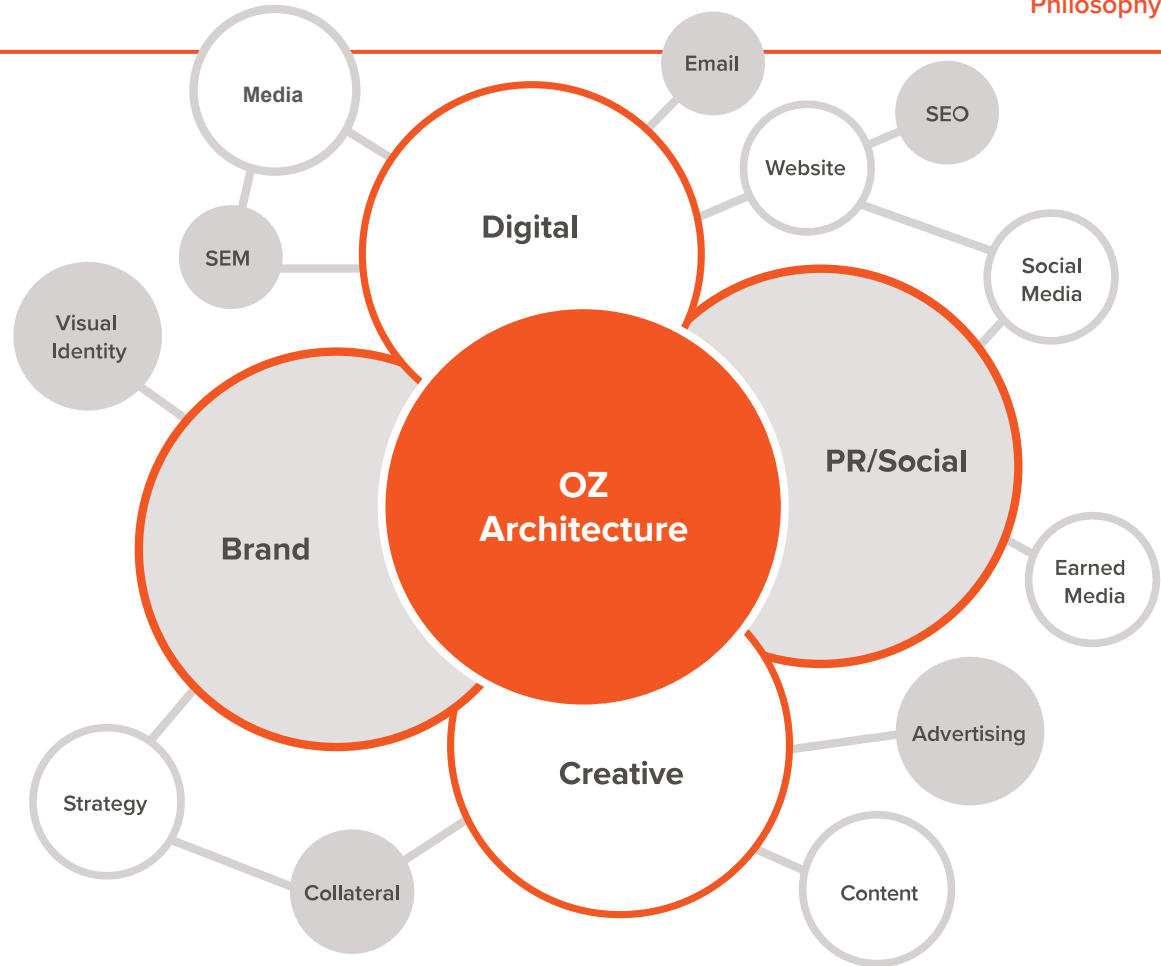
How we see it...

At its core and simplest form, PR is about establishing connections and effectively communicating. To “persuade” you must first build trust. And it takes a lot more work today to build trust. You need more than strong writers, you need “cultivators.” This is how modern PR and social media work together.



Every Interaction Matters

We believe that marketing, media and PR form a thriving, interconnected ecosystem. Each strategy is intertwined, and each tactic feeds off another. When every interaction is connected under a single entity, the results come together more organically and yield stronger outcomes.





Distinguishing a point of view and understanding how to translate it for different audiences.



Reputations are built through **consistency** and quality of message.



“Full-service” capabilities facilitate clear, unified and consistent messaging across diverse channels in diverse formats.



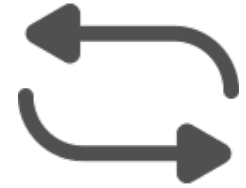
Impactful storytelling comes in **many forms** → written, video, graphical, bullets, paragraphs, photography, etc.



Demonstrating positive differences to stakeholders and audiences vs. simply telling them what to think and feel.



Trust skyrockets when you approach storytelling through **“their” lens** versus your own.



Extending the lifespan of a story requires foresight and an understanding of both big picture & tactical possibilities.



Atomization of a story + **integration** into supplemental strategies (native advertising, boosted articles, social posts, newsletters, etc.) promotes repetition, which results in consistency.



01

Invest in audience research and insights to guide messaging & storytelling

We don't want to "guess" what our audiences are interested in. We want to go straight to the source and define what differentiates personas. We highly recommend some form of audience research—whether that is formal, third-party research or more grassroots surveying and interviews.

02

Build out point(s) of view

Consistency in materials, goals, messaging, tone... it all starts with OZ's point of view and positive differences. We will help organize those ideas into a messaging "matrix" by audience and intent to guide our unique point of view.

03

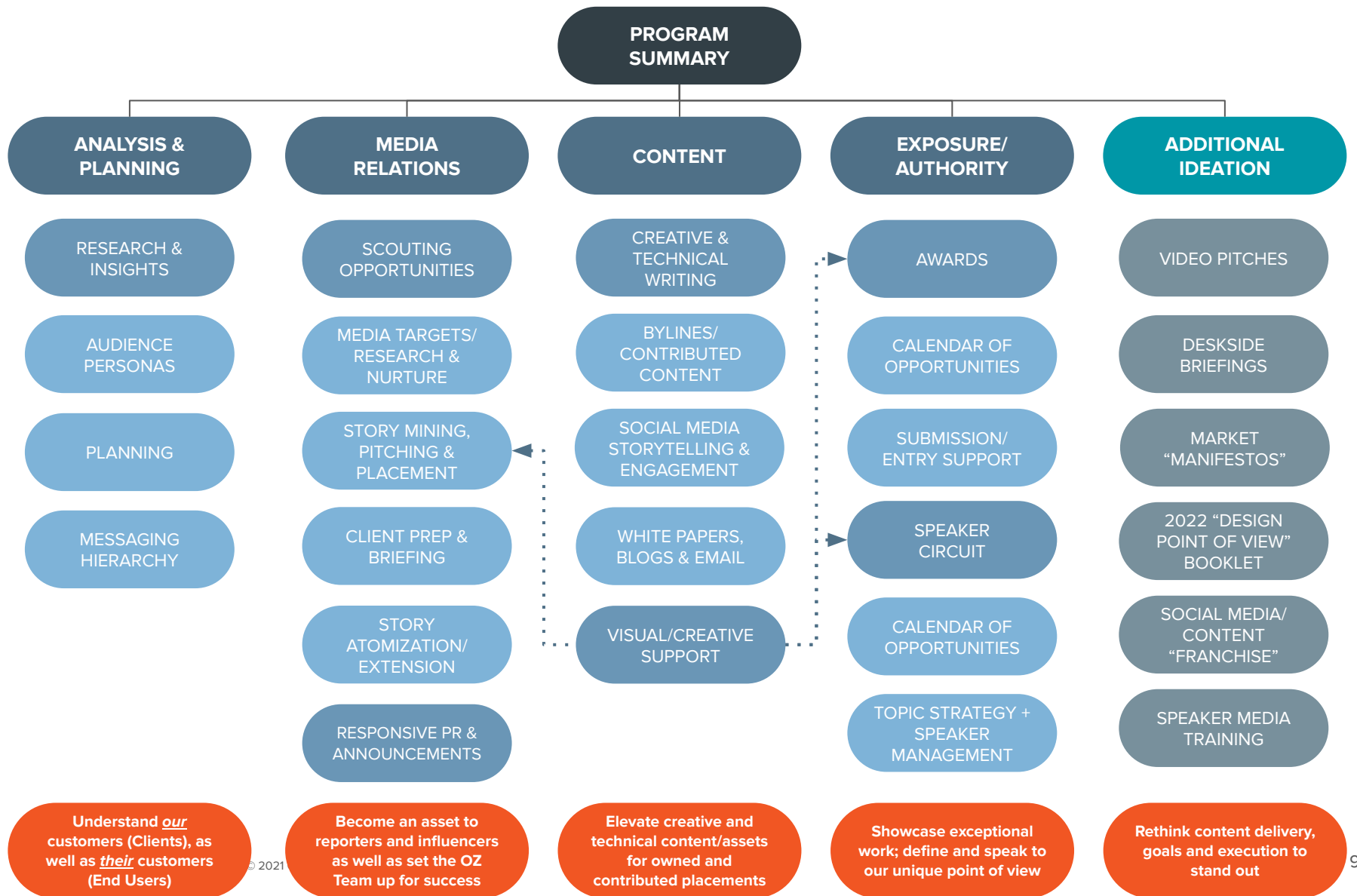
Media filtering

Broad: Mass distribution of announcements, milestones, press releases
Targeted: Proactive custom pitching; assign messaging/angle opportunities; nurture 1:1 relationships
The "Big Ones:" while they take time to curate, we consider the "dream" placements that help move the needle; define individual outreach strategies for each; enhanced with design/video.

04

Define a narrative goal(s); create "news" (don't wait for it)

At the end of 6-12 months, what do we want our audiences to think/believe/do? Build out strategies to achieve this through content & exposure programs; e.g., franchised content, activations, expert video series, writing a "2021 Design Point of View" booklet that fuels speaking engagements, etc.





What We Heard / 02

Listen to Understand.

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COHN

What We've Heard

The last time we met, we did a lot of listening. We've since had time to digest those conversations and really dig deeper into how COHN can be an asset to the OZ team. We've distilled those discussions into five critical success factors that we feel interconnect under our view of "PR."



A partner who understands how media covers commercial real estate and design.

Proactive outreach is not only relying on project milestones for news. It is scouting story opportunities from the front line, communicating with the project's partners; keeping apprised of the dynamic nature of ground-up or redevelopment pipelines; understanding how to best align stories with regional trends/markets where projects are situated; and keeping a keen eye on what is happening in the practice areas and macro-industry trends.

We strive for intentional dialogue versus a happenstance meeting at an industry event. It is communicating how OZ is in sync with the industry conversation. When media are writing about a practice area, they turn to OZ for perspective.

A few ways we work to stay visible and in front of media:

Thought Starters...

Curate “storytellers” to be sourced for pitches. Think vendors, industry partners and industry influencers who can communicate the project from a different perspective.

Mine trends to map out relevant topics, based on discipline and practice area, all to support proactive pitching, talking points for speaking panels and editorial content.

Track key industry influencers who are contributing and quoted, as well as how media are covering topics, to keep an eye on who is covered and how OZ can contribute. Share development updates and key attributes with influencers who are frequently resourced by media.

A placement is not enough. Leverage earned media outcomes through multiple channels, such as sharing perspectives via LinkedIn or packaging an email to share with clients and new business prospects.

Create consistency with quarterly trend outreach. Proactively pitch trending topics and an OZ resource who can provide perspective to garner a media interview or simply a discussion for background with a reporter/influencer.

PR Wins

National Media

COHN understands how to break through the volume of pitches and capture the attention of national media. From design retailers to national developers, we have secured on-trend angles that are relevant to a national audience. *(Examples: design retailers, national developers, retail REITs)*

Kitchen & Bath Business
THE OFFICIAL PUBLICATION OF KBIS

dwel

Better Homes
& Gardens

The
New York
Times

REAL SIMPLE



THE WALL STREET JOURNAL

Design/Development

Whether we are launching a developer into a new market, focusing on residential design or sharing a new community's vision when there is only an empty field, we understand the impact of reaching the right audience with the right angle. *(Examples: Slifer Smith & Frampton/KH Webb & The Aurora Highlands)*

COLORADO
HOMES
& LIFESTYLES

luxe.
interiors + design

MOUNTAIN
LIVING

DENVER
BUSINESS JOURNAL

HOME
VAIL VALLEY
REAL ESTATE & MOUNTAIN LIFESTYLES

AD

Builder

Market CRE

Leveraging projects in local markets translates to a clear sense of the development pipeline and working in step with project engineers, development partners and other vendors to create news, angles, photos opps or announce a high-profile partner. *(Examples: Mellody Farm & Culver Public Market)*

Chicago Tribune

URBANIZE
LOS ANGELES

WestsideToday

Daily Herald

REBUSINESS
ONLINE

Los Angeles Times



Uniting the team under one vision, shared goal and point of view that elevates the OZ brand as a whole.

Authenticity and distinction are the two most important elements in brand building, but consistency is certainly the unsung ingredient and must not be overlooked. By truly understanding the OZ brand in the beginning—possibly even putting pen to paper on our brand story—every PR and marketing effort we roll out together will work cohesively in service of achieving true brand momentum. This is always the goal at COHN.

However, we also know that the OZ brand is a reflection of its people and diverse principals with unique points of view. After our last meeting, we brainstormed internally about how to respect each voice, while also building a unified brand.

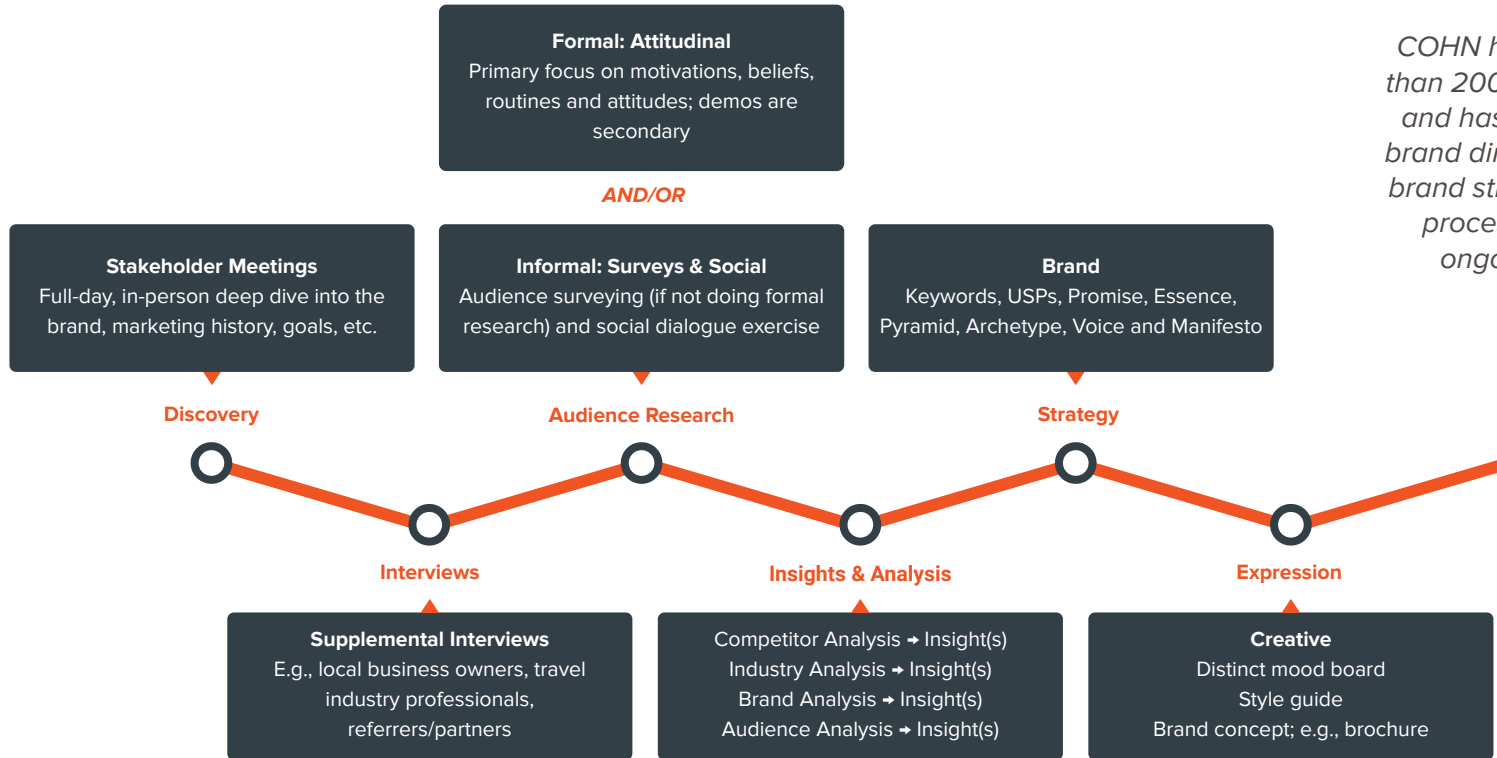
We want to create a stew, not a consommé.

Thought Starters...

Brand Strategy & Messaging. Immediately after our client discovery, we will begin outlining the OZ story we want our audiences to know. This will be rooted in the COHN brand process, where we reach alignment on Unique Selling Propositions (USPs), Brand Promise, Brand Essence and Brand Story. One addition we will likely add to the process is Brand Archetype, which can help in simplifying and zooming out.

Individualized Principal Voice Standards. We thought a lot about the best way to retain the unique voices of your people, while also continuing to build a consistent OZ brand. One solution we want to try is creating individualized principal voice overview standards. We will interview and survey your principals to better understand how they write, what motivates them, what the OZ brand means to them, which core values they most identify with, writing that they most identify with, etc., and we will use these voice guides to find a path toward building a brand with varied voices.

Brand Strategy



COHN has developed more than 200 brands since 2008 and has a dedicated senior brand director who owns the brand strategy development process. He serves as the ongoing steward of your brand across every touchpoint.



Strong, nimble writing from a variety of voices across a different channels all within a shared OZ brand.

Writing for architecture is an art. We know that. COHN has decades of diverse experience in high-quality editorial content development, and the right process always looks a little different based on the client's comfort level.

We have worked with clients that insist on writing the initial first draft for COHN to spruce up. Other times, we will conduct an interview with your subject matter expert and turn this conversation into content. Depending on the opportunity and topic, we would also happily identify a skilled technical writer from our network to help pen the piece from start to finish. We've done all three of these options (and others). It depends on the opportunity, the scope of the project, and the OZ expert helping us with the piece.

Thought Starters...

Define the Process. We will offer process recommendations on what we believe is our best approach, but we also must take lessons learned from previous challenges. What works? What doesn't? What irritates our principals? How do they like to work? Do we need to find a technical writer? With every project we complete, we will re-examine this process for efficiency and effectiveness

Ideal Writing Samples. We find that bylined article projects work best when we know what an ideal piece looks like. Before getting started, we want to understand what a successful project looks like.

Writing Style Guide. We will need alignment on the rules OZ wants us to follow, such as capitalizations, serial/Oxford comma, passive/active voice, hyphens, etc. This is also a good opportunity to include lessons learned from previous projects. For example, do we say Cross Laminated Timber (CLT) or prefab/precast mass timber? Does it depend on our audience? Why or why not?



Better understanding of audiences, what makes them tick and how we can communicate with them effectively.

We want to understand those who are IN the architecture profession, as well as those who have a passion for design and architecture. We want to dig into overall attitudes, misperceptions, interests, resources, messages, channel usage, etc.

A custom quantitative attitudinal segmentation research initiative will provide this insight, giving OZ a breadth of information about the different types of attitudes across different audience types (B2B and B2C).

In addition to fueling personas, this research also curates a sampling of audience members willing to participate in future “focus groups” and/or surveys.

Thought Starters...

Messaging. When we know our audiences on a deeper level, we can customize our story to their preferences. This isn't about “changing” our story, just presenting it in a way that will cut through the clutter and make a difference.

PR & Social Media. Media loves proprietary data, insights and perspectives. Customized research will uncover a multitude of story angles AND provide us the proof points to back up a point of view that is 100% OZ (because no other firms will have this information).

Content Galore. We buy into the “hub content” philosophy where pieces can be sliced and diced across a variety of channels and different depths – from short social media snippets to technical white papers. Social media is where we can both learn about our audiences and connect with them in direct and indirect ways. Our content will be the ammunition we need to create dialogue and connections.

New Biz. Doesn't every client and/or prospect ultimately want to be understood? Research gives us new insights into audiences and allows us to speak to them in a more efficient and customized way; whether that is general messaging or a reimagined pitch strategy and materials.

Audience Audit

Audience Insights That Drive Messages

- Attitudes
- Demographics
- Behaviors
- Wants/Needs
- Pain Points/Barriers
- “What Matters” vs. “Message that Resonates”



What do audiences look for in a design/architecture partner?

Price, innovation, forecasting/creating design and building trends, collaboration, awards, etc.



What are they interested in?

E.g., design trends, specific styles; e.g., modern versus rustic, materials, sustainability practices, non-traditional building techniques; e.g., shipping containers, psychology that drives design, etc.



How do they get information?

Who do they trust? How do they research firms? How big of a role to “people of influence” play in decisions? Do they prefer short-form or long-form content? Are they more prone to read an article or watch a video?



Message and visual testing.

Feedback on messaging themes, points of view, work examples, story headlines, etc.



Expanding into new markets and integrating into those communities.

You only get one opportunity to make a good first impression. We know OZ Architecture is already expanding into SLC and likely additional markets and communities in the future. Traditional PR and media relations are a great way to get that third party validation and credibility in a new market, but we want to expand our touchpoints beyond what “others” can do for us. A streamlined “go-to market” strategy allows us to make a splash and authentically nurture relationships within the community.

Thought Starters...

Geofencing. We can build virtual “fences” around businesses, clients, prospects and neighborhoods and deliver customized messaging and visuals to them via social media and digital channels.

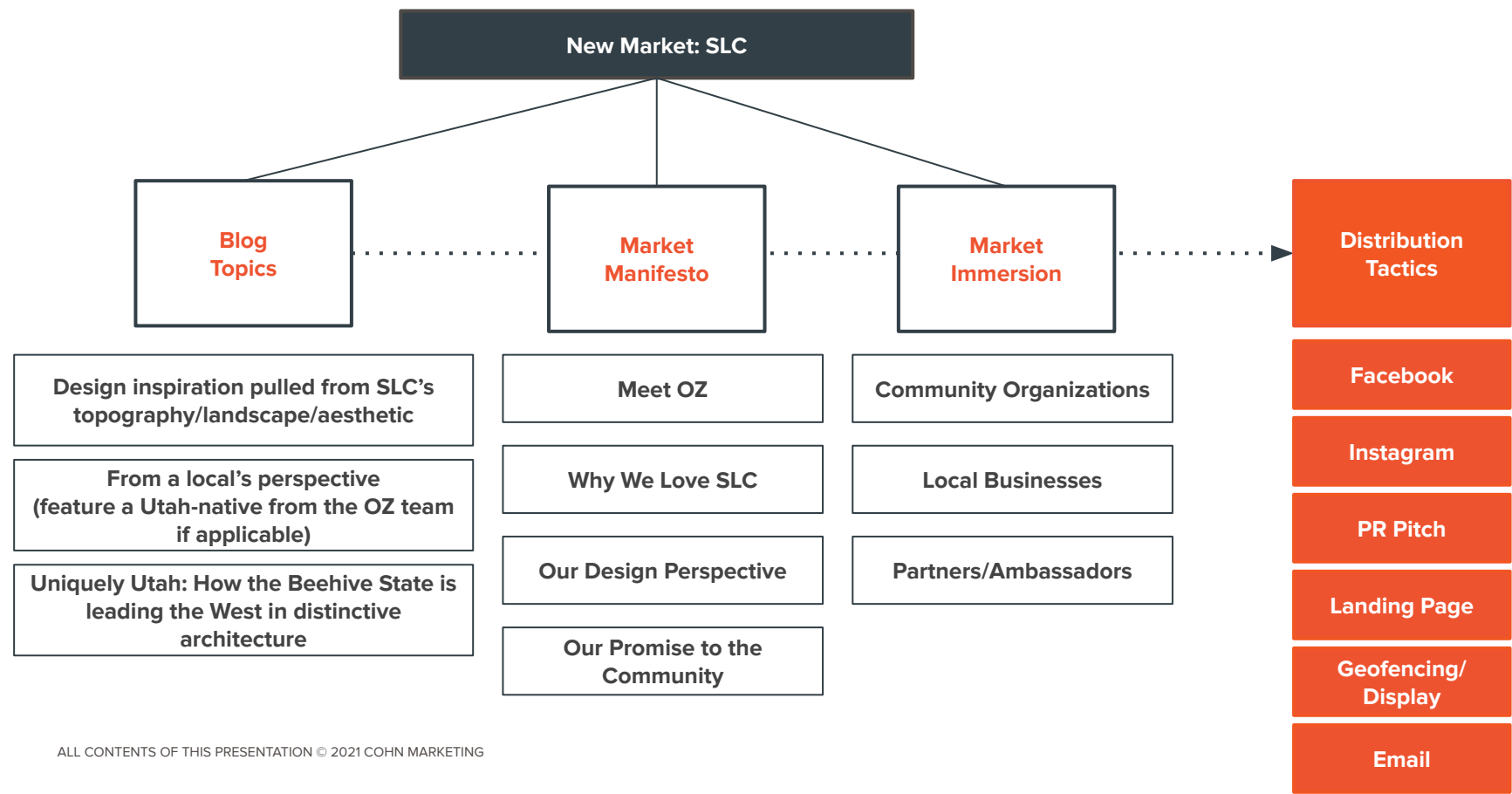
Market Positioning. Each market has its own dynamic. We start with understanding the opportunities and challenges unique to that market and align messaging and approach that resonates with audiences. Here are some initial positioning strategies to fuel messaging, PR efforts and community relationships:

- Media audit (both traditional and social/digital media)
- Market analysis or S.W.O.T.
- Identify in-market partnerships
- Competitor analysis
- Identify 3rd market ambassadors based on project type
- Secondary markets/verticals

“Market Manifesto.” For every new market, we could create a designed, narrative piece that introduces OZ to the community and is leveraged across owned, paid AND earned channels touchpoints:

- Who is OZ
- Why we love <community>
- Our design perspective
- Our promise to the community

Atomization Example - Snapshot





Discovery / 03

Dig Deeper.

Mini Discovery

Let's workshop!



**Putting “PR” aside as a tactic, what
outcomes are you aiming for?**





**What is important in an
agency partnership?**





Tell us about 2-3 big “PR” wins that helped moved the needle for OZ.





**Tell us about the new website.
How can we tap into this new
vision in what we do?**





**What does the OZ brand
mean to you?**





About COHN / 04

An Agency Built on Brand.

21 Years & Counting

Born into a retail family, Jeff Cohn has always had a deep desire to drive people to places and destinations. From his start at Neiman Marcus Executive Development to his 15 years of marketing destination-retail attractions, Jeff has lived for “placemaking” his entire career. Through his experiences, Jeff learned two key insights that have informed everything we do at COHN: Critical stakeholders must be incorporated into the planning, and building a clear and strategic brand foundation is the only path to generating magnetism. By blending a strong and certified brand capability with precision in our skill sets, COHN has developed a unique perspective that has helped many of our clients reach their marketing and PR objectives.



Agency

Founded
2000



Leadership



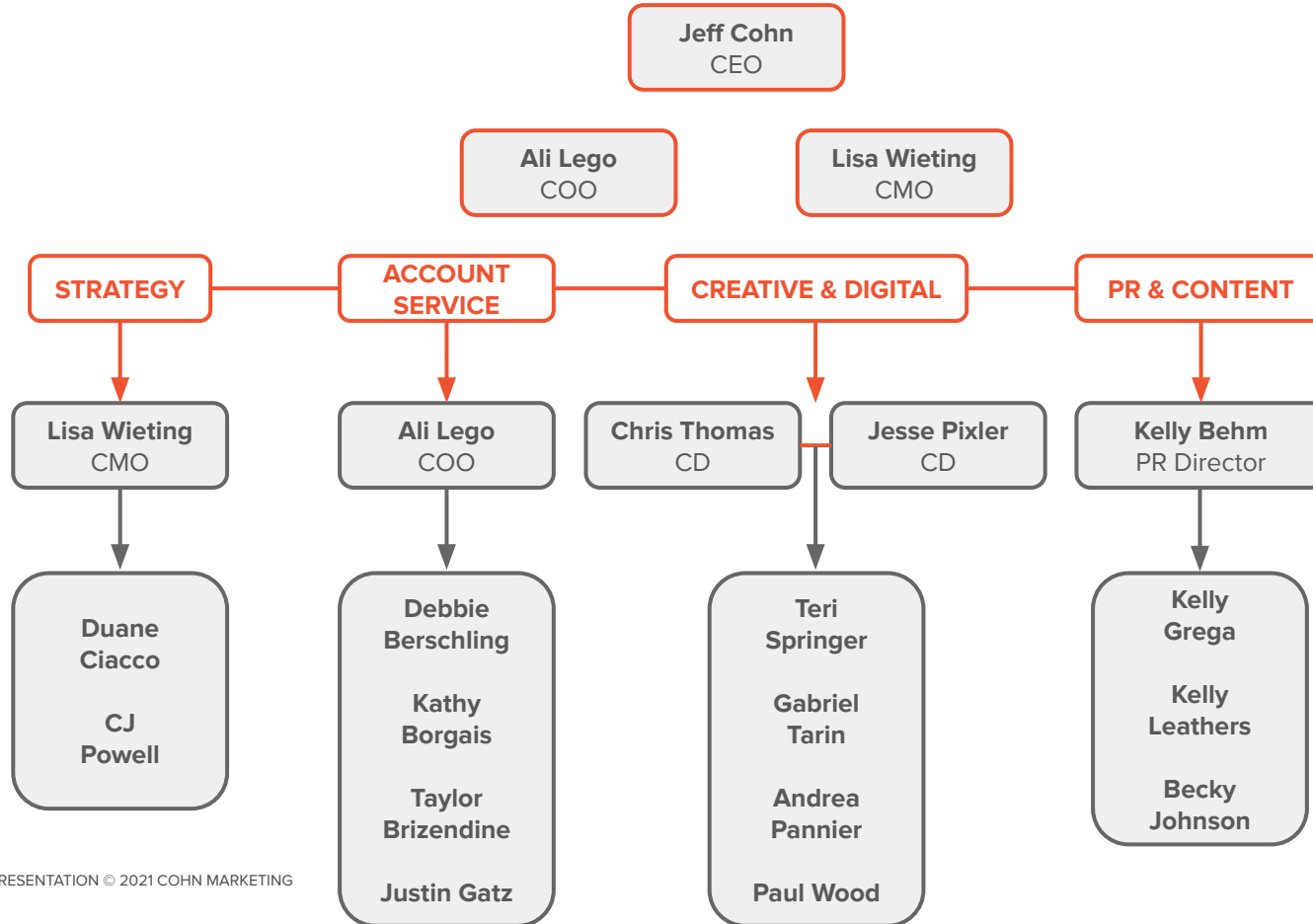
Jeff Cohn, President & CEO



Lisa Wieting, CMO



Ali Lego, COO

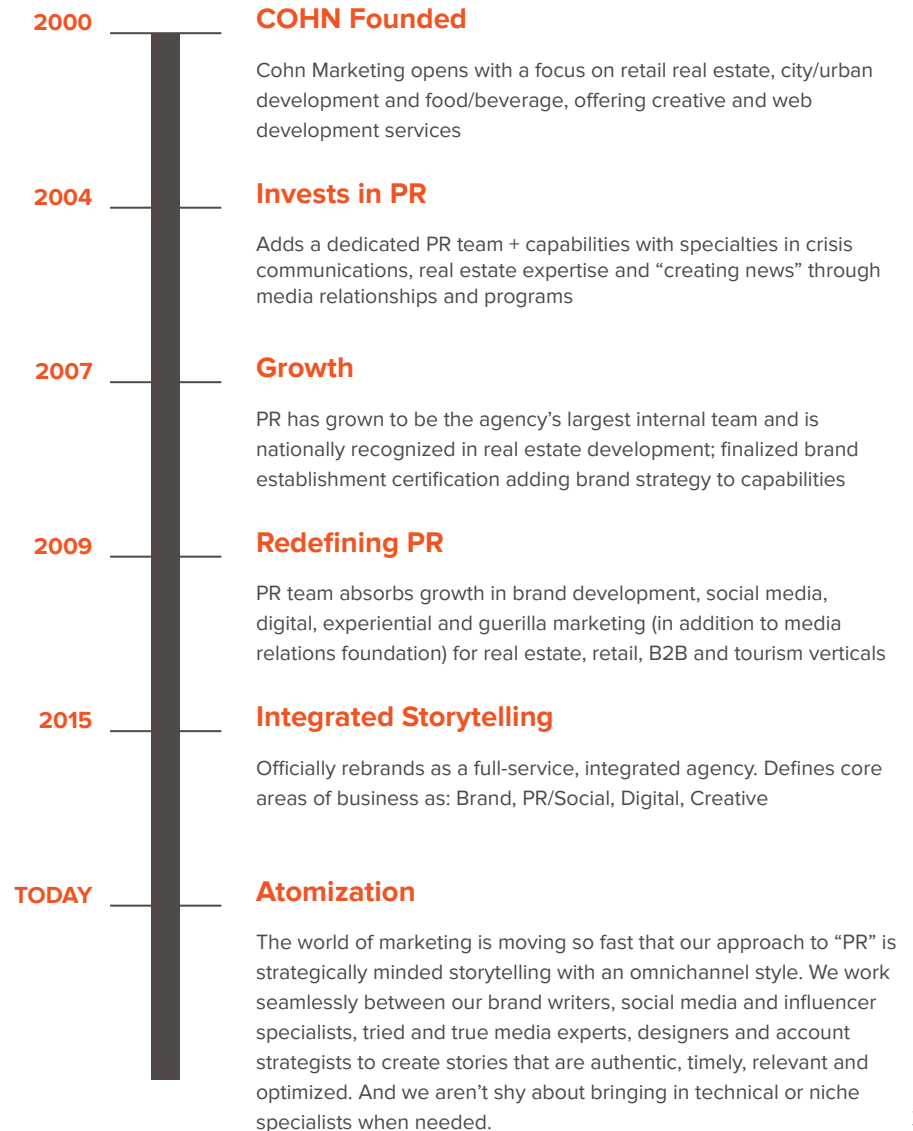


COHN Evolution

PR in an Integrated Setting

Things were a lot simpler in the early 2000s. There were people who designed, people who built websites, people who worked with the media and people who ran events. For the most part, we could blissfully live in our bubbles and do great work.

But with the advent of social media, the advancement of Google/search, the disruption of traditional media, the evolution of “civilian journalism” and the abundance of “input” coming at us from every direction... the lines blurred. Many of these things converged during the economic crash of 2008. Right then and there, we knew we had to make big, long-term shifts in our marketing & PR mindset. We had to do more with fewer people, become more of a strategic asset to our clients, and stretch dollars by “getting more birds with one stone.”





Diversity, Equity & Inclusion

Our Commitment:

At COHN, we cultivate open-mindedness in every interaction—with our people, our clients and our partners. Diversity fuels creativity, so we intentionally elevate varied voices to connect with all audiences. When we remain committed to fostering diverse and inclusive perspectives in everything we do, there's no limit to what we can achieve together.

A Company Evolves

Progress

Contracted [McCord Consulting Group](#) to help facilitate and guide COHN's DEI training and action plan development.

Developed internal processes and creative brief templates to make sure anything we create has been scrutinized for bias and blind spots.

Expanded our vendor pool and are currently discovering new partners and freelancers to help bring a more racially diverse perspective to our work.

Ushering in more diverse and inclusive voices into the advertising industry as a whole by building a mentoring program with local youth partners (in progress).



Working relationship with clients.

Actionable feedback and revisions.

Resetting when things go off course.

Celebrating (y)our successes.

RESPECT

It is our job to bring something different to the conversation. That means we aren't going to be order takers, but we will give our best all the time, every time. Having open, productive, creative and exploratory discussions requires respect and trust.

Let's have each other's backs.

CLARITY

Good ol' Winston said, "Perfection is the enemy of progress." It won't always be perfect the first time, and it's not possible to progress without clear feedback. "I don't like it" doesn't fuel progress. "I don't like it *because*" pushes us forward. When there is clarity, revisions are streamlined, and we work hard to keep them to two rounds or less (for the sake of everyone). But we are committed to getting it right, no matter what it takes.

Let's collaborate & have fun.

FOUNDATION

It's why we talk on repeat about distinction, brand, data, strategy and a clear point of view. Alignment. Shared vision. Clear goals. These are the foundational elements that keep us on track.

Let's rally around a shared vision.

HIGH-FIVES & BEERS

Celebrating success together is actually our favorite part of the job. When you succeed, we succeed.

Let's high-five 'til our hands hurt.



Cost/Fee Structure / 05

Nimble & Collaborative

PR & Content Estimate (based on Original RFP)

Media Relations	Social Media	Speakers Bureau	Editorial Services
<p>Develop, pitch, secure & ensure feature stories for three (3) practice areas (est. 30-40)</p> <p>Write, edit & finalize four (4) bylined articles on behalf of all practice area leads (est. 36)</p> <p>Monthly meetings with practice leaders for story angle and thought leadership topics</p> <p>Developer award calendar & manage submissions</p> <p>Build OZ name in CO & nationally</p> <p>Manage inbound inquiries & conduct proactive outreach across all practice areas</p>	<p>Account ownership, including:</p> <ul style="list-style-type: none"> • Strategy development • Content creation • Follower growth & engagement • Comment/DM management • Visual content development, e.g., video, photos • Boosting & paid strategy • Campaigns • Managing expenses • Consultation on best practices • Brand positioning • Audience targeting & messaging • Influencer relations 	<p>Secure local, regional and national speaking engagements & panel opportunities</p> <p>Develop a calendar of opportunities for OZ principals</p> <p>Develop speaking topic overviews & submissions</p> <p>Develop messaging & remarks</p> <p>Secure media interviews at events</p> <p>Pursue amplification opportunities during & post engagement</p>	<p>Research & write white papers</p> <p>Research & write blog posts</p> <p>Support/facilitate employee communications</p> <p>Write case studies</p> <p>Manage/write website copy; support SEO efforts</p> <p>Write press releases</p>

ANTICIPATED ESTIMATE TO FULFILL THE ABOVE PR DELIVERABLES: \$17,500 - \$22,500/Month

Budget is flexible based on prioritization and volume across different practice areas; we will work with OZ team to revise as necessary

Brand Estimates

Estimated Budget	FEES
Brand Strategy/Architecture <ul style="list-style-type: none">Stakeholder/Principal Discovery MeetingsSupplemental Interviews (clients, partners, etc.)Insights & Analysis (competitor, industry, brand & audience)KeywordsUSPsBrand PromiseBrand EssenceBrand PyramidBrand ArchetypeVoice / ManifestoInternal roll out	\$17,500
Audience Audit (Attitudinal Research) <ul style="list-style-type: none">DevelopmentCollectionAnalysisSharingPanelPersona Development	\$35,000
TOTAL	\$52,500 <i>(one-time project fee)</i>

Go-To-Market and/or Project Launch Estimates

Estimated Budget	FEES
Go-To-Market or Project Launch Strategy <ul style="list-style-type: none"> Media audit Market analysis or S.W.O.T. Identifying in-market partnerships Competitor analysis Market ambassadors based on project type Content deliverable (e.g., Who Is OZ) Local/regional PR (<i>one-time market PR outreach covered in the PR/Content retainer</i>)* 	\$9,750/Market or Project
Paid Media/Geofencing <ul style="list-style-type: none"> Channel strategy Targeting strategy Asset design (4 assets; e.g., banner ad, static social ad (2 versions), carousel social ad) 	\$7,500/Market or Project* <i>* Media spend not included; TBD based on market nuances & OZ budget</i>
TOTAL	\$17,250/Market <i>(not including media spend)</i>
<i>*Local/regional PR: Ongoing media outreach and/or community relations (partnerships, influencers, social media, etc.) will be considered based on prioritization of practice areas and projects.</i>	

**We stand ready, and excited, to be your
long-term partner for excellence.**

*Together, we will deliver meaningful results for
OZ Architecture.*

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