**ADBONGO**

**BRAND CAMP 2014**

**ADBONGO, INC.** is an advocacy firm focused on growing enterprises to benefit mankind. Promoting the goal of Zero Waste is central to Adbongo's strategies. Adbongo stands apart from other business development firms by using biomimicry to nurture optimum growth conditions for clients. This results in increased profits, the creation of clean jobs, resilient communities, and protection of the environment. We are veteran-owned and a Certified Benefit Corp.

**BRAND CAMP 2014** Select clients will be offered the opportunity to reap the benefits of Brand Camp, a collaboration between University of North Texas (UNT) professors, students, and an Adbongo project manager. Together, our team will design an Integrated Marketing Communication campaign for your business. Brand Camp allows our clients to gain the expertise of a professor, the creativity and work of students, and the professional experience of the Adbongo team. Adbongo CMO John Bushe’ will be your account manager should you elect to benefit from this proposal.

**DELIVERABLE** The professor for the Fall 2014 semester will use Brand Camp to teach the Advertising Campaigns course by developing real-world businesses. Through the Ad Campaigns course, you receive added value to the work Adbongo produces — young innovative thinkers and seasoned professors add creativity, insight, and unique perspectives. Over the course of the semester, the team produces a comprehensive Integrated Marketing Communication campaign for your business. The final deliverable — an Integrated Marketing Campaign Plansbook — will include:

• Research

• Situation Analysis

• Positioning Strategy

• Creative

• Media: Traditional and Social

• Advertising, Promotions, and Public Relations

**COST** $10,000 tax-deductible gift to the University *(Traditional advertising agencies charge tens*

*of thousands of dollars for professional marketing campaigns.)* + Adbongo Design Fee (*To be negotiated.)*

**FEEDBACK**

**FROM ADBONGO CLIENTS**

“*Adbongo developed our website and has produced a variety of advertising and promotional materials for us. They are great to work with. They listen, understand and deliver a quality product on time and within budget.”*

— **Steve Heusner**, *CEO*

*“Adbongo and my immigration law practice entered into an agreement to accelerate the firm’s business in January, 2010. Since then, the firm has experienced a 293% percent increase in client consultations and contracts between the first quarters of 2010 and 2011.”*

***—*** **Margaret Donnelly**, *Owner, Donnelly & Associates PC*

*“Adbongo listened to what I wanted to do and has been implementing phases of development with order, structure, and professionalism. I believe that Adbongo has saved me two years of development time and several thousands of dollars.”*

**— Pat Diccico, *President, Accessible Home Design***

Please contact jbush@adbongo.com with your questions.