COLORADO COLLEGE
COMMUNICATIONS MASTER PLAN

STATEMENT of WORK

Description of Services and Deliverables: With this statement of work (SOW), Victors & Spoils (V&S) will perform certain services and create certain deliverables for Colorado College.

Included:
- Creative – ideation, curation and design
- Strategy – brand management and thought leadership
- Account Services – account and project management, partnership
- Internal communication support

Not included:
- Production – managing the execution of creative ideas
- Media – planning, buying, reporting, billing
- Grand Opening Style guides
- Hard production, TV producer(s), media or research cost
- Travel, Media Tools
- Website design, development, hosting
- Social media management
- Event Planning

SCOPE of WORK (Summary)

**Deliverables:** Strategy development and creative ideation for Colorado College brand architecture.

**Brand Immersion/Strategy:** Victors & Spoils (V&S) will immerse themselves in the Colorado College brand to gain a deep understanding of the brand. V&S will head to Colorado College for a brand immersion and will moderate a strategic session, culminating in a Brand Platform document. Once the strategy is set, V&S will develop a creative brief to brief creative and crowd members.

**Creative Development:** Upon brief approval, V&S will engage a select crowd and V&S creative to deliver up to two (2) integrated campaigns that show a range of tactics and ideas. All artfully designed and delivering on the unique Colorado College experience.
## TIMING

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<td>6: Campaign Launch</td>
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