

RFP Cover Sheet

Offeror's Name:	RDW Group, Inc.
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RFP Information	
Title of RFP:	Educational Videos
RFP Number:	EERMC-2021-01

Offeror Information	
Legal Name of Offeror:	RDW Group, Inc.
Type of Entity (i.e. corporation, partnership, sole proprietorship):	Corporation
Mailing Address of Primary Place of Business:	125 Holden Street Providence, RI 02908
Phone Number:	401-521-2700
Website:	www.rdwgroup.com

Contact Person for the Offeror	
Name:	Phillip Loscoe Jr.
Title:	Managing Partner
Mailing Address:	125 Holden Street Providence, RI 02908
Phone Number:	401-553-5104
Email Address:	ploscoe@rdwgroup.com


Signature of Authorized Person

1 March 2021

Date

Phillip Loscoe Jr., Managing Partner, RDW Group, Inc.

Printed Name, Title



Let's work
together.



ENERGY EFFICIENCY & RESOURCE
MANAGEMENT COUNCIL

FEBRUARY 26, 2021

Overview

The overview should lay out the offeror's understanding of the scope of work, describe the offeror's proposed project work plan and approach, and explain how the offeror is well suited to achieve the project objectives.

Creating public information videos to assist targeted populations in better understanding important information and motivating specific consumer behaviors is something RDW Group has been doing successfully for decades.

The opportunity to compellingly inform Rhode Islanders on the importance of energy efficiency programs, communicating the importance of state energy policy, and educating on the key issues of how energy is created and brought from transmission to distribution and into homes and businesses around the state is familiar territory for us. We have a long history of working in the regulated utility space, as well as working for renewable energy (solar and wind) companies around the region.

Our proven track record in compelling storytelling, which we will demonstrate in the sections below, coupled with our deep experience in the energy sector, makes us an ideal candidate to perform this work for the EERMC.

We are eager to get started and work with the EERMC to tell these important stories.

Work Plan

The offeror should describe its proposed project work plan in detail. Specifically, the offeror should describe how all components of the Scope of Work will be addressed.

Our work plan for this project is collaborative in nature, relying on EERMC staff to have input into the content development process and to provide supporting information to buttress the desired story each video will communicate. Through it all, our process provides the EERMC with clear line of sight into the video content and production milestones.

While we have flexibility in our approach based on the collaboration process described above, our initial belief is that the EERMC would be best served by featuring animation as a way to keep the content evergreen and relevant for a longer period of time. There may be opportunities, depending on the approved concept, to incorporate live action video, but our inclination is to animate these videos as the best way to tell these stories. In this COVID world, it is also a safer and faster way to produce these stories. Ultimately, that will be a decision the EERMC will make based on our collaborative conceptual discussions.

From an execution standpoint, we strongly recommend developing a storyline and visual treatment for one video first so we can create a replicable style that will make the video series consistent and recognizable with the EERMC branding. Once we have that style/design locked in, we can proceed to storyboard the videos, one at a time, to develop the scripts and visual treatment for each of the eleven videos. The process we use to achieve that looks like this:

Conceptual kickoff meeting with agency and EERMC staff

Creative brainstorm to identify and achieve consensus on key content and proof points for each of the eleven videos.

Agency creates concept board for first video (to be determined by the EERMC), including draft script

EERMC review/approval of concept/draft script

Agency develops storyboard and final script

EERMC approves storyboard and script

Agency defines production schedule for first video

EERMC approves production schedule

Agency animates/shoots and edits video and presents rough cut for review to EERMC

EERMC reviews and either approves or suggests revision to rough cut of full video and :30 cutdown

Agency produces final videos

Process repeats for remaining videos

Throughout the process, the agency and EERMC will continuously collaborate, ensuring that the EERMC will have comfort that the videos reflect their mission and compellingly communicate key messages in all eleven videos.

Company Profile

Provide an overview of history, length of time in business, organizational and staff capacity, core competencies, and any other resources uniquely suited to achieving project objectives.

RDW Group, Inc. has been in business in Rhode Island since 1986, headquartered in Providence with a satellite office in Boston, MA, where our award-winning IA/UX, web development team, iFactory, operates.

We are a full-service communications firm that has grown to become one of the largest privately-held agencies in New England. Today, we have 70 professionals in Providence and Boston providing a full spectrum of communications services – advertising, marketing, video production, media buying and planning, full-suite digital marketing, marketing analytics, public relations, public affairs and IA/UX, web development and application development – all under one roof (well, actually, two).

We are proud to work for clients in virtually all market sectors, but do most of our work in energy, healthcare, higher education, finance, B2B manufacturing and public sector/government communications. We are proud of the work we have done in assisting the state of Rhode Island in public health, transportation, lottery, higher education, and commerce communications initiatives over the years, and are currently approved, designated state vendors in Rhode Island, Connecticut, Massachusetts and Vermont for a broad spectrum of public sector communications services.

We are equally proud of the work we've done with National Grid over the last several years in supporting a number of the company's major complex construction projects around

New England, as well as several other initiatives including ‘Gas Business Enablement,’ remediation projects, crisis communications (including extensive video work during the Aquidneck natural gas outage in 2019), and general corporate public relations support.

As the largest communications provider in Rhode Island (and one of the largest in New England), we are fully staffed and ready to immediately assist the EERMC with this work.

Relevant Experience

Describe offeror’s experience with similar projects.

We have extensive experience in the energy efficiency space over the years in our work with Northeast Utilities (now EverSource) for both their Connecticut Light and Power and Western Massachusetts Electric Company – WMECO – operating companies (now known as EverSource Connecticut and Massachusetts, respectively). Although our scope of work for those engagements did not include educational videos, we gained extensive knowledge on the topic through our work in developing collateral materials and advertising for their respective energy efficiency offerings in those states.

In our current work for National Grid, an RDW client since 2014, our work in promoting complex construction projects often intersects with the company’s energy efficiency and carbon reduction strategies, which we help to promote in our many open house events informing the public about complex construction activity in their city or town.

In short, we know the energy efficiency space and have clear insight into how that fits in to the overall carbon reduction energy policy regulated utilities have promulgated and are implementing in the state. We can hit the ground sprinting on this topic area.

Through those same responsibilities on the complex construction projects, RDW has regularly supported, and participated in, the Energy Facility Siting Board process, which has provided us additional insight into the state’s energy policies.

A brief snapshot of the energy clients we’ve proudly served is summarized here:

We have extensive experience in developing educational videos (both web and broadcast) for several clients. For the purpose of this RFP, we point you to the following work:

Connecticut Light & Power

For the state’s largest regulated electric utility we produced a television spot that touted the energy efficiency programs CL&P (now EverSource CT) offered to residential customers. (see illustration of work in the Examples of Prior Work section).

AccessHealth CT

The Affordable Care Act health exchange in Connecticut, we have been working with AccessHealth since 2015, helping them identify and motivate Connecticut residents without health insurance to come to AccessHealth for coverage. The campaigns have been very successful, as AccessHealth CT has among the highest rates of insured through a health exchange in the nation. As a part of that multi-dimensional work, we have developed several videos for web and broadcast that help to explain how the exchange works, what is available, and how to access that coverage. (see illustration of work in the Examples of Prior Work section).

Rhode Island Department of Health

As a part of RDW’s support of the state of Rhode Island’s pandemic response communications efforts, we produced a video for the Rhode Island Department of Health that explained the state’s contact tracing efforts, an early strategy the state employed to contain viral spread, but needed to be explained – especially to audiences skeptical of government contact tracing efforts.

Examples of Prior Work

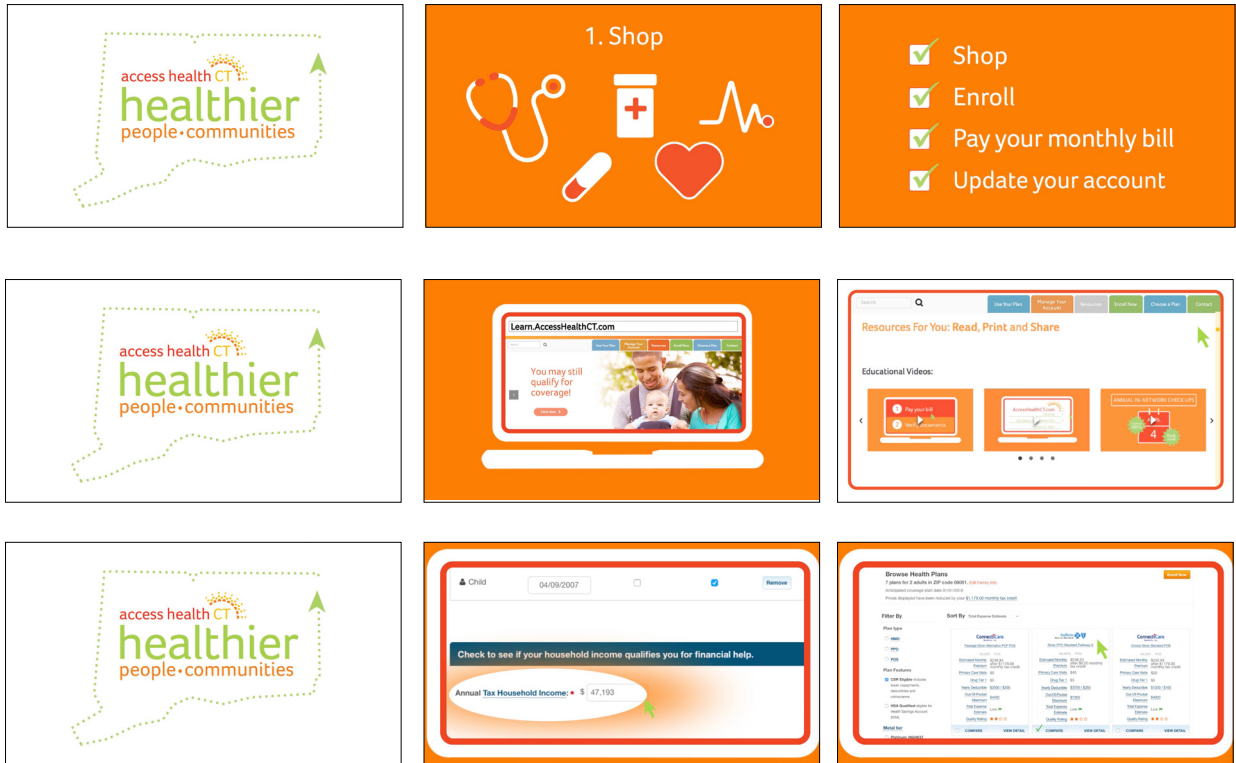
If possible, reference two or three examples of previous projects that best display the offeror’s ability and experience with work of a similar nature. Specify the role the offeror played in each project.

The following examples were all produced entirely by [RDW Group](#) and provide a spectrum of work we believe is relevant to the project outlined in the RFP.

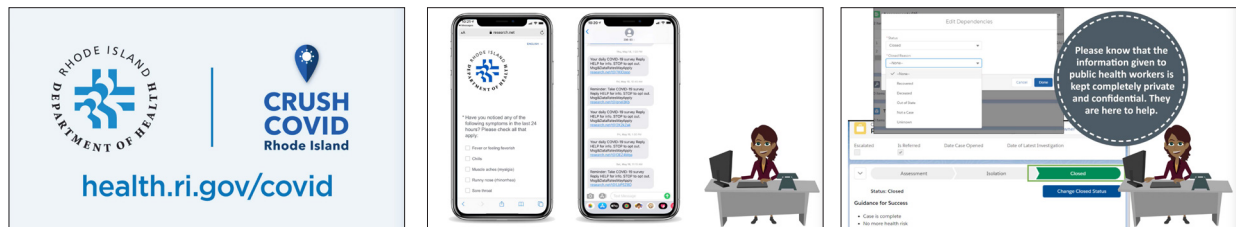
CL&P EE spot | <https://portal.developmentrdwgroup.com/EERMC-Portal/>



AHCT videos | <https://portal.developmentrdwgroup.com/EERMC-Portal/>



RIDOH Contact Tracing video | <https://portal.developmentrdwgroup.com/EERMC-Portal/>



References

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Andrea Ravitz
 Director, Marketing & Communications
 AccessHealth CT
 860.757.6818
 Andrea.Ravitz@ct.gov

Identification of Staff and Subcontractors

List all staff and subcontractors proposed as members of the offeror's team.

For sound design and video production/editing we will subcontract work to StarTrak Studios (www.startrakstudios.com), a registered WBE in the State of Rhode Island.

All other work will be performed by RDW Group.

Staff Responsibilities

Specifically describe each of staff and subcontractor duties, responsibilities, and areas of concentration for the project.

Phil Loscoe/Michael Masseur (Account Management): the account team will be responsible for the day-to-day management of the project. Phil and Mike will lead the coordination efforts with EERMC and ensure that desired scope of work is delivered on time and on budget.

Jeff Patch (Creative Director): Jeff will lead the creative charge on this project, overseeing all aspects of the creative process. He will regularly interface with the account management team to ensure the creative team remains aligned with the EERMC's expectations.

John Beaupre (Senior Copywriter/Assoc. Creative Director): John is responsible for all aspects of the copywriting deliverables, including the drafting and editing and of the scripts/storyboards, as well as ensuring any talent is delivering copy lines as envisioned.

Rachel Stuver (Art Director): Rachel will execute the art direction on this project, in particular the creation of the animation included in the videos. Working in concert with Jeff Patch, Rachel will ensure the creative concept is brought to life consistently throughout the entire series.

Wayne Hagerty (Interactive Designer): Wayne's role is to bring these videos to life, helping to apply the technical back-end components of animation and video to the concept.

Patricia Jarvis (Production Manager): As production manager, Patricia is responsible for managing the creative team's workflow and ensuring all vendors and team members have resources necessary to complete the project efficiently and effectively. She also ensures the team remains on task and on time.

StarTrak: As our production partner, StarTrak will assist RDW group with shooting video, voiceover recording, editing and sound mixing responsibilities.

Staff Experience

Please include resumes, curricula vitae, or statements of prior experience and qualification. An organizational chart showing roles and responsibilities on the project is desirable. The team may include subcontractors; however, the lead offeror will be solely responsible for the management and deliverables of the team.

The following RDW Group team members (all from our Providence office) will be assigned to this work:



Jeff Patch, Agency Principal/Executive Creative Director

Jeff oversees all aspects of the creative process at RDW. With integrated communications at the core of the agency's philosophy, Jeff ensures that the final creative product is consistently of the highest quality in all areas. In addition to supervising the creative development process for all our work in the higher education arena, Jeff has worked on regional, national, and international accounts such as Blue Cross Blue Shield, Fidelity Investments, Bose Corporation, Mass Mutual, and New Balance Athletic Shoes, and a variety of financial institutions including BankRI, Bay State Savings Bank, and Centreville Bank.

His work has helped the agency to win numerous regional and national awards including The New York Festivals, Bell Ringers, Holland, and Hatch Awards.



John Beaupré, Associate Creative Director/Senior Copywriter

John brings more than 20 years of agency experience to his role as senior copywriter at RDW Group. He has written just about every type of communication a client might require: print and outdoor ads, websites, radio scripts, online banner ads, annual reports, sales collateral, direct mail, and more.

John crafts both creative, conceptual campaigns and straightforward, informative content for clients in a diverse range of industries such as higher education, financial services, aerospace engineering, medical imaging, and construction. His excellent editorial skills are a valuable bonus. John writes for a wide variety of RDW clients, including Access Health CT, RI Department of Health, RI Department of Transportation, Reliant Medical Group, Dryvit, Rhode Island Medical Imaging, Centreville Bank and many others.



Rachel Stuver, Senior Art Director

Rachel brings a fresh perspective on design and a love of typography to every project she's assigned to. She draws on her extensive design education (including a graphic design certificate from Rhode Island School of Design) and experience in digital production to create responsive assets, landing pages, animated banners, and microsites for clients like Cornell University, Providence College, Brown University, Reliant Medical Group, Verax Biomedical, and many more.



Wayne Hagerty, Interactive Developer

Wayne is no stranger to website development, having spent 15 years as an interactive developer where his skills assisted in creating and maintaining custom WordPress sites in the healthcare space.

Wayne specializes in HTML5, Canvas, CSS, CreateJS, and WordPress and has successfully served a range of clients, including Access Health CT, CharterCARE Health Partners, and Rhode Island Department of Health.



Patricia Jarvis

Patricia oversees every aspect of the production and trafficking of campaigns and projects, from their initial concepting phases to their final delivery to media outlets. Her 20 years of experience and her keen attention to detail help her keep projects on schedule and on budget. Patricia manages production for a wide variety of RDW clients, including HealthSource RI, National Grid, and all of the pandemic-related REOPEN RI work for the RI Department of Health, Commerce RI, and other state entities.



Michael Masseur, Director – Public Relations

Michael joined the RDW Group team in June of 2011 after working for several years at a boutique public relations agency in Boston. In addition to serving as one of the account leads on all of RDW’s work for National Grid, Michael has helped manage public relations, brand advertising, and social media initiatives for RDW Group clients such as Reliant Medical Group, Reliant Foundation, Direct Federal Credit Union, Higgins Armory Museum, Worcester Art Museum, Vermont Country Store, New Hampshire Ball Bearings, and Fruitlands Museum.

Outside of his agency responsibilities, Michael has served in myriad roles for the Public Relations Society of America, including two terms as Southeastern New England Chapter president, chair of the 2019 Northeast District Conference, Northeast District board chair in 2020, and on the PRSA National Nominating Committee (2020, 2021). He is also a graduate of Leadership Rhode Island’s Omicron II class (2019).

Michael graduated from Keene State College with a B.A. in Journalism and a minor in



Phillip G. Loscoe Jr., Sr. Vice President

Phil’s skills and experience in journalism, government relations, advertising, public relations, and marketing have benefited a wide array of clients, including National Grid and Northeast Utilities (currently EverSource). He has worked with a host of other clients in the energy, government, banking, construction, and technology sectors.

Phil also spent 11 years in government, as director of administration and as a press secretary to a Rhode Island mayor. He played a central role in the landmark contract lease privatization of the Cranston Wastewater Treatment Facility. The project required a unique financing structure, as well as complex local, state, and federal approvals. It has been hailed by the EPA as a national model.

Phil is a graduate of the University of New Haven with a B.S. in Communications.

Organizational Chart



Account Executive

Phil Loscoe

Mike Masseur



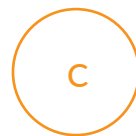
Creative Director

Jeff Patch



Art Director

Rachel Stuver



**Copywriter/
Associate Art
Director**

John Beaupre



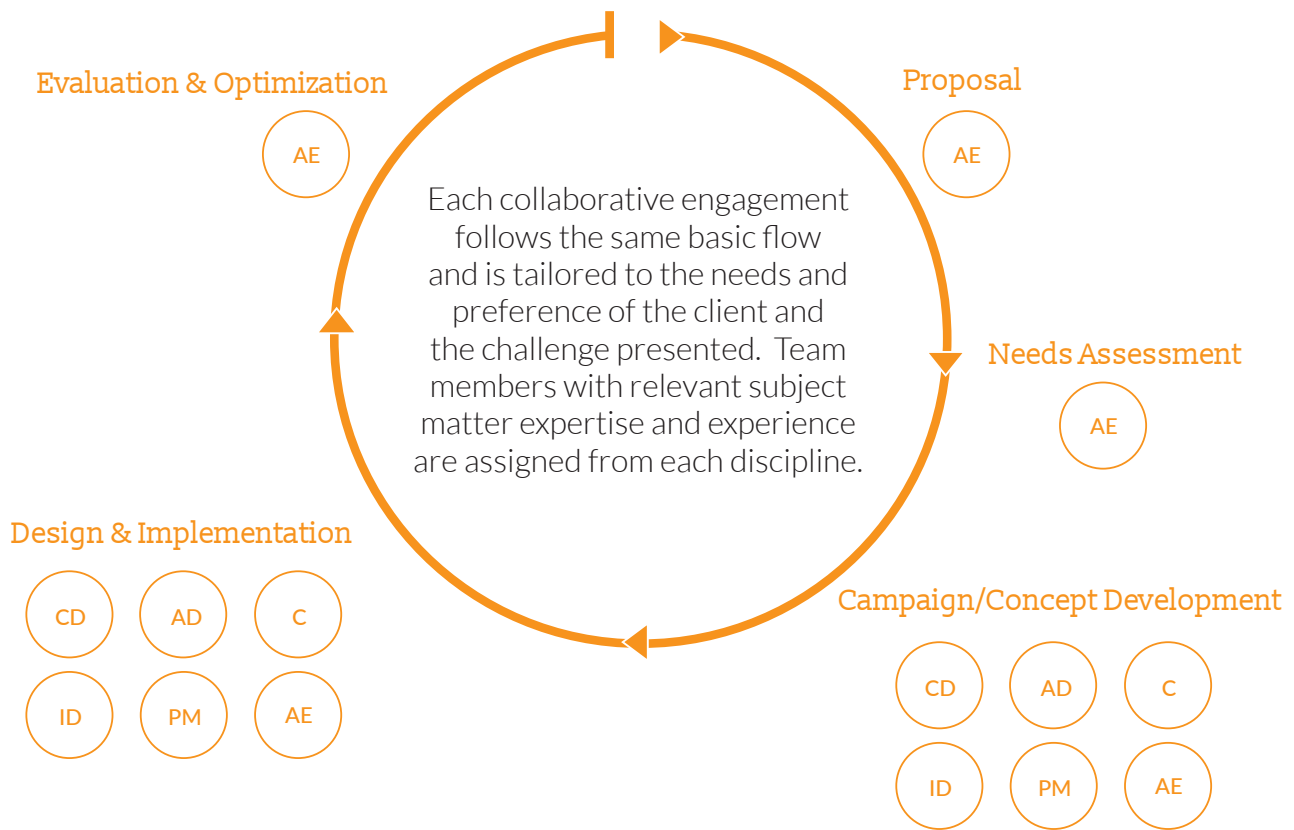
Interactive Designer

Wayne Hagerty



Production Manager

Patricia Jarvis



Conflicts of Interests

RDW Group has no known conflicts of interest between RDW Group or an affiliate of RDW Group and any distribution company, or any affiliates of the foregoing. In addition, RDW Group has no known conflicts of interest between itself or an affiliate of RDW Group and any member of the EERMC.

Litigation

RDW Group is not a party to any litigation, disputes, claims or complaints, or events of default or other failure to satisfy contract obligations, or failure to deliver products, involving RDW Group or an affiliate of offer, and relating to providing services similar to the services being solicited by the EERMC.

Investigation

We can confirm that RDW Group, and the directors, employees and agents of RDW Group and any affiliate of RDW Group are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by state or federal law in any jurisdiction involving conspiracy, collusion or other impropriety with respect to bidding on any contract.



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