



MORTAR

VISIT MENDOCINO

AN RFP RESPONSE FROM MORTAR
DECEMBER 1, 2016

Hi, we're Mortar.

And we love marketing destinations and experiences.

We're the team who turns the stiles at San Francisco's legendary Exploratorium. The team who gets thousands of people every year to not only enter a dungeon willingly, but shell out \$14.99 for the privilege.

We're also the people who turned consumer opinions like "Diesel fumes and meth" around and helped drive a 6% boost in tourism for Reno/Tahoe - the first uptick they'd seen in 33 years.

We love upticks. And we love Mendocino. You see where we're going with this.

Nearly all of the services we detail in this proposal will be provided by Mortar's in-house team. We do, however, regularly outsource quantitative research, as well as video and web production.

If you'd like to know more, contact our Managing Partner, Mark Williams (mark@mortaragency.com). He will be your main point of contact, and is very good about picking up the tab for lunch.

Our branding process has been proven over the last 14 years



All of these brands solved their challenges
following the same four steps.

American Airlines 



PLAYA  VIVA

explOatorium®

BV
Battery Ventures

the
San Francisco
Dungeon

THX®
CERTIFIED CINEMA

EAT24
ENJOY

Disney *realnetworks.*

FAIR
TRADE
USAO
EVERY PURCHASE MATTERS

 STANFORD
GRADUATE SCHOOL OF BUSINESS

SAN
FRANCISCO
FOUNDATION




Marketo®

Here's how we'd apply this process to you...

We'll talk to your decision-makers. See what they think.

We'll talk to your audience. See what *they* think.

Together, we'll discover the truth.
It's our job to tell it well.

For example: Our target probably lives and works in the Bay Area.
And probably yearns to escape their hectic, wired worlds.

You know what's perfect for that? Mendocino.

CAMPAIGN CASE STUDIES

RENO TAHOE USA

How we united the Reno Tahoe community
behind their new campaign.

RENO TAHOE USA

Originally, just Reno. Trouble finding the right audience.

Challenge: Marketed themselves as Vegas-Jr, or “Sonoma of the North.”

Solution: Find the right audience; target with authenticity.



The logo we designed for Reno Tahoe has become something of an icon.

For the last 14 years we have condensed the key details for any project into a single-page brief, a strategic decision and a single a-ha moment.

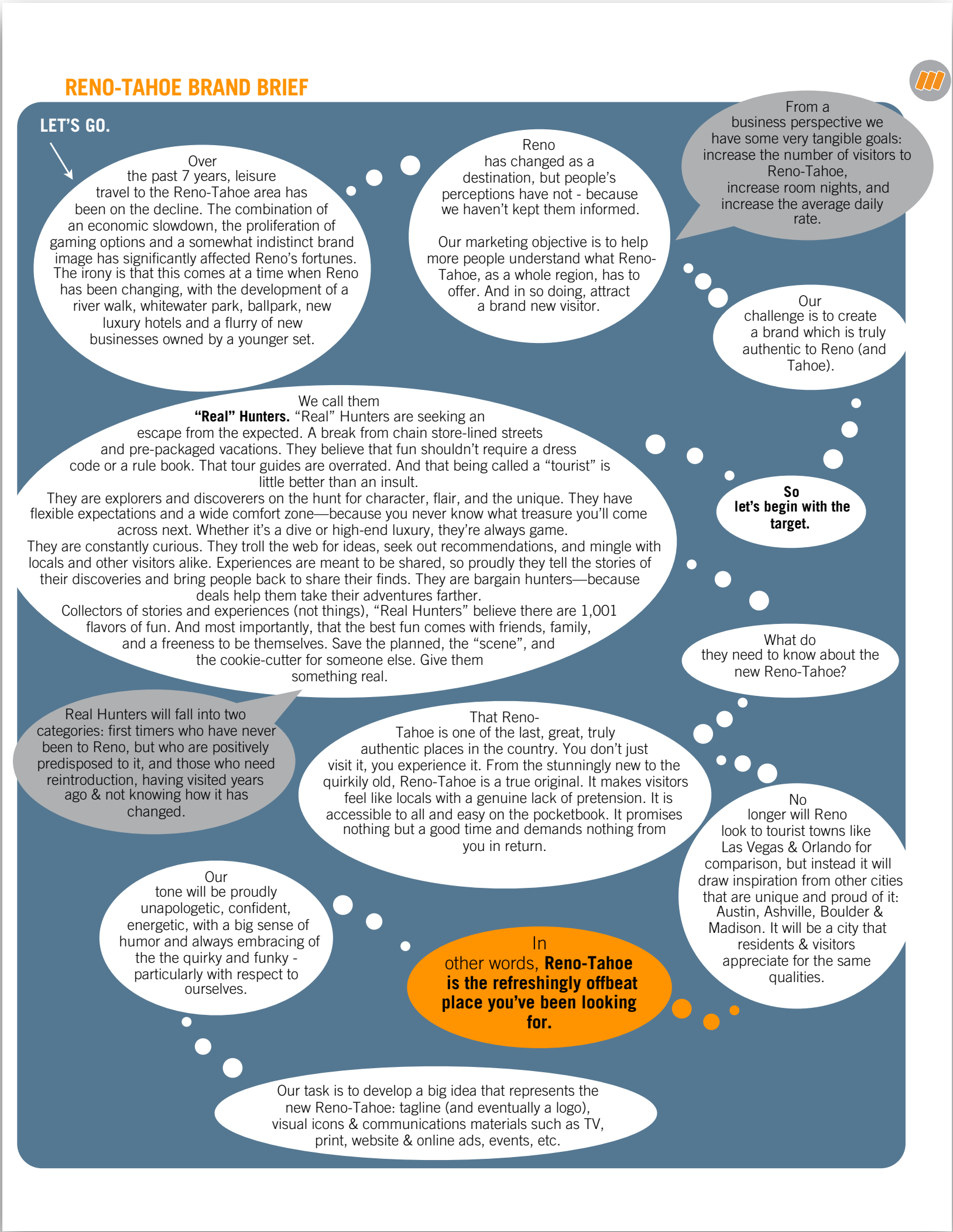
We will do the same for you.

Target Audience:

“Real” Hunters are seeking an escape from the expected. A break from chain store-lined streets and pre-packaged vacations. They believe that fun shouldn’t require a dress code or a rule book. That tour guides are overrated. And that being called a “tourist” is little better than an insult.

They are explorers and discoverers on the hunt for character, flair, and the unique. They have flexible expectations and a wide comfort zone —because you never know what treasure you’ll come across next. Whether it’s a dive or high-end luxury, they’re always game.

They are constantly curious. They troll the web for ideas, seek out recommendations, and mingle with locals and other visitors alike. Experiences are meant to be shared, so proudly they tell the stories of their discoveries and bring people back to share their finds.



Key Insights:

That Reno-Tahoe is one of the last, great, truly authentic places in the country. You don't just visit it, you experience it. From the stunningly new to the quirkily old, Reno-Tahoe is a true original. It makes visitors feel like locals with a genuine lack of pretension. It is accessible to all and easy on the pocketbook. It promises nothing but a good time and demands nothing from you in return.



Strategic Marketing Decision

Let's market Reno as part of the Tahoe area.

A-ha moment

“Reno” is where you get a quickie divorce.
“Reno Tahoe” is where you ski all day, get weird all night.

WE'VE ALWAYS BEEN A LITTLE DIFFERENT. A LITTLE WILDER. A LITTLE WOOLLIER.
AND ABOUT AS FAR AS YOU CAN GET FROM EXPECTED.
SEE, IT'S OUR BELIEF THAT SOMEWHERE BETWEEN THE ENDLESS STRIP MALLS
AND THE SOY-HALF-CAF-NO-WHIP LATTES,
THE WORLD HAS LOST ITS WAY.
AND IT'S ABOUT TIME SOMEONE PUT THINGS RIGHT.
IT'S TIME SOMEONE STOOD UP FOR ALL THAT'S UNIQUE, AND OFFBEAT, AND TRUE.

FOR THE LAST FEW THINGS THE SUITS HAVEN'T
COMMERCIALIZED, HOMOGENIZED, OR
sucked all the fun out of.

***** THIS IS RENO TAHOE, U.S.A. *****

THE HOME OF BOARDERS AND BURNERS, BALLOON RACERS, AND BURGERS AS BIG AS YOUR HEAD.
A PLACE WHERE PARTIES DON'T REQUIRE PLANNERS.
WHERE REAL FRIENDS TRUMP FACEBOOK FRIENDS.

AND THE LINE BETWEEN "GET THE CAMERA," AND
"GET THE STRAITJACKET,"
WILL ALWAYS BE A LITTLE BLURRY.

AS LONG AS PEOPLE YEARN FOR SOMETHING DIFFERENT, WE'LL BE HERE.
CHASING THE ELUSIVE 7-10 SPLIT. WHISPERING ENCOURAGEMENT TO OUR RACING CAMELS.
AND SERVING AS A CONSTANT REMINDER THAT LIFE IS SHORT,
LAUGHTER IS CONTAGIOUS AND FUN ALWAYS FINDS A WAY.
MORE OFTEN THAN NOT, IT FINDS ITS WAY HERE.



FAR FROM EXPECTED.
visitrenotahoe.com

WE'VE ALWAYS BEEN A LITTLE DIFFERENT. A LITTLE WILDER. A LITTLE WOOLLIER.
AND ABOUT AS FAR AS YOU CAN GET FROM EXPECTED.
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MORE OFTEN THAN NOT, IT FINDS ITS WAY HERE.



REAL FRIENDS













Reno Tahoe: Results

Consideration to visit up 7%

Hotel tax revenue up 14%

FRANK HOWARD ALLEN

Marketing homes in the north bay.

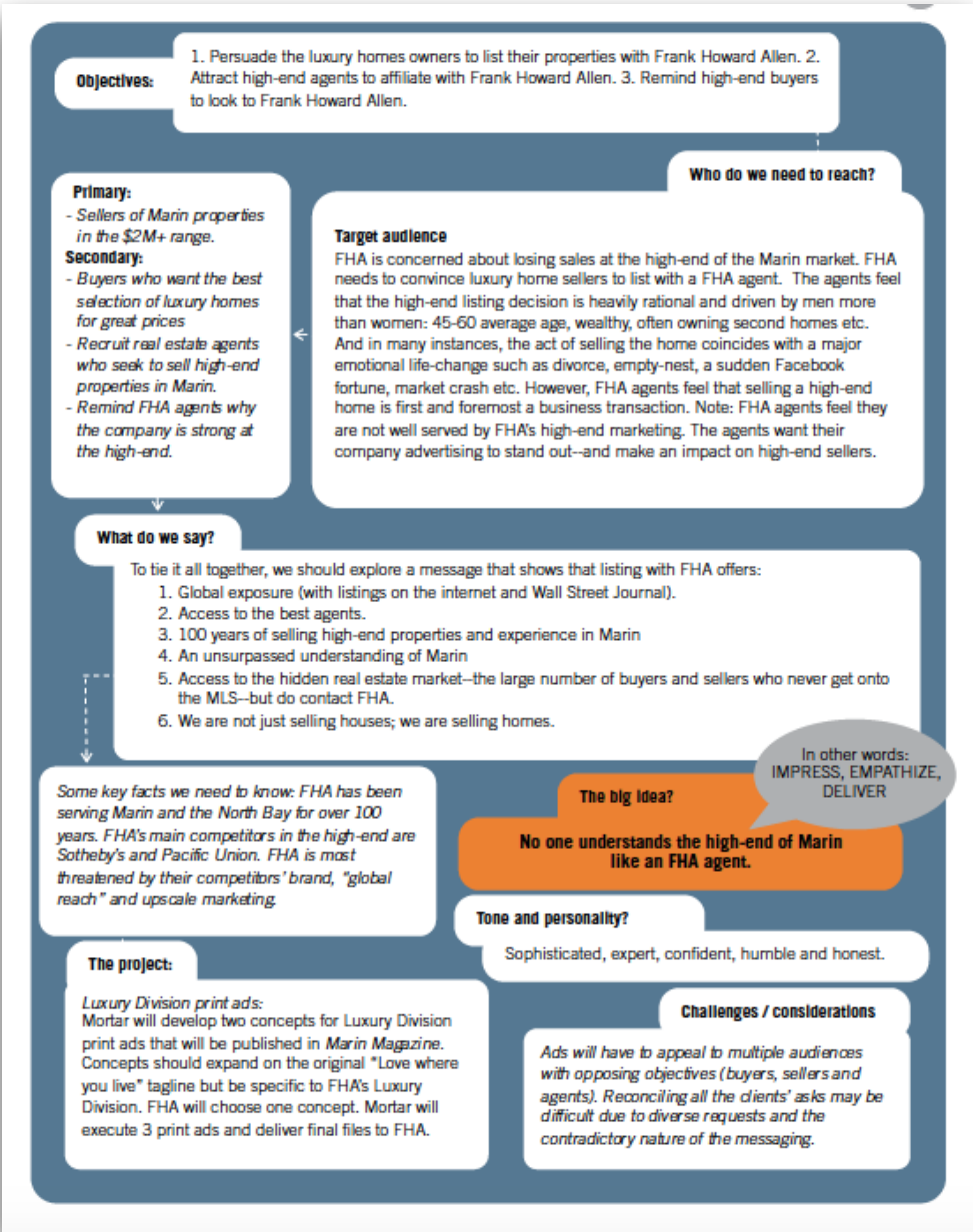
Frank Howard Allen Realtors

We reinvigorated Frank Howard Allen's legacy of excellence to help them recapture market share in the high-end real estate sector of the North Bay. Our work spotlights the things the audience cares about. Small wonder it's helped Frank Howard Allen become the largest independently owned and operated brokerage in the North Bay, and placed them among the top 60 real estate companies nationally.



Target Audience

FHA is concerned about losing sales at the high-end of the Marin market. FHA needs to convince luxury home sellers to list with a FHA agent. The agents feel that the high-end listing decision is heavily rational and driven by men more than women: 45-60 average age, wealthy, often owning second homes etc. And in many instances, the act of selling the home coincides with a major emotional life-change such as divorce, empty-nest, a sudden Facebook fortune, market crash etc. However, FHA agents feel that selling a high-end home is first and foremost a business transaction.

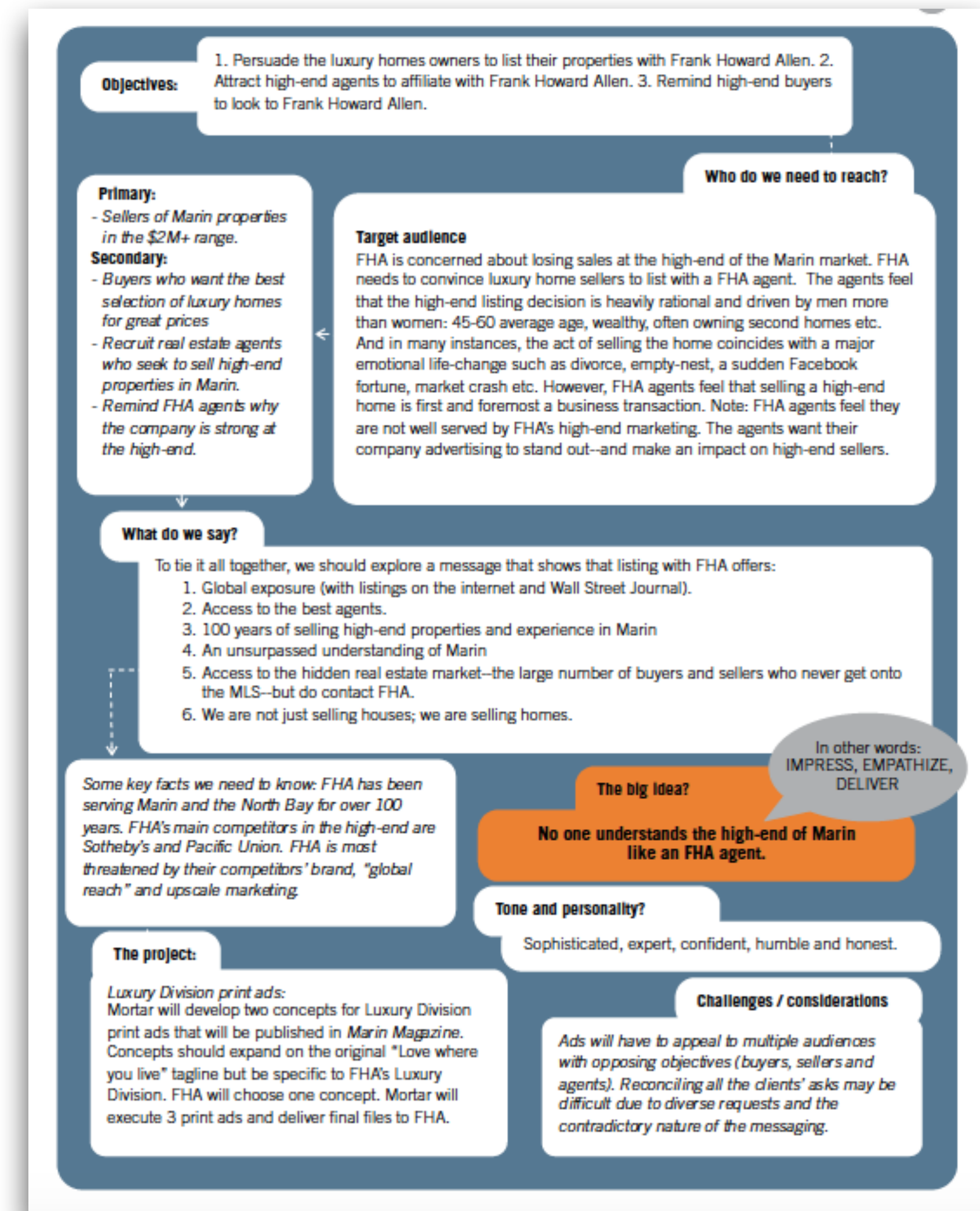


Key Insights

FHA has been serving Marin and the North Bay for over 100 years. FHA's main competitors in the high-end are Sotheby's and Pacific Union. FHA is most threatened by their competitors' brand, "global reach" and upscale marketing. Global exposure (with listings on the internet and Wall Street Journal).

FHA has: Access to the best agents. 100 years of selling high-end properties and experience in Marin. An unsurpassed understanding of Marin. Access to the hidden real estate market--the large number of buyers and sellers who never get onto the MLS--but do contact FHA.

We are not just selling houses; we are selling homes.



Strategic Decision

We are not selling houses. We are selling homes.

A-ha moment

No one understands Marin like Frank Howard Allen



Seems to us, your priorities should never be placed in escrow.

We know you can't put your life on hold just because you're buying or selling a house. At Frank Howard Allen, we'll take care of all the stressful little details—from opening escrow to managing the complexity of the sales process. So you can take care of what's really

important. For almost 100 years, the North Bay has been our home. Which means you're more than a customer to us. You're also a neighbor. And we want you to love living here as much as we do. Call your local office or visit us on the web at www.fhallen.com



We understand if title insurance and transfer taxes aren't top of mind.

Chances are you've got more important things to focus on. So let us worry about the extensive paperwork, contract timelines and endless details that go into buying or selling a house. After almost 100 years here in the North Bay, Frank Howard

Allen has the experience to make even the toughest transactions seem manageable. Which means you can enjoy a better quality of life—and take care of the things that matter most. Call your local office or visit us on the web at www.fhallen.com.





Disclosure forms have yet to be listed among "life's little pleasures."

It's hard to get excited about things like tax statements and termite reports. Unless, of course, you're us. At Frank Howard Allen, we believe in paying attention to the details when it comes to buying or selling a house. With almost 100 years' experience here in the North

Bay, we can make even the toughest transactions seem a little bit easier. It's the kind of support you'd expect from a trusted advisor—and the kind of care you'd count on from a friend. Call your local office or visit us on the web at www.fhallen.com



Love where you live



We understand if pest reports and home warranties aren't top of mind.

Chances are you've got more important things to focus on. So let us worry about the mountain of paperwork, contract timelines and endless details that go into buying or selling a house. After almost 100 years here in the North Bay, Frank Howard Allen has

the experience to make even the toughest transactions seem a little more manageable. Which means you can enjoy a better quality of life—and take care of the things that matter most. Call your local office or visit us on the web at www.fhallen.com



Love where you live

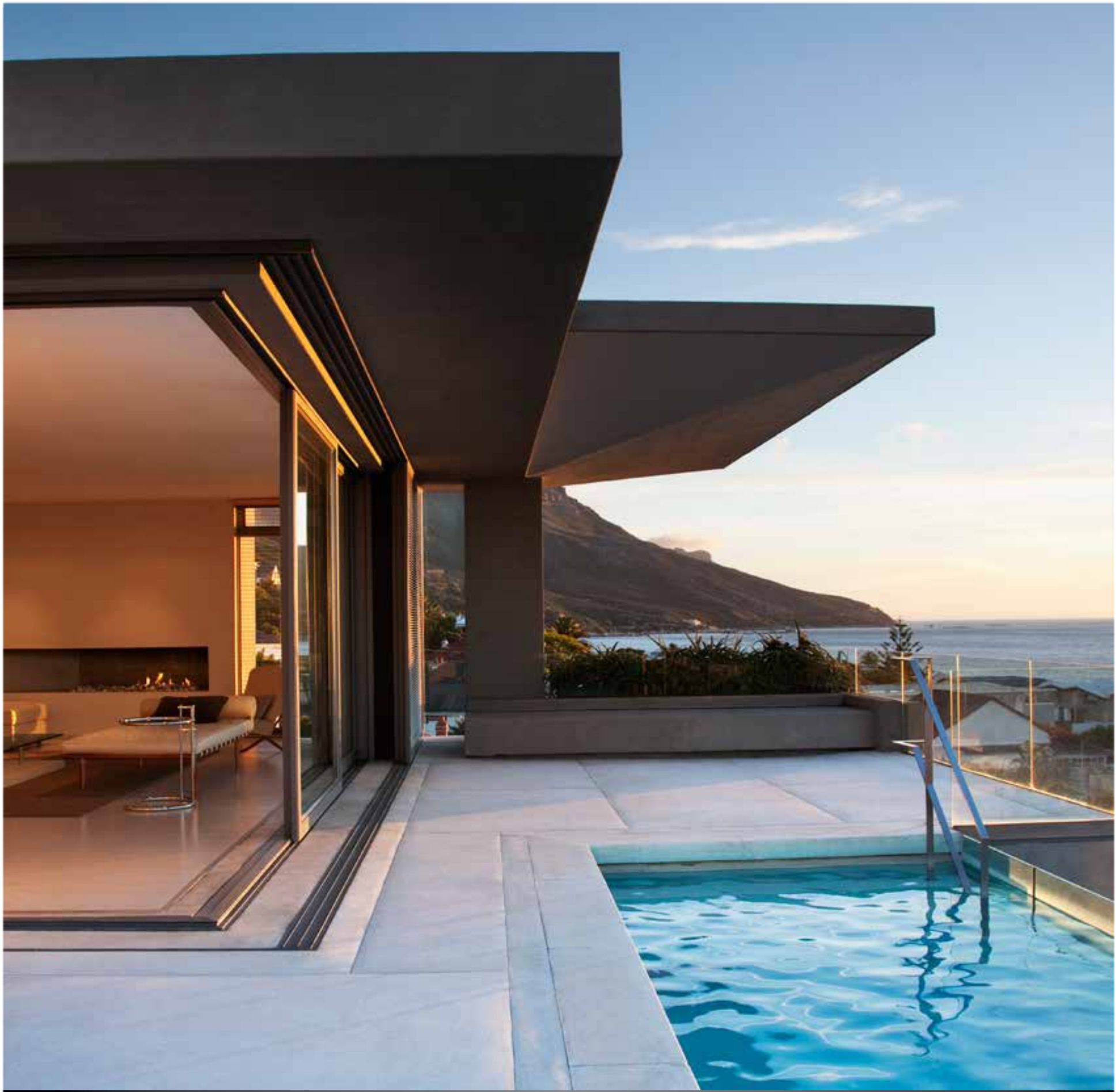


True masterpieces don't fit inside a frame.

All the art in the world couldn't beat a vista like this. There's nothing more breathtaking than a luxury Marin home, and no one who knows them better than Frank Howard Allen. We've been in the business for over 100 years, which means our depth of experience and global presence remain unmatched. Your standards for luxury are high. Shouldn't you demand the same from your realtor?



Love where you live.



We're not saying you shouldn't leave the house. But we understand if you don't.

You could say it's our mission to make you a homebody. After all, there's nothing more inviting than a luxury Marin home, and no one who knows them better than Frank Howard Allen. We've been in the business for over 100 years, which means our depth of experience and global presence remain unmatched. Your standards for luxury are high. Shouldn't you demand the same from your realtor?



Love where you live.





Remember to take Seminary.
Because the sooner you get off 101, the sooner you get to this.



LUXURY
PORTFOLIO
INTERNATIONAL

Only locals know the shortcuts. And only locals fully understand what it takes to sell a luxury home in Marin. Frank Howard Allen has been selling them for over 100 years, which has earned us unmatched experience, global presence, and inside knowledge that can't be learned overnight. As they say, practice makes perfect. And we know you're not interested in anything less.

FRANK HOWARD
ALLEN
REALTORS

Love where you live.



We can't guarantee you a seat at Farley Bar.
Then again, you might not need it.



LUXURY
PORTFOLIO
INTERNATIONAL

Only locals know the statistical improbability of getting into Farley Bar on Saturday. And only locals fully understand what it takes to sell a luxury home in Marin. Frank Howard Allen has been selling them for over 100 years, which has earned us unmatched experience, global presence, and inside knowledge that can't be learned overnight. As they say, practice makes perfect. And we know you're not interested in anything less.

FRANK HOWARD
ALLEN
REALTORS

Love where you live.



We've been saved
by Seminary more
than once. And no,
we're not talking
about school.



LUXURY
PORTFOLIO
INTERNATIONAL

Only locals know the shortcuts. And only locals fully understand what it takes to sell a luxury home in Marin. We've been selling them for over 100 years, which has earned us unmatched experience, global presence, and inside knowledge that can't be learned overnight. As they say, practice makes perfect. And we know you're not interested in anything less.



Only locals
know the
Seminary
shortcut.



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LUXURY
PORTFOLIO
INTERNATIONAL



Frank Howard Allen: Results

FHA is the leading realtor in Marin and Sonoma counties.

EXPLORATORIUM

Marketing a major bay area tourist attraction

EXPLORATORIUM

Global arts and sciences museum, pioneers of interactive exhibits.

Developed unique set of exhibits with NSF grant.

Challenge: explain an experience.

How to activate a value proposition in an unexpected way.

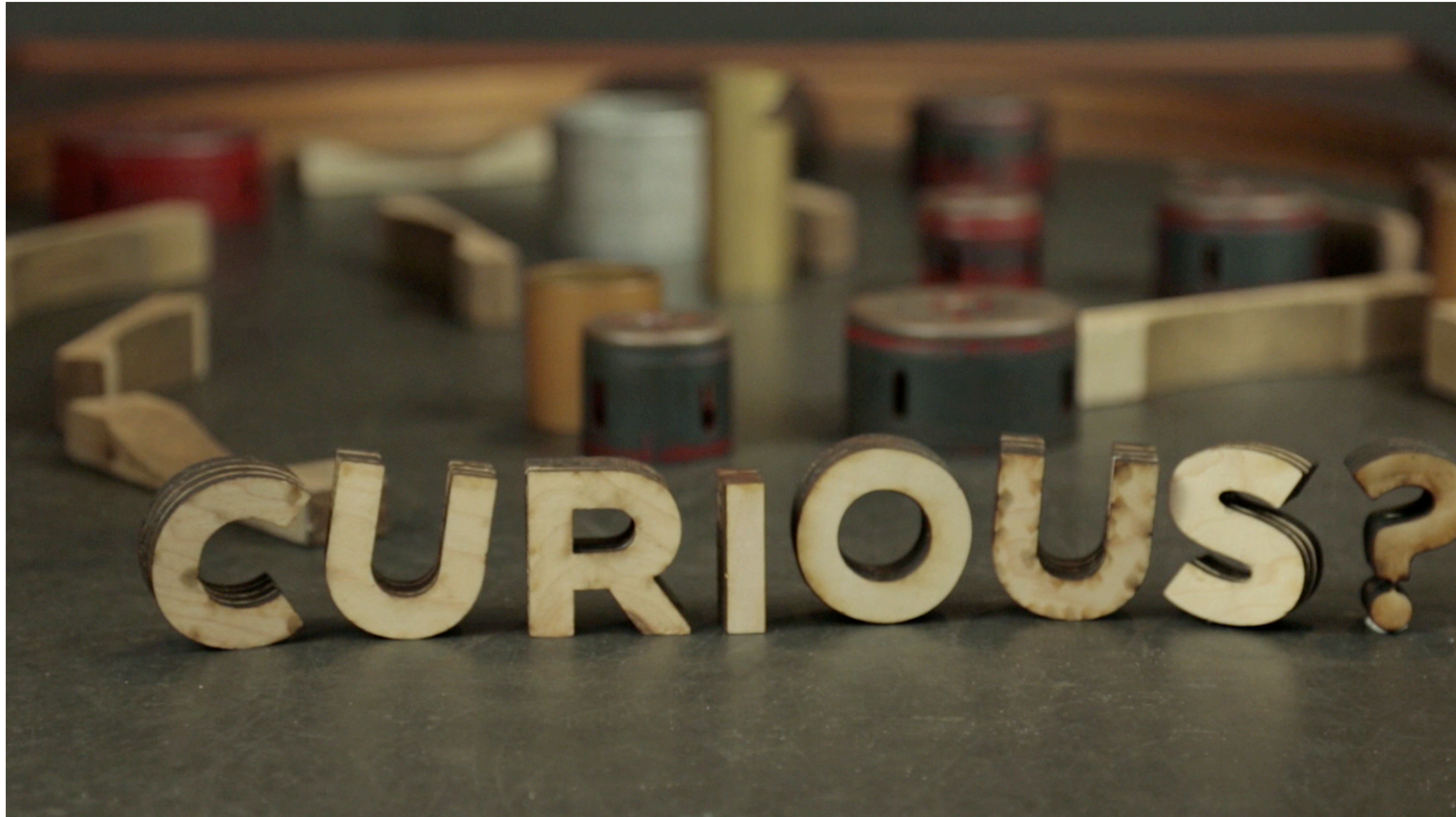


Strategic Decision

The marketing can be an extension of the exhibits.

A-ha moment

Adults enjoy it as much as kids do. Let's capitalize on that.



<http://mortaryard.com/Mortar/video.php?yt=15VARL9MMUk&title=Exploratorium%20-%20Pinball>

exploratorium®

lose some brain cells.
lose some brain cells.

AFTER DARK

On Thursday nights, both are appropriate.

Every Thursday Evening
6:00 P.M.–10:00 P.M.
Adults Only (18+)

exploratorium®

exploratorium®

quench your thirst.
feed your head.

AFTER DARK

On Thursday nights, both are appropriate.

Every Thursday Evening
6:00 P.M.–10:00 P.M.
Adults Only (18+)

exploratorium®

feed your mind.
quench your thirst.

AFTER DARK

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6:00 P.M.–10:00 P.M.
Adults Only (18+)

exploratorium®

thinking cap.
drinking hat.

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VISIT

Calendar Events

Thursday Nights/Adults

After Dark

Arts

Cinema Arts

Excursions

Free

Holiday Hours

Kids + Families

Lab Members

Live Webcasts

Members

Ongoing

Plan Your Visit

Hours

Get Tickets

Directions and Parking

Accessibility

Visit FAQ

Newsletter



Thursday Nights

Every Thursday • 6:00–10:00 p.m.

Location: [Exploratorium Pier 15](#)

Admission: \$15 General; \$10 Members; Free for [Lab Members](#)

Please Note: Adults Only (18+)

Upcoming Program

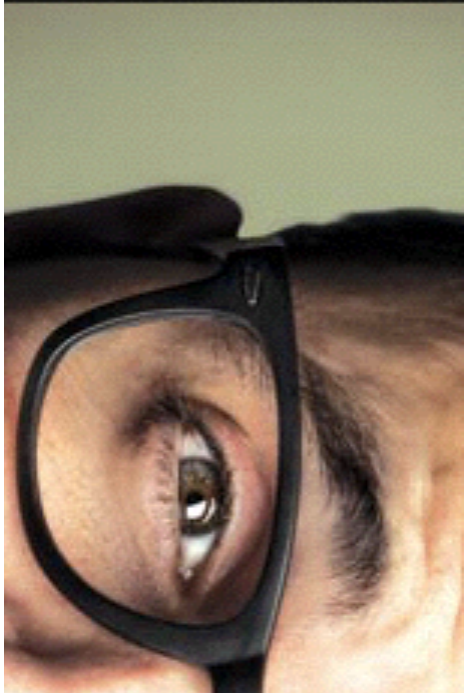


explOatorium



EVERY THURSDAY NIGHT

explOatorium

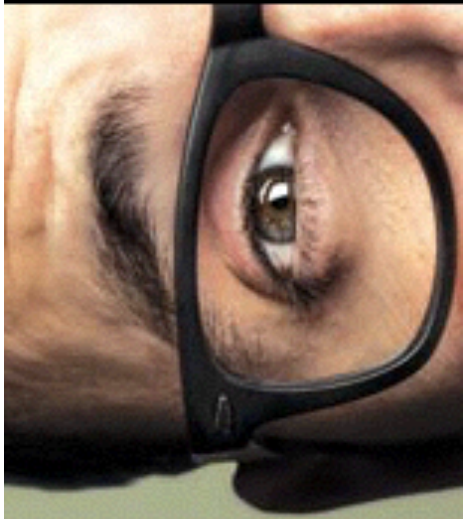


social exploration.

EVERY THURSDAY NIGHT

explOatorium

social lubrication.



EVERY THURSDAY NIGHT

explOatorium

On Thursday nights, both are appropriate.

Pier 15
6:00 - 10:00 p.m.
Adults only (18+)

LEARN MORE >


EVERY THURSDAY NIGHT

explOatorium



EVERY THURSDAY NIGHT

explOatorium



feed your mind.

quench your thirst.



EVERY THURSDAY NIGHT

explOatorium

Pier 15 | 6:00 - 10:00 p.m. | Adults only (18+)

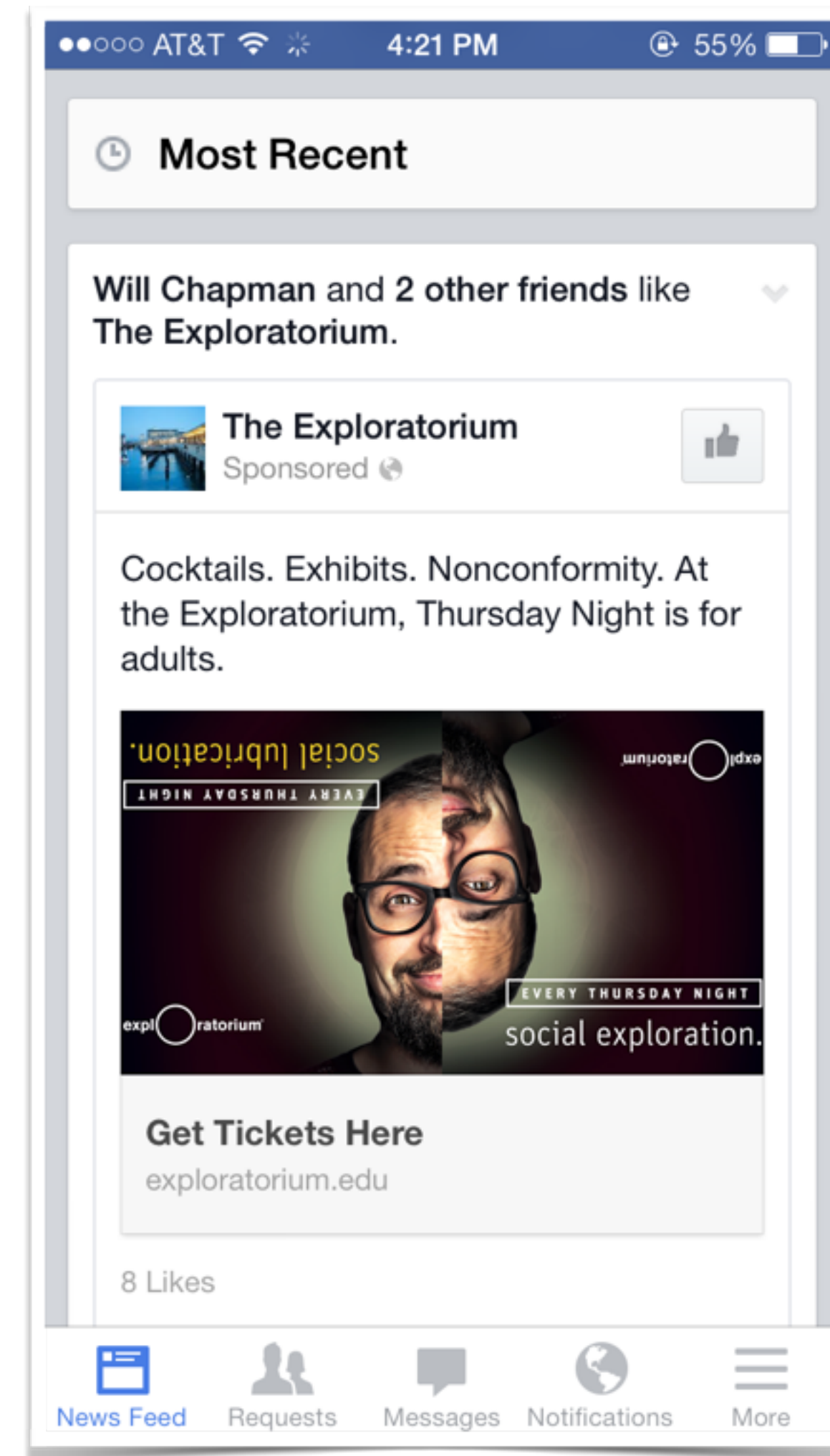
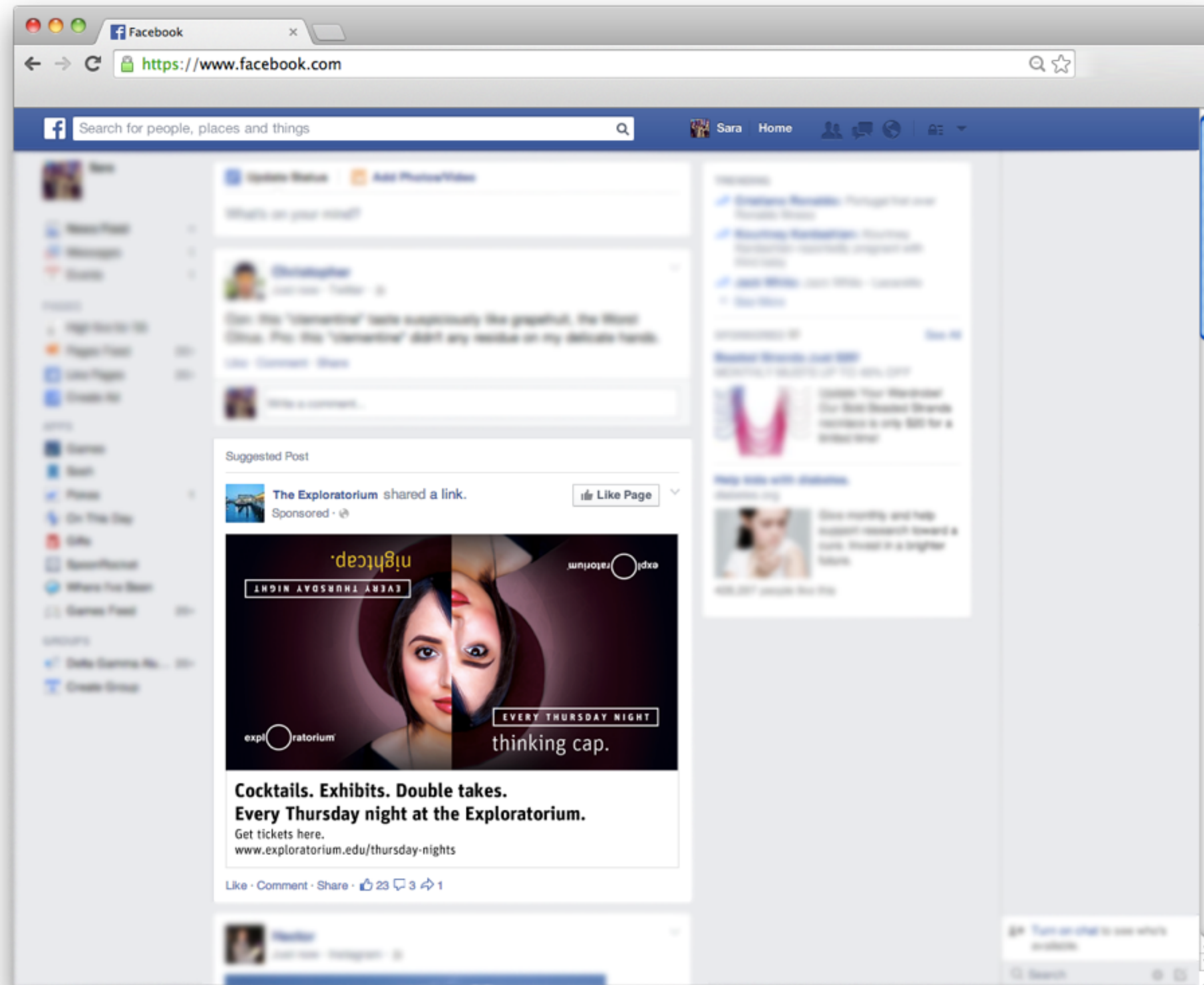
LEARN MORE >

EVERY THURSDAY NIGHT





<https://soundcloud.com/mortar-agency/sets/exploratorium-thursday-nights>



Exploratorium: Results

Exploratorium will beat its budget for the first time since opening.

Marin Community Foundation

Absolute Connectedness

Marin Community Foundation

Challenge: The organization was suffering from misperceptions and misunderstandings because people who have the power to influence are misguided or confused.

Target: The people of Marin.

Value: MCF creates profound, tangible community impact through an absolute connectedness with Marin and its people.

Strategic Decision

We are not just investing in Marin.
We invest in the future of the planet.

A-ha moment

Even when people are giving their money away,
they want to know it's working hard.

How change happens.




MARIN COMMUNITY FOUNDATION

HOW CHANGE HAPPENS



MARIN COMMUNITY FOUNDATION

HOW CHANGE HAPPENS




How open minds happen.

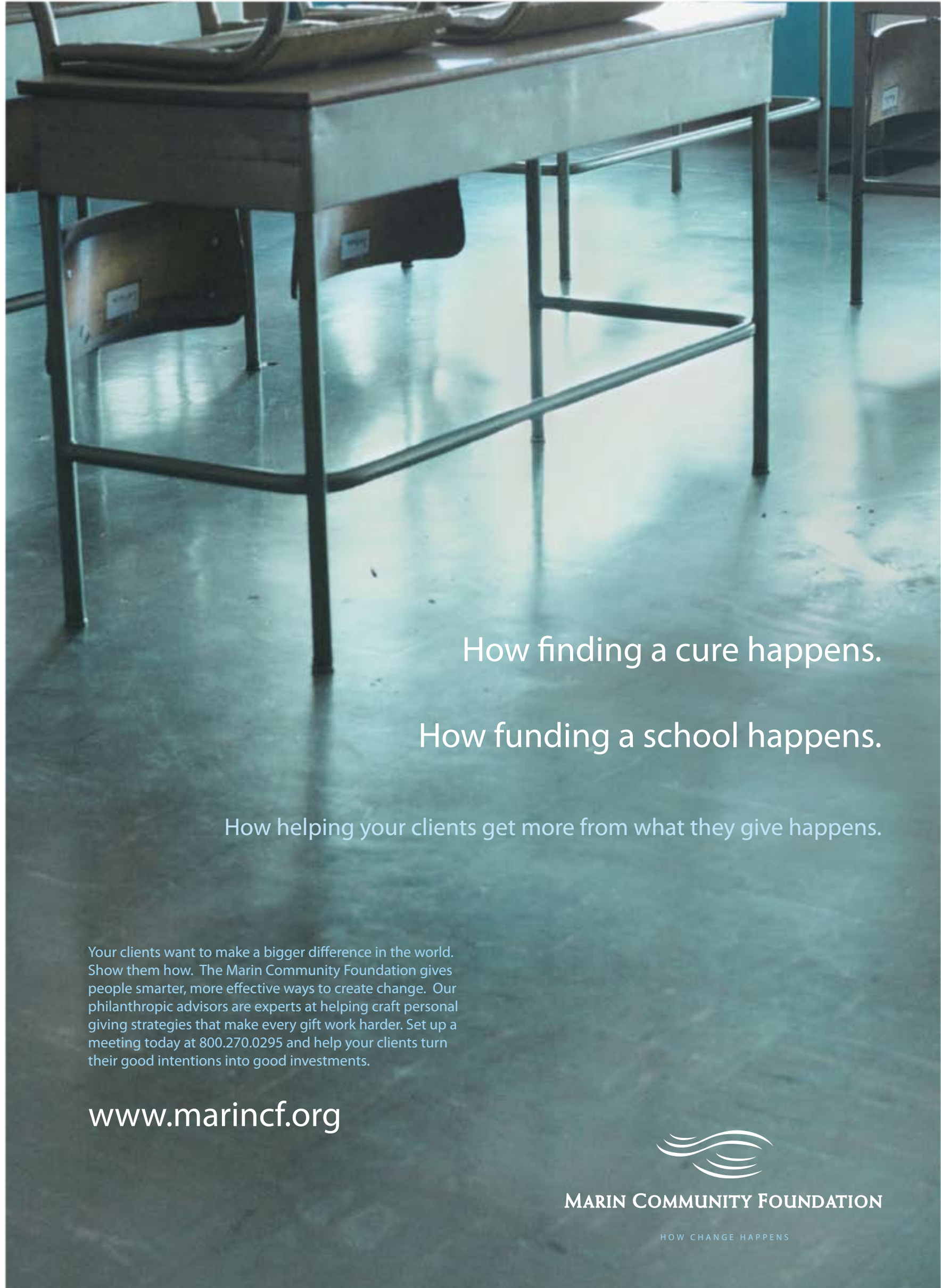
How open space happens.

How turning good intentions into good investments happens.

Your clients want to make a bigger difference in the world. Show them how. The Marin Community Foundation gives people smarter, more effective ways to create change. Our philanthropic advisors are experts at helping craft personal giving strategies that make every gift work harder. Set up a meeting today at 800.270.0295 and help your clients get the most out of what they give.

www.marincf.org


MARIN COMMUNITY FOUNDATION
HOW CHANGE HAPPENS




How finding a cure happens.

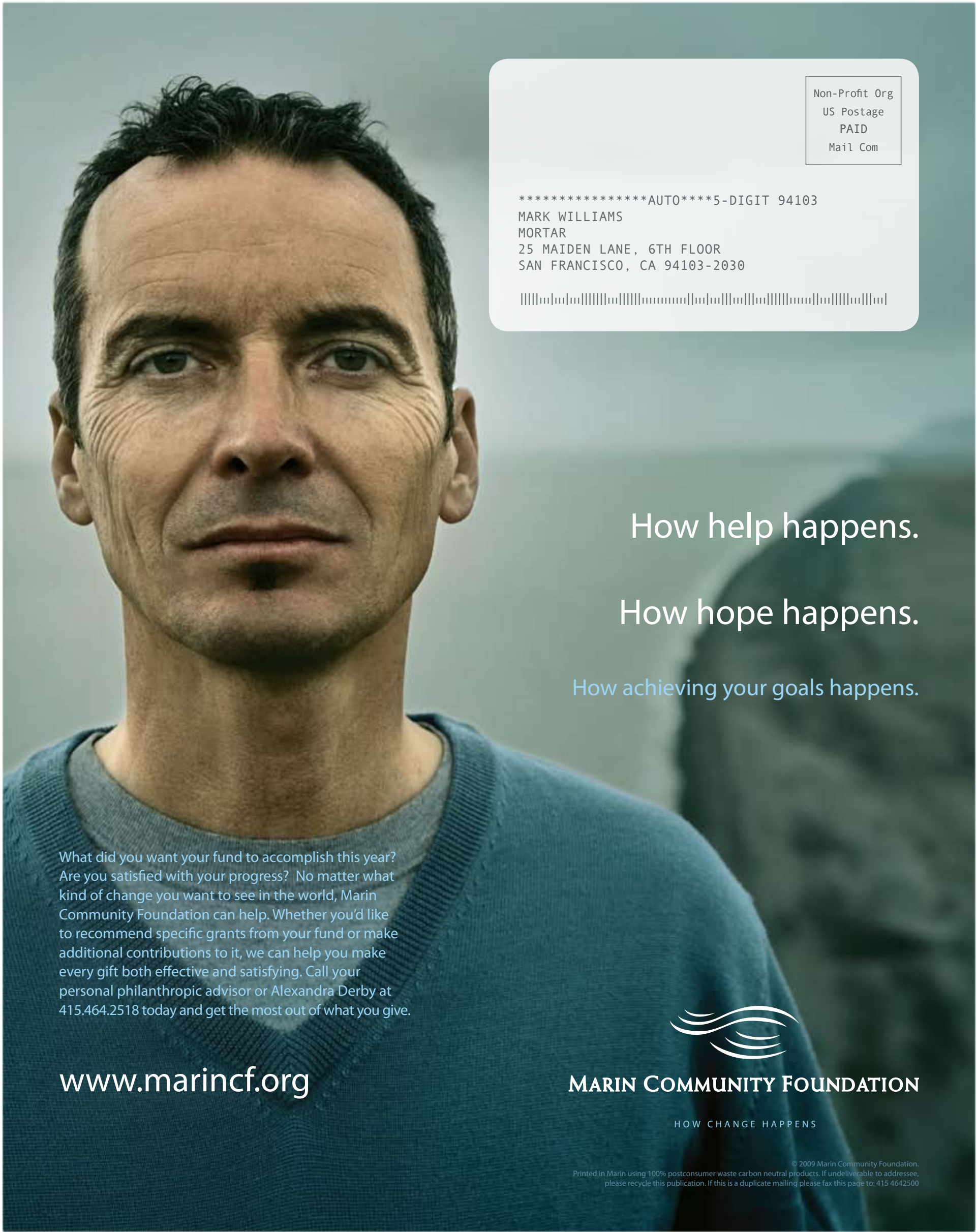
How funding a school happens.

How helping your clients get more from what they give happens.

Your clients want to make a bigger difference in the world. Show them how. The Marin Community Foundation gives people smarter, more effective ways to create change. Our philanthropic advisors are experts at helping craft personal giving strategies that make every gift work harder. Set up a meeting today at 800.270.0295 and help your clients turn their good intentions into good investments.

www.marincf.org


MARIN COMMUNITY FOUNDATION
HOW CHANGE HAPPENS



Non-Profit Org
US Postage
PAID
Mail Com

*****AUTO****5-DIGIT 94103
MARK WILLIAMS
MORTAR
25 MAIDEN LANE, 6TH FLOOR
SAN FRANCISCO, CA 94103-2030

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How help happens.

How hope happens.

How achieving your goals happens.

What did you want your fund to accomplish this year?
Are you satisfied with your progress? No matter what
kind of change you want to see in the world, Marin
Community Foundation can help. Whether you'd like
to recommend specific grants from your fund or make
additional contributions to it, we can help you make
every gift both effective and satisfying. Call your
personal philanthropic advisor or Alexandra Derby at
415.464.2518 today and get the most out of what you give.

www.marincf.org

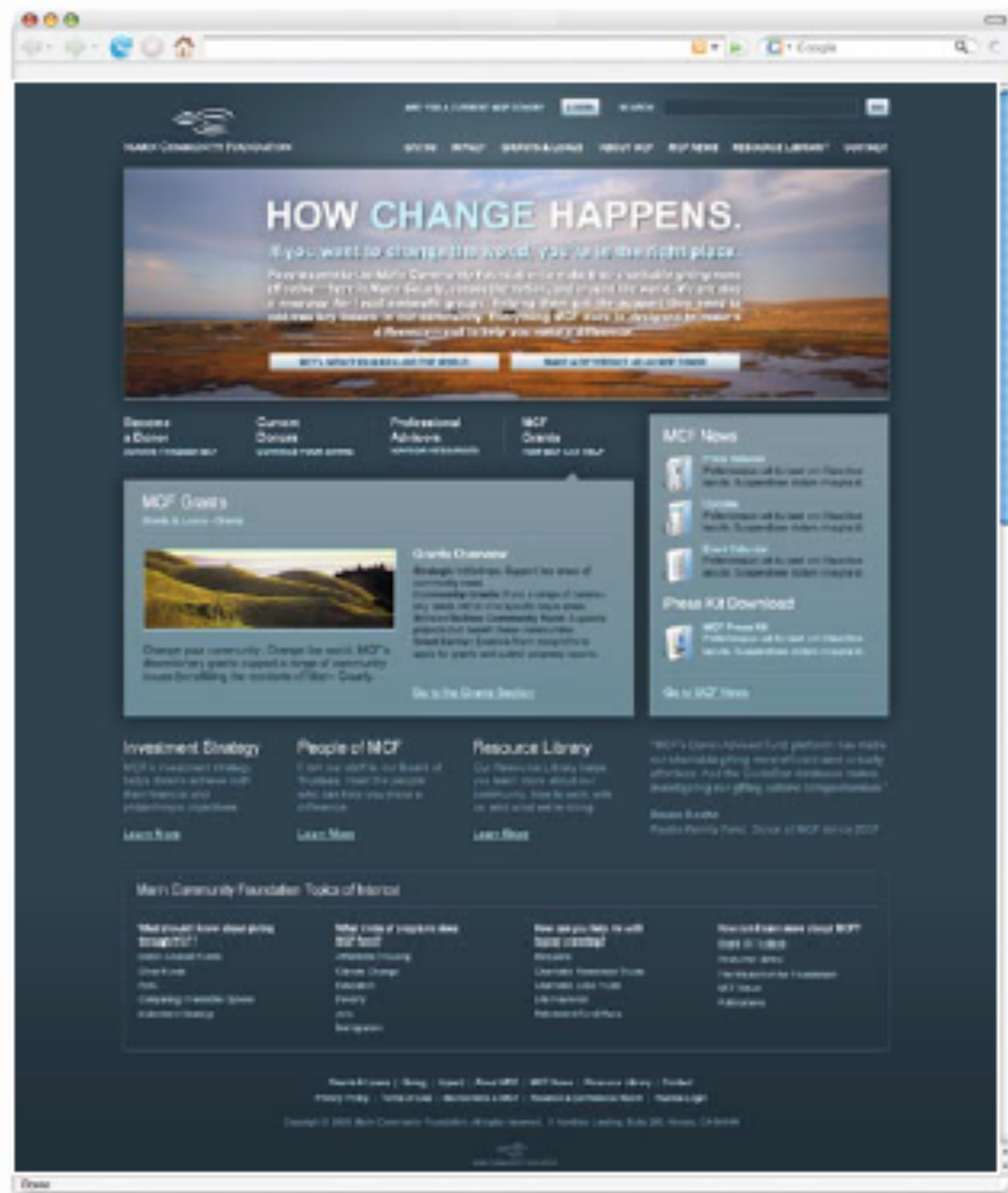


MARIN COMMUNITY FOUNDATION

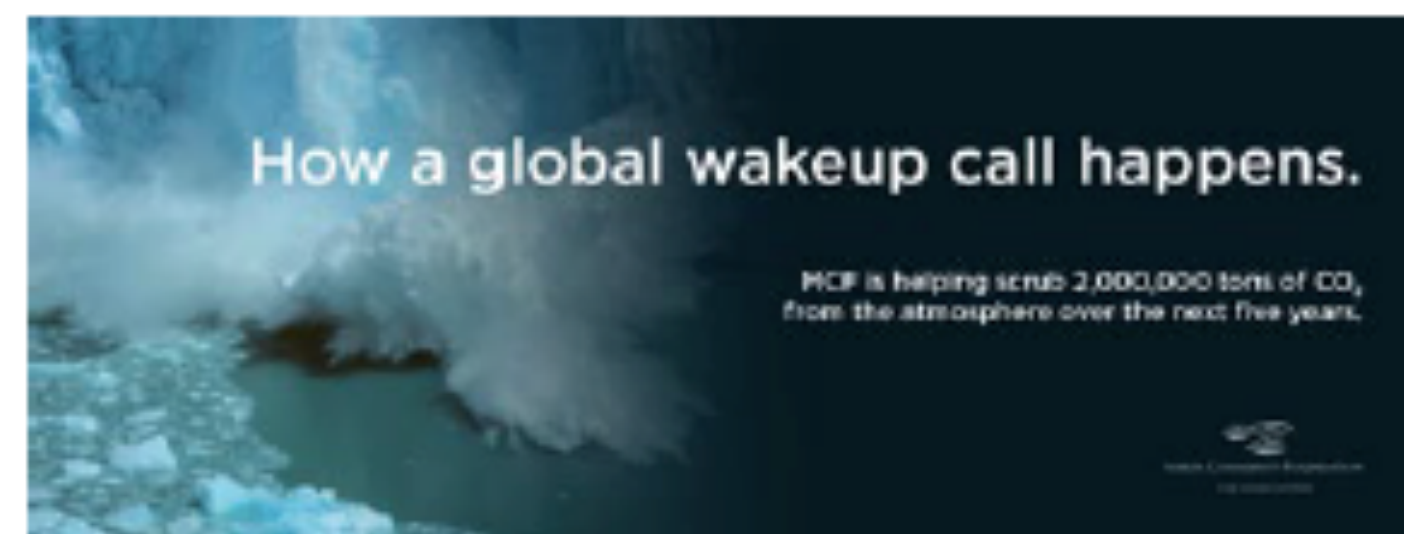
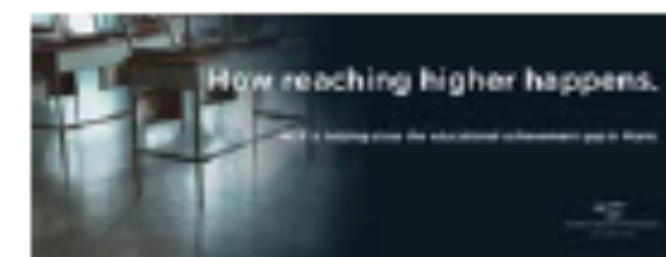
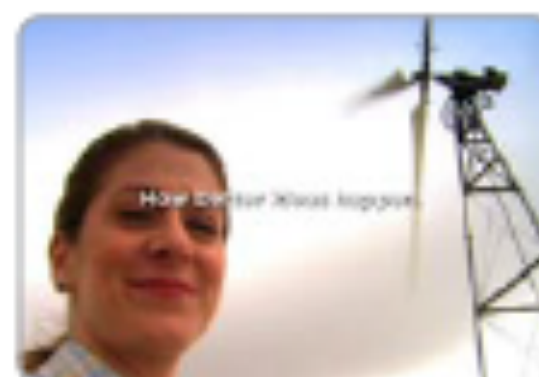
HOW CHANGE HAPPENS

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please recycle this publication. If this is a duplicate mailing please fax this page to: 415-4642500





Brand Video :90



MCF: Results

MCF broke records for fund raising and investor satisfaction.

PLAYA VIVA

Making Eco-Heaven a place on earth

Playa Viva

The fast-growing market segment, Lifestyles Of Health And Sustainability, make an easy target for this eco-friendly resort. We gave Playa Viva's brand a clean, simple, community-oriented feel that speaks the language LOHAS Moms (aka: decision makers) love. A match made in eco-heaven.





Let the environment impact you for a change.

The beaches, forests and estuaries here are protected by Playa Viva, a local sustainable luxury resort. Owners, guests and residents are all part of the efforts to rejuvenate the ecosystem and protect the thousands of species that call this place home. To learn how you and your family can enjoy the splendor of nature without damaging it, visit www.playaviva.com, or call (866) 482-8922.

PLACE STAMP HERE

PLAYA VIVA
SUSTAINABLE RESORT & RESIDENCE COMMUNITY





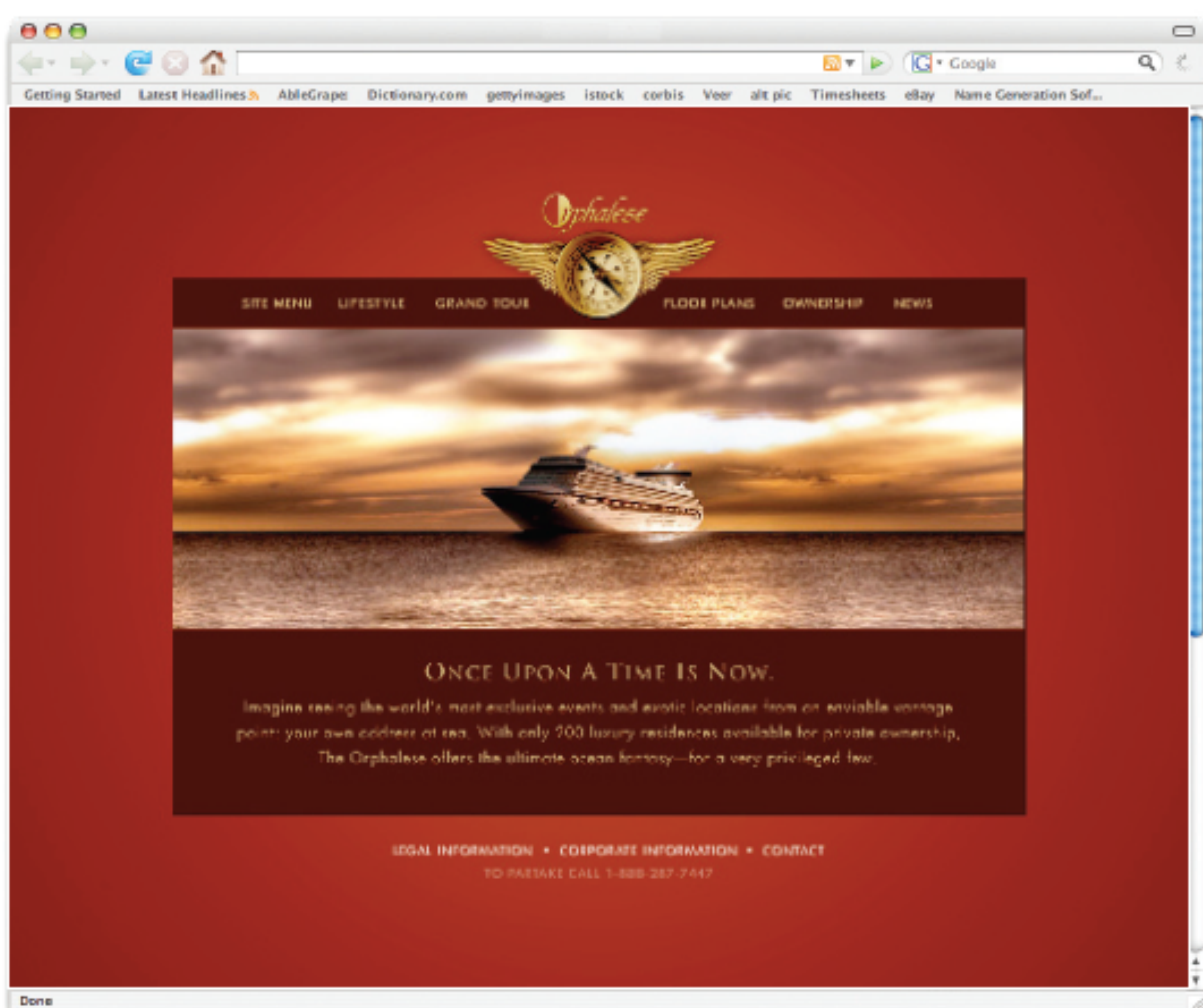
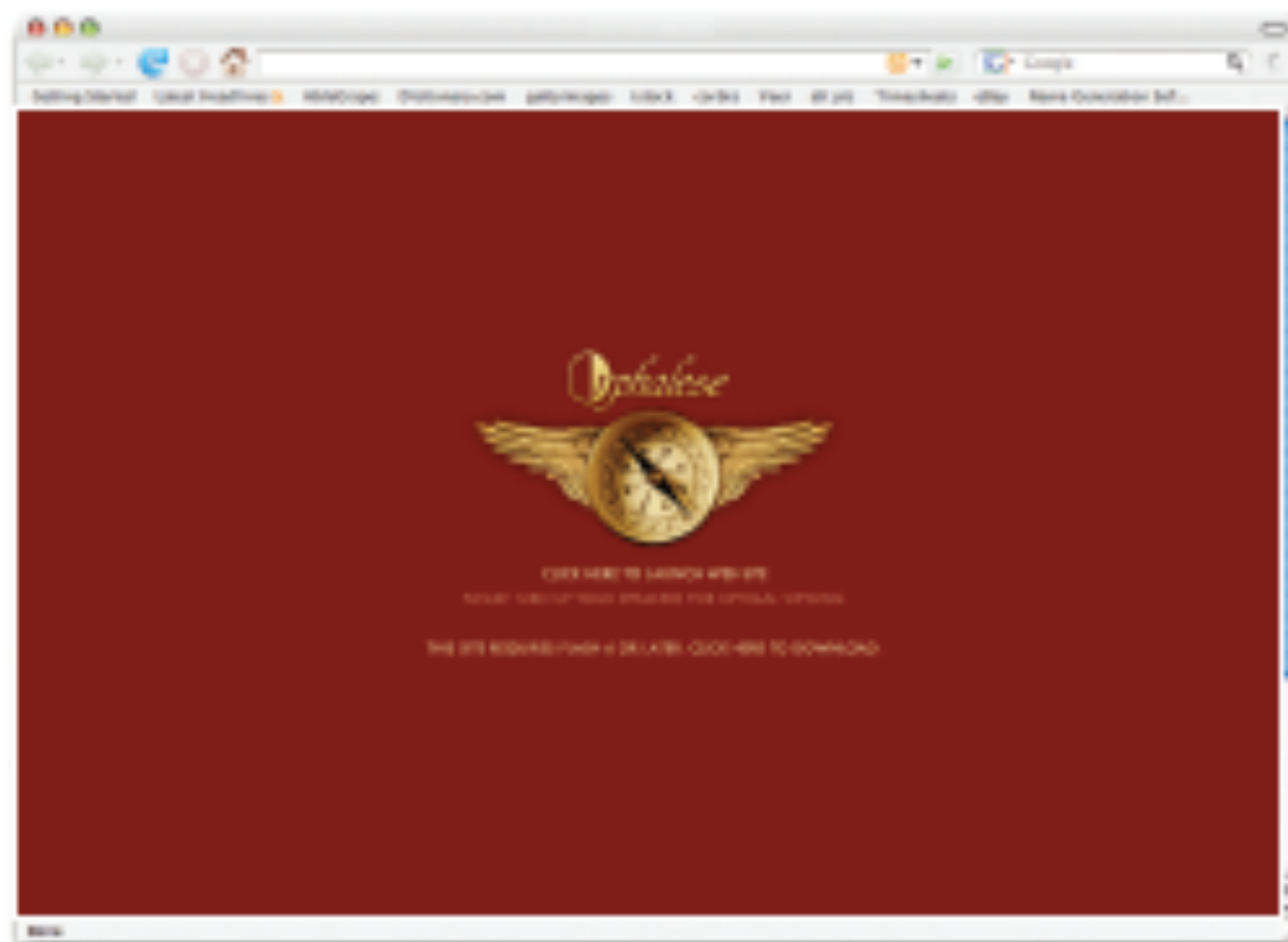
THE ORPHALESE

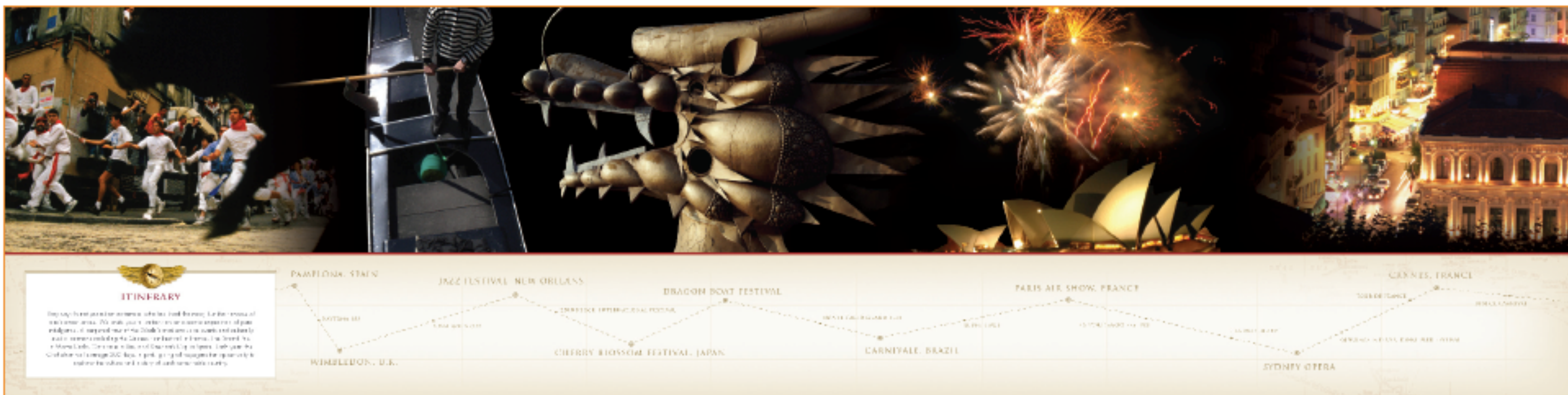
HELLO, SAILOR!

The Orphalese

This luxury liner was named after the mythical city in Kahlil Gibran's *The Prophet*, where the seer delivered his message to the citizens of Orphalese "with a singing heart" after 12 years at sea. Ordinarily, we couldn't think of a thing in the world that would make us want to spend 12 years on a boat. That was before we saw the Orphalese.







ABOUT MORTAR

You asked: Cite a collaboration effort your company initiated, bringing separate companies and/or groups together for marketing or promotional purposes.

You're responsible for every dollar you spend. Yet you've sent an RFP to a bunch of creative types, asking them to make art. That's a nerve-wracking proposition. We think our collaborative approach makes that dynamic a little less frightening. Here's what we mean: When we first engaged with the Reno Sparks CVA, they couldn't stop telling us about how they thought they were the "Sonoma of the North" and/or "Vegas, Jr." But their tourism numbers didn't bear that out. So we asked the tourists themselves. Sure, we got some scary answers, like "Not a lot of teeth on those people." But we also got some interesting ones. About authenticity. Good-weirdness. And unique brands of fun no other destination could offer. We brought that data back to the client. Got their heads nodding. Together, we found a path we could turn the creatives loose on. And together, we made every dollar they spent work harder.

You asked: Cite a collaboration effort your company initiated, bringing separate companies and/or groups together for marketing or promotional purposes.

On a more practical note, collaboration is central to all things Mortar, and there's no better example of our role as a catalyst and organizer than our ongoing work with the Exploratorium.

Our relationship together began strictly within the framework of Marketing and Advertising services, but it quickly became clear that in order to position the institution in a fresh, modern way that was in-line with internal expectations, we'd need to bring many different groups to the table. Over the last three years, we've evolved our working relationship with our Marketing clients at the Exploratorium, bringing internal and external groups together to form a unified team moving to meet the same goals. This is unprecedented territory, and it's directly impacted overall brand perception, and the bottom line.

On the following page you'll find a list of the groups/entities that we've pulled together in our unified marketing efforts and what we contribute within each category.

Marketing

It all started here with our work as
Agency of Record on all marketing and advertising efforts.

Online Social Engagement

- Define all social extension of campaign work
- Produce social campaigns that connect to marketing

Web & Content

- Collaborate on design of campaign landing pages
- Close the loop on online transactions

Museum Experience

- Connect marketing to current museum programming

Exhibit Design

- Work with exhibition designers on build of museum floor to connect to look-and-feel of external advertising

Membership

- Help define membership messaging and creative output to tie to overall marketing efforts

Fundraising

- Connect marketing efforts to fundraising initiatives, creating fundraising video/branding for Exploratorium Gala

Fulfillment

- Work with external vendors on the design and distribution of key print pieces/mailers

3rd Party Media Partners

- Help negotiate and manage contracts with media partners to gain promotional opportunities

Public Relations

- Leverage PR department to use museum contacts to connect media efforts to marketing

Global Studios

- Tie marketing efforts to global institutional learning efforts taking place promoting Exploratorium mission abroad



Item	Experience rating	Comment
Creative partnerships	5	Mortar is a creative partnership. Working well with creative partners of all sorts is in our DNA.
Destination marketing	5	Our experience spans multiple destinations and experiences in the Bay area including Reno Tahoe, the San Francisco Dungeon and Exploratorium.
Non-profit Rebranding	5	Mortar's experience with non-profits includes the Marin Community Foundation and the SFAids Foundation. We even have our own Foundation.
Digital, print and broadcast media	5	Every campaign detailed here was executed online and in print and broadcast.
Industry partners, including but not limited to CalTravel, Visit California, Destination Marketing Association International, Discover America	5	Extensive. We currently work with CalTravel for SF Dungeon.

Item	Experience rating	Comment
Online portals, including TripAdvisor, Visit California, Gay Travel	5	Extensive.
Photography & videography	5	See examples.
Website production	5	See examples.
Trade Media, including group travel, sports and meetings & events	5	See examples.

To find out more contact mark@mortaragency.com