

#### A PROPOSAL TO REDESIGN THE

## Mallinckrodt Institute of Radiology Website

March 8, 2019



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# An Inside Look

## An Inside Look

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If you could peer inside Paradowski to see what makes us tick, you'd find that although our business cards might read "copywriter," "developer," "content strategist," or "account executive," our secret is that every one of us is really a designer. But we don't just design websites, content management systems or user interfaces, we design **experiences**.

And nothing gets us more excited than designing amazing experiences for clients who share our passion for science and technology—clients such as the Donald Danforth Plant Science Center, Bayer, Graybar, The Climate Corporation, T-REX and, hopefully, the Mallinckrodt Institute of Radiology.

We have a lot of experience making complicated topics simpler to understand and unwieldy resources easier to use.

It's one reason we think you should select us to reimagine the MIR website.

#### HERE ARE A FEW MORE REASONS:

- We work to properly diagnose a problem before we start working on the solution.
- We know beautiful design and moving brand experiences are equal parts big picture and meticulous attention to every executional detail. So we approach our clients' challenges with a blend of creative strategy and compulsive perfectionism.
- We believe in empirical data, testing and experimentation.

We constantly measure our results, refine our solutions and build on what we've learned.

# Our Perspective

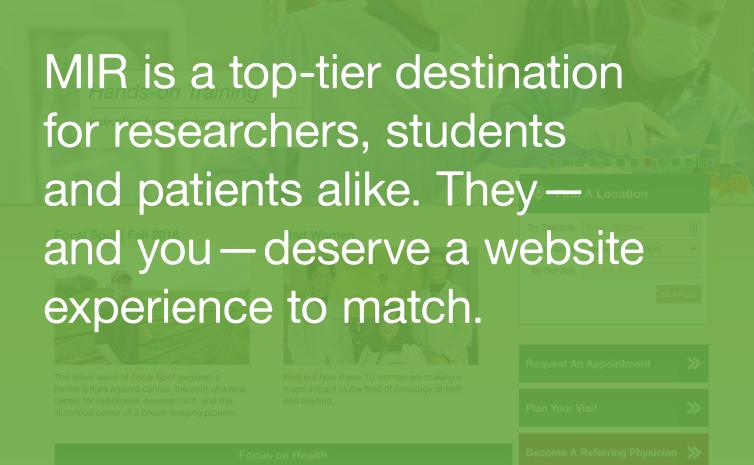
## Our Perspective

Institutions like MIR offer a host of benefits to patients and academics alike. For patients, access to the latest research, breakthrough treatments, state-of-the art technologies, experimental procedures and specialty expertise can mean better diagnoses and better outcomes.

And for students, faculty and researchers, the hands-on experience and real-world applications mean a more well-rounded education, more accurate results and a better connection between bench and bedside.

With so many amazing stories unfolding at MIR every day, you're already doing the hard work of drawing people in. We just need to make it easier for them.

The current website has become a labyrinth, with scores of standalone pages and no clear path for exploration. The central purpose of this redesign should be connecting all your audiences to the information they need faster and more intuitively.

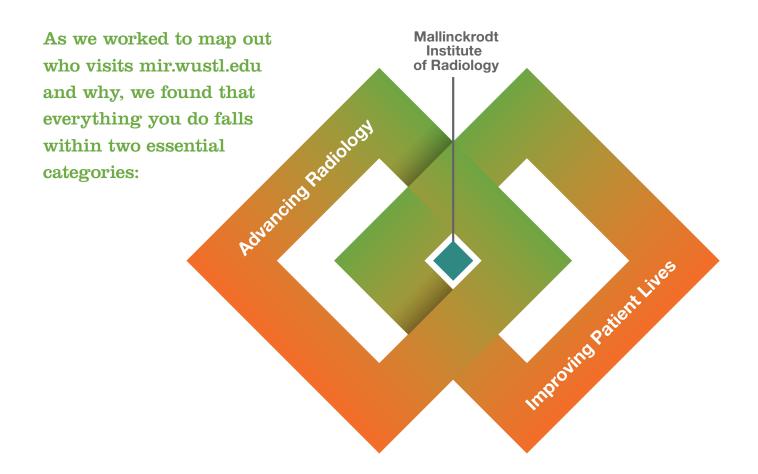


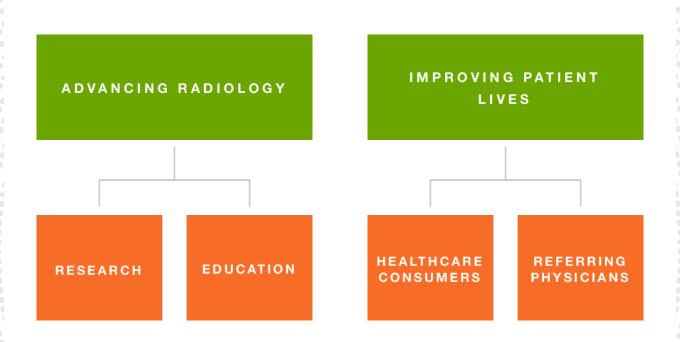
#### Our Approach

#### WHAT ARE WE DOING?

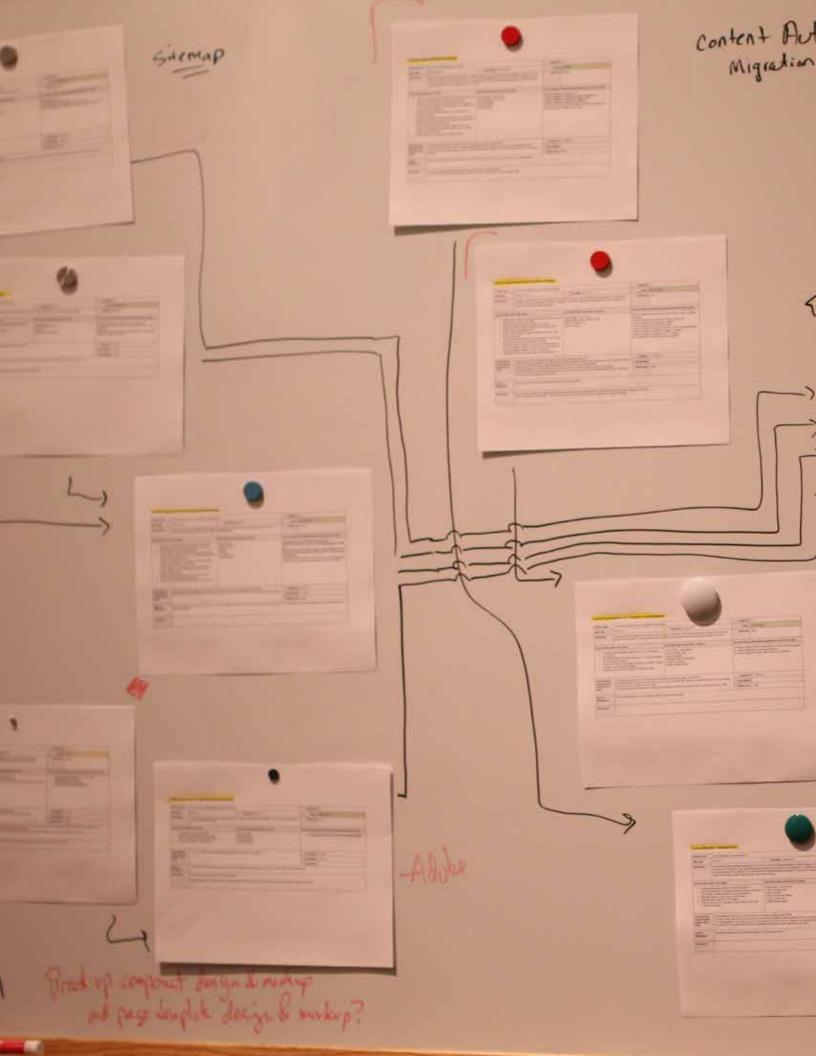
We're particularly good at transforming the technical, scholarly and scientific into experiences that engage, educate and inspire.

And we've built big, complicated (and award-winning) websites around big, complicated topics. Our success at distilling vast amounts information into a form that's easy for audiences to understand and apply boils down to, well, boiling it down.





These twin missions deeply affect and influence each other, and they provide the basis for every recommendation that follows — from site design to content strategy. As in life, the digital experience of MIR should consistently elevate and integrate these two callings.



Design & UX

## Design & UX

#### Why are we doing this?

When it comes to web experiences, the medium **IS** the message. Human beings make decisions quickly. They make them visually. And they make them emotionally.

Visitors have options for clinical care, research opportunities and education. So why should they choose MIR? Your website should make it not just the obvious choice, but the only one.

#### PRETTY, QUICK

The best digital content and web experiences have something in common: they're beautiful.

And it's not just because of the emotional impact aesthetics have on a user (we'll get to that), but because a website is the single most accessible articulation of a brand. And first impressions are critical, because we know that visitors make brand judgements within seconds.

Design is the first thing users evaluate, because we are all visual learners. People process images 60,000 times faster than text, and 90 percent of what's transmitted to the human brain is visual.

#### **GETTING EMOTIONAL**

We're not only driven by aesthetics. There's also that darned amygdala.

As one of the most primitive areas in our human brains, we might assume that its raw emotions and knee-jerk instincts are easily overlooked, or at least overcome. But as it turns out, our emotions are critical to higher-order decision making.

"Without emotion, we are biologically incapable of making decisions. Logic is often the last step in the process. The conscious intellectual brain steps in to produce a rational backstory to justify impulses generated in the murky corners of the unconscious mind."



JANET CRAWFORD

Author with Master Practitioner Certification in Neuro-Linguistic Programming

Janet Crawford sits at the intersection of neuroscience and business, and she's not alone in her perspective.

Visitors to the MIR website may come to it at emotional time. Whether they're patients looking for answers or prospective students at a pivotal moment in their academic careers, you need to connect with them emotionally and communicate the MIR advantage with empathy.

# The Best User Experience is a Useful Experience

Beautiful design isn't worth much if it's not also useful. Put simply, UX refers to the practice of simplifying complexity.

Users today, especially digital natives, want to be delivered directly to the content they need. And they want to be delighted in the process. With context for why users come to a site and what they hope to accomplish there, we can provide better access and more enjoyable interaction from start to finish.

## What does date night have to do with best-in-class UX?

Let's say we're out to dinner. We have two different options: a quaint bistro and a Tex-Mex joint where you can order Combo #59. Putting food quality aside for a moment, which menu offers a better user experience?

Chef's Tasting Menu

(Caveat: let's assume both restaurants make an equally impressive margarita and that, for once, is not a factor.)



## Decisions, decisions...

We're tempted to give users (or diners) all the options. Every possible way in which we can prepare beans, cheese, protein and rice, in the case of our Tex-Mex example. Choices are good, right?

#### **HERE'S THE PROBLEM:**

Too many choices create fatigue and perhaps even a negative experience.

NN/g, the self-proclaimed (and oft-credited) "World Leaders in Research-Based User Experience," point out another peril of too many options. Once a decision has finally, exhaustively, been made, we're left with "a nagging feeling that [we] missed something important."

## Simplicity always wins

The better dining experience is the bistro that delivers a simple, easy-to-navigate menu that anticipates the flavors for which guests are looking

This is true universally. The types of relevant content vary by audience. The precise image of beauty varies depending on who you're targeting. But according to a joint study by Harvard, the University of Maryland and the University of Colorado, one thing is true for all of us.

The more visually complex a website is, the lower its visual appeal.

We'll work with stakeholders to define our users' goals and develop a site structure that guides them to the primary content types they'll be looking for, as quickly and intuitively as possible.



# Many audiences, one site

Physicians, patients, educators, students, researchers, fellows, families.

How can we create a simple, intuitive user experience when we have so many audiences?

To **fully** answer that question, we need to do the research, with you, into your audiences' behaviors and analytics. We can't guess.

#### We aren't your user. You aren't either.

When evaluating a site's user experience design, empirical data is always better than guessing—even if that data is small. Some form of user research is required to 'get into the minds' of users, to understand their behaviors and motivations, what they are trying to achieve, and the wider context of their actions. This can involve research techniques ranging from user interviews and surveys, to insights from help-desk staff and web analytics. To avoid bias, you need to learn about your users, involve them in the design process and interact with them.

But to **partially** answer the question, there are two broad ways.

## 1 Design for intent

Instead of structuring navigation and site architecture around who the audience is, design it based on the intent of what they're hoping to experience. This might manifest in two primary paths:

One experience designed for those who believe they can contribute to significant advancements through research and education.

And another experience designed for those who want to know how MIR can improve or save patient lives.

## 2 Customization

With a flexible, modular design approach backed by a robust content strategy, you can better anticipate users' needs and deliver the information they need when they need it. You can also adapt different pages for different needs and objectives, making it more enticing for tangential sites like the Optical Radiology Lab to rejoin mir.wustl.edu.

However we proceed, we'll continue to test, learn and optimize as we go. Like medicine, effective web design and UX requires constant curiosity and ongoing data collection. But our fundamental UX design philosophy has always proven to be true:

Design, simply. Give users what they need, when they need it, and not a moment sooner.

While not a requirement of this RFP, we couldn't help but imagine what a simplified homepage might look like.



The left-hand module appeals to patients with lifestyle imagery that depicts positive outcomes instead of sterile clinical environments. Softer language in the dynamic form field shows empathy and adapts with response types. On the right-hand side, a scrolling column spotlights life in St. Louis, upcoming events, recent research news, and more.

## Technically Speaking

We've covered our philosophy. Now, let's talk details.

#### **RESPONSIVE DESIGN**

Responsive design is responsible design. We approach all web projects with this in mind. The user must have a superior brand experience. That means creating a site that responds to every device on which it's displayed, with special attention given to a dominant (and growing) mobile audience.

#### **ACCESSIBILITY**

Paradowski enacts several accessibility guidelines to ensure all users have the best site experience possible regardless of limitations or disabilities. These include:

- Designing every page to be easy to read and consume
- Using color contrast between text and backgrounds
- Establishing a logical focus/order for content without relying on color as the only visual cue
- Supporting easy keyboard navigation with page flow, focus indicators, and providing landmarks
- Paradowski has demonstrable experience working with ADA compliance requirements. Please refer to our Monsanto.com Case Study.

#### **MEASUREMENT**

Measurable behavior and actionable insights. A key piece of the site redesign is laying the groundwork for capturing user behavior in meaningful ways. We'll partner with your in-house team to develop a strategic approach that cuts through the noise of data collection and allows you to focus on identifying trends that lead to a better experience and more time on site. This approach can be adjusted to scale with the scope as new pages are added or existing pages are brought into the ecosystem, as well as existing audience research and legacy data from your social media channels and websites.

#### **DESIGN LANGUAGE**

Here's a note about style and the visual language. As the most accessible, and often the most robust representation of your brand, a website should also be a shining example of the brand standards. Throughout the design process, however, we will make recommendations for webspecific fonts, composition, illustration or animation styles, video guidelines and color selections. As part of the deliverable, a working mir.wustl.edu style guide will provide parameters against which other content editors and contributors can execute.

# Governance & Content Strategy

# Governance & Content Strategy

#### **HOW WILL WE PULL IT OFF?**

Now for the hard part. How will we ensure that the beautiful, intuitive experience outlined above stays that way, even after multiple contributors get access and new content gets added? We're glad you asked.

#### **GOVERNANCE, OR ASKING FOR PERMISSIONS**

You've made the investment to reimagine your website. In theory, it's perfect. Now you have to put it into practice. There are three key components to maintaining the integrity of the experience when you do:

- Create a graduated scale of access. We'll work with your team to identify each level of contributor and develop your CMS to allow for customized user roles, permissions and content workflow—all while keeping master control with the Marketing Team.
- Give good direction. Along with the design and development of the site, we'll create a suite of documents to help maintain it. This will include a style guide, notes on typography and color, best practices for file size and resolution, and tips for creating engaging content that's cross-referenced throughout the ecosystem with deep links, proper taxonomy and tagging.
- Involve stakeholders at the start. Educating internal teams about what motivated the redesign and how they'll benefit ensures that their needs are met and they have the same utility and ease of use as before.

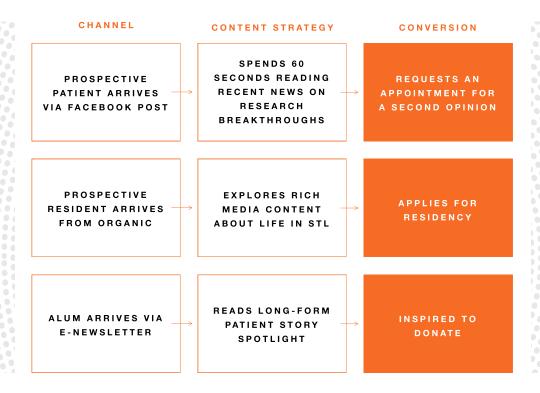
### Content Strategy

When it comes to creating content, you're lucky. Thanks to breakthrough research and life-changing treatments, meaningful stories are already happening at MIR every day. The trick is capturing and sharing them with the right audiences to the right end.

#### LEVERAGING THE ENTIRE ECOSYSTEM

While your website is your calling card, it doesn't exist in a vacuum. MIR.wustl.edu is just one of many ways your audiences will interact with your brand online and "in the real world."

Understanding the role of your website within the larger digital landscape is a crucial step to effectively showing current and prospective patients the groundbreaking work the academic side of MIR is doing, while also showing students, faculty and researchers how their work directly touches patients' lives.



Beyond the emotional, brand-building benefits of storytelling, there's another advantage to making content that elevates and integrates your twin missions. Assets and copy from one content piece can inform and extend to:

- Organic Social Posts
- Paid Social
- Targeting key donor/development demographics
- Digital Display and/or Retargeting Ads
- Reaching users who visited donation pages without converting
- SEO
- Expanding our universe of relevant audience intersections
- Email Content
- Event Collateral
- Print Publications

# Technical Requirements

## Technical Requirements

Paradowski follows a tailored Scrum development process. With this process in place, we approach development using four internal steps—Development, Peer Review, QA and Design Review—to ensure the final produced site aligns with stakeholder expectations.

Since implementing this process, we've been able to deliver the highest quality product with minimal likelihood for misinterpretation and/or error.

#### OUR DEVELOPMENT PROCESS

The core developer teams produce front- and back-end code.

A peer developer reviews the code for errors following initial front- and back-end development.

Once the peer developer passes their tests, a QA Engineer reviews the new function or feature on multiple browsers and devices to ensure the site renders and functions as expected.

During the final step, the Design team cross-checks the site against their initial layouts to confirm that it meets the client-approved vision.

#### **TECHNICAL SPECIFICATIONS**

After the internal process has been completed, the site is opened up to external stakeholder review. At this time, the client is given an opportunity to approve a staged site before anything is pushed to production.

- **Hosting:** Site to be hosted on WUSTL servers
- Preferred Server: Nginx
- **Suggested Hosting Environments:** QA, Staging and Production *Please note, we recommend scheduled backups of hosting environments.*
- **QA Environment:** Paradowski to host on Digitalocean
- SSH Access to Hosting Server: Possible
- Suggested CMS: Wordpress
- Custom Content Component Tool: Beaver Builder

We understand there is desire to leverage Gutenberg Editor for content management. It is our experience and recommendation that we use a similar system called Beaver Builder.

Like Gutenberg, Beaver Builder is a visual WYSIWYG editor that uses modules to construct pages. Beaver Builder has many user inputs, fields, and modules out of the box that allows developers to create a robust user interface quickly and that accommodates more advanced designs and interactive features. While our agency has had proven success with this system and believe it offers a more established and flexible experience, we would be comfortable working in Gutenberg if it is a firm requirement.

- Codebase: To be held in a git repository stored on BitBucket
- **Security:** 2 Factor Authentication, with a Caching CDN and IP Masking Tool



## Time & Budget

We're eager to get started. When we do, this is what the process might look like (pending any key milestones on your calendar).

#### **PHASE 1: DISCOVERY 2 Weeks**

We'll work with Mallinckrodt Institute of Radiology team members and meet with key stakeholders to gather qualitative research.

Additionally, we'll perform an audit of your overall digital presence along with complementary sites.

We'll leverage the qualitative research and quantitative findings—including website analytics, insights and best practices—to assess your current position and opportunities. We'll provide a more detailed SOW and timeline for approval.

#### **DELIVERABLES**

- Discovery report (includes competitive landscape, UX/UI, current design and development)
- Detailed SOW and project timeline

#### PHASE 2: DEFINITION 2 Weeks

We'll define our recommended digital presence for mir.wustl.edu and determine all the details such as how the site will work/interact.

We'll refine the SOW if needs change based on strategic recommendations.

#### **DELIVERABLES**

- Site Personas and User Journey
- Initial Content Audit (supporting Client efforts)

#### PHASE 3: DIAGRAM 4 Weeks

Creative prep starts in this phase. We'll outline your website through a sitemap and interactive wireframe (which will later inform the actual website design).

We will work closely with your team during the content audit to define new content needs based on the proposed site architecture.

Website design will be defined through a content hierarchy document.

#### **DELIVERABLES**

- Content Strategy
- Sitemap
- User Flows
- Wireframes
- Proposed CMS Modules Comps
- Content Audit & Migration Recommendations

#### **PHASE 4: DESIGN 5 Weeks**

Creative design comes to life. We'll start with the initial homepage and a few site pages (based on the approved wireframes).

Once you sign off on a creative approach, we'll design for all site pages.

We'll then provide a content and photography style guide for MIR team members to utilize for future page needs.

#### **DELIVERABLES**

- Two website creative approaches to choose from
- Design for key landing pages
- Content/photography style guide
- Final design templates and site documentation

#### PHASE 5: DEVELOPMENT 12 Weeks

We take concept to fruition during the final phase of our project. Here, we'll write the front- and back-end code and ensure the Wordpress platform is set up with the proper permissions, plug-ins and resources.

Three server environments (QA, Staging, Production) will be set up to assist in this process to ensure that content and code are thoroughly tested and approved before being deployed.

Using the Scrum process, development tasks are broken down into a series of week long sprints. In QA, the site will be reviewed and tested on a variety of devices and browsers.

Upon completion of internal QA, Paradowski will walk-through a site demonstration with the client prior to external QA. Following completion of external QA, Paradowski will work through any final bugs/glitches before working with MIR's internal team to push the site live.

Paradowski will host back-end content upload training for any key stakeholders and content managers 1-2 weeks prior to the official site go-live.

#### **DELIVERABLES**

- Front- and back-end site development
- QA testing (internal/external)
- Go-live
- Retirement of prior systems
- CMS training

## The Investment

PHASE 2: DEFINITION  $\longrightarrow$  \$2,500

**PHASE 3: DIAGRAM** → \$12,500

**PHASE 5: DEVELOPMENT** → \$50,000

#### **PROJECT TOTAL** → \$95,000

This estimate is preliminary based on the information provided so far. It is subject to change once detailed project specifications are agreed upon. Our estimates are built at +/- 10%.

#### There when you need it

Beyond the initial strategy and redesign, Paradowski is invested in making your website an ongoing success. Additional agency offerings are currently out of scope, but are available for consideration.

#### Website Maintenance / \$100/month

A website maintenance SOW can be prepared based on needs following the site launch.

#### Analytics and Reporting / \$20,000

Expanded analytics and reporting, including monthly reporting on visitor types, engagement and identified site conversions for one year.

#### Brand Voice Guidelines / \$5,000

Provide guidance for future content updates to ensure multiple authors of the site are contributing with a consistent tone and style of voice.

#### Ongoing Content Strategy and Development / TBD

Based on learnings from Phase 1, we can discuss your needs for developing a content strategy plan that works towards business goals in tandem with the new site.

#### Brand Photo Shoot / \$20,000

Captures the Mallinckrodt Institute of Radiology space, people, key branddefining visuals, etc. to provide custom assets to further support stock photography.

#### Annual Refresh / TBD

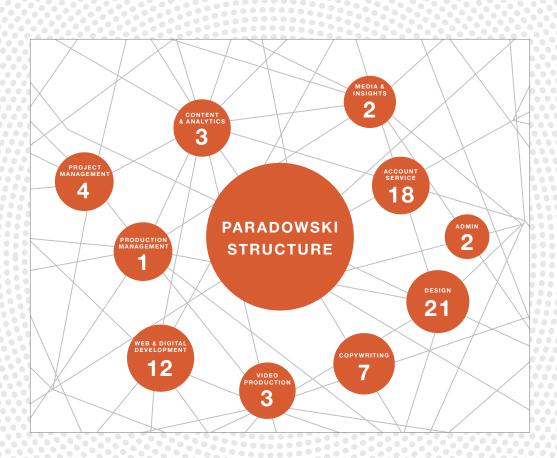
Based on brand needs, we can provide design and copy support to refresh content each year. We can further discuss and develop a custom plan.



Paradowski is a full-service creative agency based here in St. Louis. If you dropped by the office right now, you'd find roughly 70 writers, strategists, art directors, producers and developers working on all kinds of amazing stuff.

We build brands, campaigns and digital experiences for some of the largest companies on the planet, as well as some of the smallest, not-for-profit organizations. Basically, for the last 42 years we've done work we believe in, for clients we believe in.

# We believe in design for all brandkind.



# Your Team



# **GUS HATTRICH**

#### President

Gus is the President of Paradowski, ensuring that everything we do for our clients, from strategy to creative, generates business value overall. Gus grew up in the agency business and learned early the value of big ideas. Throughout his career, he's maintained the guiding principle that at the foundation of great agencies are people who commit themselves to making those ideas happen. With over 20 years experience in both above-the-line and below-the-line marketing activities, Gus has worked with clients such as Bacardi USA, Capital One Credit Card, Verizon Wireless, Ocean Spray, Dean Foods, Minute Maid, Solutia, Spectrum Brands, and Costa Farms. Before joining Paradowski, Gus was a founding member of Moosylvania Marketing, and prior to that he was a senior manager of The Zipatoni Company.



# **MELISSA GALAZKA**

VP, Account Service

Melissa manages the agency's team of account service staff. She is responsible for ensuring positive client working relationships and that the entire team is exceeding your expectations. Melissa couples deep experience in brand strategy with her obsession over human behavior to develop compelling strategies for our clients. She has over 15 years of experience in leading strategic marketing campaigns for brands like Monsanto, Johnson & Johnson, Disney, Jim Beam, Miller Lite, Maytag and Energizer. She has worked at other top firms such as Upshot in Chicago and New Honor Society (formerly Zipatoni) in both their Chicago and St. Louis offices. Melissa has a background in research, strategic planning and integrated marketing and believes firmly that research can and should inspire the creative product. Melissa holds a M.A. in Strategic Communication from the University of Missouri-Columbia Journalism School.



## **BRAD HAUCK**

VP, Creative Strategy

As head of creative strategy, Brad helps our clients find the beating heart of their brands, and helps our creative team pursue ideas based on genuine insights into human behavior. A born storyteller, he has a proven history of creating campaigns that profitably connect with customers. He has more than 18 years experience working with brands such as Anheuser-Busch, Monsanto, Abbott, The State of Missouri, eBay, Pernod Ricard, The State of Illinois and Siemens. Prior to his current role, Brad served as Executive Creative Director at Paradowski. Before joining Paradowski, Brad was Associate Creative Director at Chicago-based Slack & Company, the country's largest independent B2B agency.



# **ANDY WISE**

VP, Design & Interactive

Equally fascinated by all things digital and design related, Andy crafts engaging interactive experiences for Fortune 500 companies and other businesses. Most recently, his work has supported the efforts of Anheuser-Busch, Monsanto, the Saint Louis Science Center, Cutex, Elsevier and Washington University. Websites, kiosks, mobile applications, iPhone and iPad games, video animation—anything is fair game. Before leading the digital creative team at Paradowski, Andy served as the creative director at Obata, and also taught web design as an adjunct professor at Maryville University, his alma mater.



# JEAN KENNEDY

Senior Account Director

A trained journalist who began her career in the magazine industry as a writer and editor, Jean has expanded her professional experience over the past 25 years to include work in strategic communications, branding, marketing, content marketing, special events and public relations. She is passionate about building collaborative, long-term relationships with her clients and colleagues. Current and past accounts include St. Louis Community College; T-REX, the St. Louis-based technology innovation center and technology incubator; Crop Production Services; Monsanto Stewardship and Technology Communications; the U.S. Soybean Export Council; the USDA and FAS; Caleres (formerly Brown Shoe Company), the State of Missouri, the St. Louis Economic Development Partnership, Wells Fargo, Monsanto, the St. Charles City-County Library District, Scottrade Center, TLC Vision and more. Jean is a graduate of the University of Missouri Journalism school.



# **KELLY STEPHENSON**

Content Strategy & Analytics Director

Kelly has always thrived at the confluence where science and art combine to make something more impactful than either would be alone. Her insights are fueled by a degree in Education and a professional pedigree that includes everything from software development to social media strategy. She's provided actionable insights and content support that scales from crafty side-hustle startups to the needs of corporations like Monsanto, SSM Health, Nestle Purina and Maritz. Her passions reflect the same balance of beauty and form including designing knitting patterns, singing with a community chorus, cooking, baking and collecting new stories from books, movies and travel.

# Your Team



## KAYLEIGH LONGO

Associate Account Director

Kayleigh is a St. Louisan through and through. Excited to see what life was like outside of the city, Kayleigh attended the University of Missouri-Columbia, studying Journalism with an emphasis in Strategic Accounts. After a brief stint living the southern life in Houston, Texas, she returned to St. Louis and settled in Fenton with her husband and young daughters. At previous agencies, Kayleigh serviced a range of clients, including MICDS, Capital One, Costa Farms, Universal Studios, Grey Goose Vodka, The Emerson Group, Phillips 66 Aviation and Clockwork Home Services. Now at Paradowski, Kayleigh leads the Seminis Vegetable Seeds and Graybar accounts and recently lent her experience to the St. Louis Community College, Maschhoffs Pork and Monsanto Technology Communications accounts.



# DAN RAYFIELD

Creative Director

As a visual designer, Dan loves thinking through client challenges and bringing solutions to life. A graduate of Maryville University with a Bachelor of Fine Arts in Graphic Design, Dan has a broad portfolio showcasing his print, experiential and interactive expertise. His past and current clients include St. Louis Community College, University of Missouri, Graybar, Monsanto, Crop Production Services, Seminis & De Ruiter Vegetable Seeds, America's Farmers, AT&T, Emerson, Gatorade, Kahlúa, Opera Theatre of St. Louis, Universal Studios and Visa. Away from the office, Dan enjoys sports, printmaking, and traveling. Though one of his favorite places is his kitchen, where he enjoys cooking and brewing up fresh cups of coffee.



# **CAROLINE MAY**

**Associate Creative Director** 

Caroline is an experienced copywriter and conceptual thinker who is equally at home in the weeds and in the clouds. With a background in journalism at a time when articles were still measured in inches, she knows how to choose words carefully and make them count. Her portfolio includes award-winning work for clients ranging from professional athletes to multi-billion dollar manufacturers, including the Chris Long Foundation, Pratt & Whitney, Ameren Illinois, DEKALB, Asgrow, On the Run, Webster University, MiTek, and the St. Louis Cardinals. When she's not writing, reading, or reading about writing, you can find Caroline spending time outside with her husband and two kids—one human, one canine.



# **BRYAN RECKAMP**

Lead Web Developer

Bryan joined Paradowski in 2015, helping to bridge the gap between development and design. During his 16 years of experience, Bryan has worked for agencies such as Steady Rain and Arsenal Studios, developing sites and native apps for education, finance, cultural, and non-profit organizations.



JOHN NEMEC
Digital Project Manager

John is a Digital Project Manager at Paradowski Creative, as well as the owner of a web design, development, and marketing firm, Moosefish Web Services, LLC. Within his tenure in both organizations, John has helped launch four different websites for the St. Louis Archdiocese School System, developed a successful plan for the redevelopment of Monsanto. com which manages a cross-functional team across multiple locations, and successfully participated on the launch of the New Balance Loyalty and Mobile App Program



TIM PICKETT
Director of Project Management

Tim Pickett started his career in the digital space as a Product Manager. After living in the product space, he transitioned into the Project Management side of things, where he has been at home for the past eight years. At Paradowski, Tim uses his keen, strategic mind to lead projects through the technical development life-cycle with clients like Monsanto and The Climate Corporation. His ability to act as the Rosetta Stone between the Account Service and the Creative and Development teams, along with his scrupulous attention to detail, ensures projects are delivered on-time and on-budget. When he's not working hard in the office, Tim obsesses over new music, his two kids, and the St. Louis Cardinals.

# Want to know more?

Great. We built a website—we mean, an experience—where you can find out more about the agency, our work and all the people who really make this place unique.



# Don't forget about the case studies!

At paradowski.com, you'll inevitably find yourself reading about how many chicken wings Gus, our president, can eat during lunch. Or marveling at Brad's hairstyles in the 90s. It happens.

But don't miss the case studies. These efforts, in particular, are relevant examples of the kind of work we'd love to have to the opportunity to create for the Mallinckrodt Institute of Radiology.

#### **Monsanto.com Corporate Website**

In the past twenty years, Monsanto has brought numerous seed technologies and innovations to modern agriculture. Clearly, a brand demonstrating such strong industry leadership deserves an online experience to match.

Visitors to Monsanto.com include farmers, shareholders, journalists, consumers and prospective employees. Within each of these groups are differing desires and intended uses for the site. Monsanto.com also needed to work across various browsers and devices, translate into dozens of languages and house various forms of content. With all this in mind, the design and navigation of the new Monsanto.com required considerable strategy and thought.

To consolidate content across several legacy websites, we audited 2,000+ pages of content. Based on performance metrics and qualitative guidelines, our digital strategists refined the site down to approximately 550 pages. Pages that met specific criteria were updated to reflect SEO best practices and a new URL structure and site design.

A new content deployment tool gave publishers the ability to privately share, create and edit posts. When content is ready for production, users simply publish within the CMS, which automatically migrates content to the live site.



#### **T-REX** Report to the Community

Ideas of all shapes, sizes and colors have cinched St. Louis's place as one of the top startup cities in America. T-REX is at the heart of that startup momentum. A nonprofit, T-REX is a technology-focused innovation center and startup incubator located in the heart of downtown St. Louis. T-REX has a full breadth of offerings and is distinguished in many ways from the various "incubators" in the St. Louis region and beyond.

T-REX is utterly unique as it houses not only its entrepreneurs, but funders and an array of supporting organizations. Hosting thousands of hours of corporate and community events, T-REX provides its constituents the opportunity to network with key influencers who can help turn dreams into reality.

For this client, we refined the existing brand to give it a powerful, authentic voice and a set of assets to elevate the brand's visual expression. We created an array of assets—including brand messaging, brand voice, custom illustrations, animations and a video series—as well as a digital report to the community, an international presentation deck, testimonial videos and leavebehind collateral.



#### **Boat Planet Online Marketplace**

In late 2017, a weekend boater created a Facebook group to connect the Lake of the Ozarks boating community. Within a month, over 10,000 followers were interacting about events, service recommendations and more. Seeing opportunity, he decided to monetize the platform as the Houzz.com of boating.

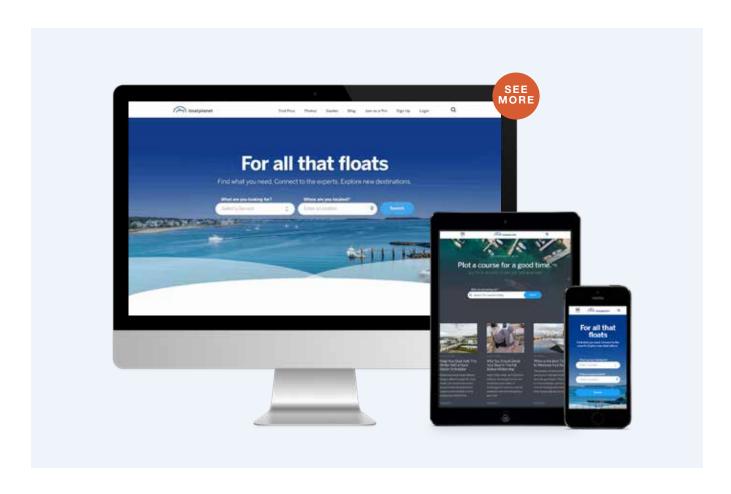
He enlisted Paradowski to execute an aggressive launch plan that included branding, design and development of the site while simultaneously planning for future improvements.

The site (a web app product with custom CMS) spoke to two audiences: boaters and local boating businesses. We crafted extensive user flows to

seamlessly connect all audiences with features such as location directories, product listings, account creation and management, social sharing and more.

Analytics and tracking identified users' points of entry and activities from inception, providing support for ongoing optimization, the development of re-marketing plans, and successful content creation.

Needless to say, it made a splash. In the first five months, we measured roughly 150 registrations on the site within the first 24 hours, 635 boater profiles created, 135 professional profiles created, 59,000 unique users, and 3,800 hours spent on the site.



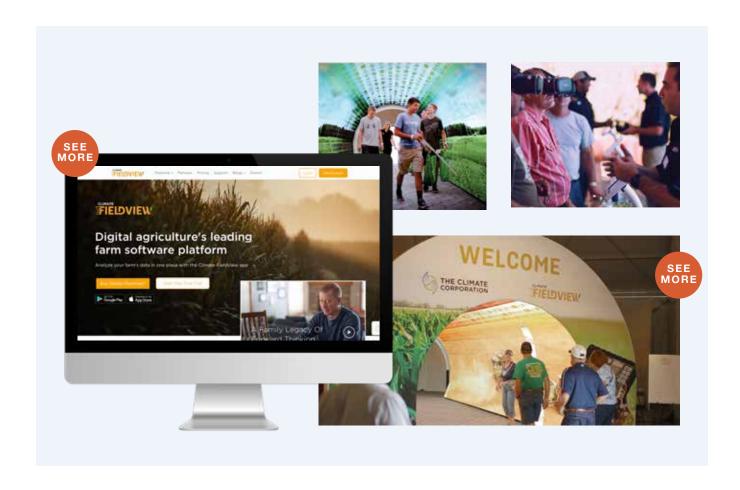
### The Climate Corporation Brand Campaigns, Collateral and Website

Since becoming their agency partner, we've helped Climate Corp. build overall awareness of their FieldView platform and positioned the brand as a science-based industry leader.

We partnered with the brand on primary research and developed a two-year brand strategy roadmap. After helping them launch a new logo and initial branding efforts, Paradowski developed a unified voice and consistent creative aesthetic across all marketing materials — including, but not limited to: two fully integrated product campaigns (TV spots, radio, print, and digital ads), an extensive collection of testimonial and instructional videos, product brochures and

other collateral pieces, immersive trade show experiences, direct mailers and event invitations, presentation support, and social media and content strategy.

Through the development of new creative materials, a primary need for a website refresh was identified. Taking the end user into consideration, we set out to deliver a clean, straightforward user experience, showcasing the features of their FieldView platform and letting those features lead the user to a purchase path.



#### **HAPPY CLIENTS**

The individuals listed below have worked with us on a variety of projects and scopes. If you are looking for insight into our actual process, approach, and working style, please feel free to contact any of them. Examples of our partnerships are shown in the case studies that follow.

#### Kedra Tolson

Executive Director, Marketing and Communications at St. Louis Community College, may be reached at ktolson@stlcc.edu

## Patricia Hagan, PhD

President/Executive Director at the Technology Entrepreneur Center/T-REX, may be reached at patricia@downtowntrex.org

#### Jessica Simmons

Director, Brand Marketing at Bayer (formerly Monsanto), may be reached at jessica.simmons@bayer.com

#### John Robinson

Vice President, Membership and Communications, National Cattlemen's Beef Association, may be reached at jrobinson@beef.org

#### Chris Peimann

Director of Marketing and Publicity at Sheldon Concert Hall and Art Galleries, may be reached at cpeimann@thesheldon.org

#### Dana Turkovic

Curator at Laumeier Sculpture Park, may be reached at dturkovic@laumeier.org

# Thank You

This has been fun already, and we hope it's just the beginning. We look forward to the opportunity to discuss more about the future of the Mallinckrodt Institute of Radiology's website. If you have any questions, we're just down the road. Stop by. Give us a call. Or we're always available...online.

#### PRIMARY CONTACT

Gus Hattrich, President (314) 584-4757 ghattrich@paradowski.com

#### SECONDARY CONTACT

Kayleigh Longo, Associate Account Director (314) 680-9028 klongo@paradowski.com

