



PROJECT PROPOSAL

LANDING PAGES DESIGN & DEVELOPMENT

FEBRUARY 18, 2016

Prepared for:

FRAMEMYTV

419 River St, Haverhill, MA 01832

Call 1-888-TV.FRAME

Main (978) 912-7200

Fax (978) 241-6213

Attention: Kevin Hancock

INTRODUCTION

FrameMyTV is the leading name in television concealment solutions. Their products are made in the USA for guaranteed performance and style. They offer innovative designs to meet your needs and match any decor, making them one of the top rated in customer satisfaction in the designer television concealment business. Whether you are looking to dress your TV up or hide it completely, FrameMyTV has the quality products you are looking for. They have a vast selection of elegant design solutions, from mirror concealment systems for living room, bed, and bath, to designer television frames and classic artwork covers.

FrameMyTV has approached Daylight for the design and development of two landing pages to be added to their website. Leveraging over 13 years of expertise in digital strategy, design, and development, Daylight will deliver an attractive, thoughtful, easy-to-use and easy-to-manage website that will support FrameMyTV's goals. Daylight considers it important to deliver a site that will easily adapt with a client's business into the future, and allow simple control of the major content areas by people on their team.

We are excited and enthusiastic about the potential for the new website and look forward to the opportunity of working with the FrameMyTV team.



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BACKGROUND

(PROVIDED BY FRAMEMYTV):

I just put together a quick outline of talking points and considerations to help keep us on task for the call and to ask your team to review before the call. If these two pages can address 80-90% of these bullets without boring people, I think it will drive many more people to just make the purchase directly on their own through our site possibly even unassisted. It will also serve as a great training tool for the new sales people I'm looking to hire.

Most common questions callers ask:

TV MIRROR INQUIRIES

- How does this all work?
 - Do I send you the TV?
 - Where Does the mirror glass go ? Does it roll up?
 - How easy is it to install?
- How much is it?
- I have a space constraint OR I'm standing here with my contractor and we have no idea what TV we want, but we need to know how big the hole in the wall should be?
- Which type of TV mirror glass is right for me?
- Does it distort the TV's picture?

TV ART INQUIRIES

- How does this all work?
 - Do I send you the TV?
 - Where does the art go?
 - How do I control the art?
 - How does it install?
- What art is available ?
 - Can I use my own custom art?
- What's the price?
- What is the motor fails? - ie: Talk about our industry leading warranty
- What happens if I want to change my TV in the future ? Upgradability
 - Art upgrade program. Not sure if we want to mention this, but we may.
- Can you accommodate a speaker bar ? YES!

Our current two pages that try to answer these questions but have failed and need to be replaced ASAP:



- <http://framemytv.com/tvart>
- <http://framemytv.com/tvmirror>

Our primary goals:

- Educate the customer to answer their burning questions from above.
- Further establish rapport and instill trust / confidence Eliminate F.U.D !
- Get them to buy direct from us and make it easy
- Get them to visit the configurator and or buy samples
 - Here's a sneak peak of the new configurator <http://framemytv.com/app/> it's not done yet but it's getting close. I'm also struggling to find the right color choices right now so bear with me on that part. We just switched to black buttons/header today but I'm not liking it yet. Need to create a color pallet to complement these two info pages we are about to create.
- Make the customer feel much more confident overall that they understand what's going on
- Reduce the man-hours we need to spend on the phone with people to answer the same questions over and over.
- Reduce bounce rate / increase time on site by being more engaging
- Tell the entire store from beginning to end with a Top / Down type of page layout ... call to action at the end OR every step along the way
- Highlight our many happy customers and notable media mentions / client list. Don't just take our word for it ... <https://www.trustpilot.com/review/framemytv.com>
- Each of these pages should be able to stand on their own as landing pages from search engines.
- Suggestively make TV mirror inquiries aware that TV art also exists as an alternative.

Examples

Also here's another really cool page we found recently to give you something to stew on:
<http://manfredfrank.com/products/angutec-feature/#/intro>

- I simply love the navigational layout of this page and the quick reference widget to the right of the page.
- We could beautifully integrate some of our rendered frames and photographed frame along with the Gusto video into a page like this.

Checkout the ThinkBigger section and envision it reworked into a widget over a mantle so a client could easily grab a slider to adjust their diagonal screen size to see how big the frame would be. This is a HUGE issue I spent a lot of time discussing with callers because at the outset they just know they want to hide their TV and they know how big their mantle is...



but they have no idea how it might affect the size of the TV or what the maximum TV size they could fit within their space constraints.

Additional pages for your reference with these types of moving and interactive designs we have discussed would be:

<http://www.apple.com/macbook/>

<https://www.myvessyl.com/vessyl/>

<https://www.teslamotors.com/models-charging#/basics>



STATEMENT OF WORK

Upon client engagement, Daylight will conduct an efficient but thorough discovery process to determine all the necessary requirements, client desires, and project possibilities. However, the following are the key criteria we understand for this project at this initial stage.

STRATEGY

- Develop an overall site strategy for the two landing pages that incorporates FrameMyTV's values and communication objectives.
- Working from the new strategy and goals, develop a content outline which will provide the supporting structure for the pages.

DESIGN

- Create two landing pages based upon a modern and accessible mobile experience, so that visitors on smartphones and tablets enjoy the same quality of experience as desktop/laptop visitors.
- Create design elements such as structure, fonts, colors with contemporary web standards and best practices for user experience.

DEVELOPMENT

- Develop the responsive designs created to accommodate site users that are increasingly diversifying their methods of accessing a website.
- Assists FrameMyTV's IT support team to integrate new designs into their ColdFusion CMS*.

PROJECT TIMELINE

Upon acceptance of this proposal, Daylight will draft a project timeline and milestones for the client based on mutually agreed deliverable dates. This schedule will be available via our project management software Basecamp for the FrameMyTV's team to review and track the milestones.

NEXT STEPS

Upon receipt of this signed proposal, Daylight will schedule a kickoff meeting to discuss the effort, collect content assets, images and any other project notes necessary to begin the work.

* GIVEN THE CURRENT WEBSITE IS BUILT UPON A PROPRIETARY CMS ON COLDFUSION – A PLATFORM NOT WIDELY ACCEPTED IN TERMS OF CONTEMPORARY WEB DEVELOPMENT – IT IS UNCLEAR THE TIME INVESTMENT REQUIRED TO INTEGRATE THE NEW PAGES AND THEREFORE THAT COST IS TBD.



ESTIMATED NUMBERS

Deliverable	Cost
Strategy <ul style="list-style-type: none"> • Content Strategy • Information Architecture/Sitemap 	\$xxxxx.00
Design <ul style="list-style-type: none"> • Wireframes (2 Rounds of revisions) • 2 Responsive Landing Page Designs (2 Rounds of revisions) 	\$xxxxx.00
Front End Development <ul style="list-style-type: none"> • Creation of HTML5 Template Layouts • CSS and Javascript Coding • 2 Responsive Landing Page Responsive Development 	\$xxxxx.00
Project Management	\$xxxxx.00
Meetings	\$xxxxx.00
Testing/QA	\$xxx.00
CMS Training	\$xxx.00
Total	\$xxxxxx.00

Estimated cost is within +/- 15% and is based upon our understanding of the project at the time of this proposal. We will not exceed this range without a change in scope and approval of additional fees. If additional functionality is requested during the project, or items revealed that were not apparent this cost estimate will need to be adjusted.

Cost estimate does not include: copywriting, imagery (or the time required to source images), 3rd party software, hosting and licensing agreements required to meet the project concept. All additional expenses of this nature will be approved by the client prior to Daylight acquiring.

***Meetings:** Given our past experience with a project of this size, we estimate that to complete the scope there will be a need for a total of 4, 1 hour meetings of two team members throughout this project. As with any piece of our proposal if this time is not required, we will not bill for this time. If additional time is required beyond these meetings, Daylight will bill for additional meeting time.



ABOUT US

Since 2002, Daylight has been handcrafting hard-working websites and applications for great brands. The Daylight team of experts collaborate with clients to develop strategies and deliver projects that get business results, using the right technology for each job. We are a versatile team of strategists, designers, and developers who conceive, design and produce thoughtful digital experiences for web, mobile and the physical world.

Over the years, we have had the pleasure of working with an incredible group of clients on an amazing variety of projects. We've built long-term partnerships with our clients, enabling our team to develop work that delivers powerful results.



**BLACK &
DECKER**



BURLEY



**SUTTER
HOME.**
FAMILY VINEYARDS



webtrends™



+ **PROVIDENCE**
Health & Services



Coca-Cola
Trademarks®



NIKE



intel



DAKINE



TRINCHERO
Family Estates



**NEWMAN'S
OWN**



BROOKS



DEWALT



OUR TEAM

Each of the contributors to the Daylight team serve in distinctly specialized roles, handling all aspects of their respective areas. This ensures every Daylight project is managed efficiently and produced seamlessly, from concept through launch. We strive to have as flat an organizational structure as possible, which provides us with a collaborative team that works seamlessly with our clients to quickly respond to their needs.

SHAWN MANN

Founder & Creative Director

Since founding Daylight in 2002, Shawn Mann has led the studio's design practice, client services, and creative strategy. He works to make sure that the brands and people who work with Daylight get what they want, understand what they need, and are happy with the results. In addition to the work, Shawn enjoys asserting his creative leadership as resident office DJ, playing guitar, and casually dropping movie quotes into everyday conversations. He lives in Portland with his wife, three sons, and a black lab named Cash (as in the "Man in Black").

[LinkedIn Bio](#)



We were taught to share: [Please read Shawn's Blog Post on Daylight.](#)

DAVID MCREYNOLDS

Partner & Developer

David McReynolds heads up Daylight's development team and is the lead developer behind our open source efforts. He's been working in Web application design and development since 1999 which would make him an old timer in the office. "I feel fortunate that I've found a passion that also happens to be my job and I get to share it on a daily basis with some amazing people." When David's not working, he spends time with his wife and two girls, plays basketball and pretends to golf.

[LinkedIn Bio](#)



We were taught to share: [Please read Dave's Blog Post on Daylight.](#)



ANNA GILLESPIE

Project Manager & Quality Assurance

Following five years in New York, Anna Gillespie returned to her hometown of Portland and joined the Daylight team as project manager. In her role at Daylight, Anna leverages her experience in project management, client services, and marketing, providing excellent communication, support, and planning for every project that Daylight takes on. Outside of the office, Anna can be found hiking a mountain, at the dog park with her pups Samson and Finlay, or exploring Portland's music scene. She may or may not be planning a coup to gain the title of "resident office DJ".

[LinkedIn Bio](#)



We were taught to share: [Please read Anna's Blog Post on Site Life.](#)

TYLER DAVIS

Interactive Designer

Tyler Davis shapes client ideas into attractive websites that draw customers. In the role of interactive designer at Daylight, he maps out structure and design for digital projects, and he prepares graphics that ultimately help create the final user experience. Before joining the team, Tyler worked with several major retail brand websites, developing a deep understanding of how consumers prefer to shop online. He hails from Maine (by way of Montana), but now calls Portland home. When he's not working, you'll find him clipped into his bike or strapped into his snowboard in mountains of the Northwest.

[LinkedIn Bio](#)



We were taught to share: [Please read Tyler's Blog Post on Wireframes.](#)

Words We've Heard

"Daylight is such a friendly and responsive business partner. Our team appreciates the work Daylight does for SAIF as much as the way you do it. We always look forward to our interactions with you and feel very taken care of."

-RICK HANSON
DIRECTOR OF STRATEGY AND BRAND
SAIF CORPORATION



KRISTIN VALENTINE

Web Developer

Educated in painting and classical music, Kristin Wille develops beautiful web sites at Daylight by blending art and design with elegant code. After years of agency and freelance work for brands large and small, she brought her skills to the Daylight team for the greater good of the web. When she's not working, you'll find her on her mountain bike and enjoying the Northwest outdoors with her two dogs.

[LinkedIn Bio](#)



We were taught to share: [Please read Kristin's Blog Post on Scalable Vector Graphics.](#)

ALEX PEERENBOOM

Digital Strategist

Alex Peerenboom provides clients digital and search strategies before, during and after their Daylight projects launch. He has been worked in search engine marketing/SEO for more than five years, and enjoys teaching clients how to succeed in the fast-changing web, having developed paid-media and earned-media strategies for small businesses as well as national brands. When he's off the clock, he's a huge Oregon sports fan – especially the Oregon Ducks, Portland Timbers (hashtag #RCTID) and the Portland Trailblazers.

[LinkedIn Profile](#)



We were taught to share: [Please read Alex's Blog Post on The Connected History of Google, Mobile SEO, and Rankings.](#)

Words We've Heard

"We have worked with Daylight Studio for about 8 years and it would be very difficult to imagine a better company to work with. They have consistently delivered the highest quality on or before deadlines."

-BARRY WISS

CWE / VP COMMUNICATIONS AND TRADE RELATIONS
TRINCHERO FAMILY ESTATES



THE PROCESS

Daylight's focus is ensuring the success of our clients, whether the task is design, development or digital strategy. The business impact and resulting client testimonials speak for themselves. Daylight's success is rooted in the dedication of our people, and our process is proven and effective. Below is a high-level overview of our typical process.



Discovery: At the beginning of each project we schedule a kick off meeting for our teams to be introduced, discuss the project goals and gather key discovery information. Following the kick off meeting, we complete research on the business, products, competitors, and users.



Information Architecture/Sitemap: Based upon research and the information acquired during the discovery meetings the information architecture and sitemap are defined.



Wireframes: A site needs to have a clear plan to drive the user throughout the site. In the wireframes, we expand upon the information architecture and sitemap to flesh out this plan. The content breakdown on a page is shown through the use of boxes and circles - all outlined, all greyscale. This is vital to the success of the project as the placement of content is finalized and the assessment of functionality needed to display that content is identified.



Style Tiles: In order to learn more about our clients' design aesthetics, we prepare Style Tiles (each Style Tile displays unique treatments to a number of design elements to be used throughout the site) prior to moving into the design phase. The feedback provided on the Style Tiles informs our decisions in the design phase.



Designs: We begin designs by preparing the homepage and one additional template for review. We do this to finalize the header and footer designs before moving on to design the rest of the templates. In design round 2 we design out all of the templates to be used throughout the site. Design round 3 is the final opportunity for the client to review and provide feedback on the designs.





FrontEnd & BackEnd Development: Once designs are finalized they move into development, at which point the developer works to bring the designs to life. We begin by developing the style guide, which acts as a reference for any pages added to the site in the future. Once the style guide is developed, the developer codes the front end templates and then moves on to set up the content management system (CMS) for the site.



Design QA: Once the templates are developed, our designer will go back through and do a visual QA to ensure that the original design integrity is maintained in the translation to code.

Developer QA: After development is complete, the developer performs browser testing to ensure the site is working across the browsers identified in the proposal. The developer runs a number of additional tests and checks depending on the functionality of the project.

Final QA: During the final QA, a new Daylight team member first reviews the site to confirm content, links, and functionality. Then the team member reviews the site across all of the supported browsers for design and functionality errors again. In the QA process, each note captured is set up as a to-do in Basecamp so the QA member can identify the issue, assign it to the developer and retest once it's reassigned back to him/her. This ensures a thorough and efficient testing process.



Final Review: This is the client's final opportunity to review the staging site and confirm that everything is set up as desired before launch.



Launch: If the server/host details remain the same, the launch process is relatively quick (a few hours). If the server/host details change and the IP address needs to be changed, time to fully propagate can reach 24+ hours.



ROLES & RESPONSIBILITIES

DAYLIGHT

Communication will be an important key to the success of this project. Daylight will provide a sole client liaison to communicate with FrameMyTV team. This representative will provide continuous updates through face-to-face meetings, emails, and conference calls, depending on the subject matter and the client's preferred method of communication. Members of the Daylight team will travel to meet with the client at their location as often as necessary to ensure the success of the project. However, in order to maintain the established timeframe and budget (and avoid travel costs), we make every effort to perform all the necessary work through electronic communication.

Daylight utilizes [Basecamp](#), a web-based project-management tool which offers milestone management, file sharing, messaging system, to-do lists, wiki-style web-based text content editing, and time tracking. FrameMyTV team members will have access to this login protected system to stay up-to-date on progress through message threads and milestones as well as have one location for all files and important information for the project.

FRAMEMYTV

FrameMyTV will be important contributors to the successful completion of the project outlined in this Proposal. Client actions will help make the project process and its results as effective as possible.

It is important that the client appoint a sole representative to communicate with Daylight, provide or obtain input and information, and provide approvals required for the project. This representative will coordinate project meetings or reviews, and will facilitate the decision making process with stake-holders in the department. This person must have authority within the department to communicate approvals to the designers. If this representative has approved work at any phase and changes are required later, the client will be required to pay fees and expenses arising from additional services.

FrameMyTV will provide information that contributes to project definition, such as audience research, industry context and competitors, business goals and project goals, and will be responsible for the accuracy and completeness of information and materials they provide. The client ensures that they have the necessary rights (trademark, copyright, etc.) to use provided materials in the project.

FrameMyTV will designate one person that has 100% approval authority in order to maintain the established timelines and avoid additional expenses.



MAINTENANCE & SUPPORT

After the launch of the website and web app, Daylight offers maintenance options if the client is interested in more assistance. Whether it be simple changes that your group doesn't have the time or resources to complete or the "heavy lifting" of more advanced feature development requests. We strive to be flexible and meet the changing web design and development needs of our clients based upon their desired level of involvement. We can work on "as needed" at our normal rate of \$150/hour or under one of our retainer agreement options which provide the client with reduced rates and priority status.

Whatever the arrangement, our project manager is the gatekeeper of your project's priorities, schedule and budget. They work with you to understand your needs, evaluate the work and help determine your priorities of the work based upon your budget and organizational commitments. When a request is submitted, before any work is done, they will check your retainer budget (or submit an estimate if hourly) and schedule to make sure we keep within your established budget parameters.

During the project we will discuss the maintenance and support options with your team in more detail to determine what is appropriate and desired by your team going forward.

Words We've Heard

"The entire time we have partnered with Daylight Studio, they have always been professional, attentive to our needs and focused on delivering a high class product."

- **MICHAEL MURPHY**

DIRECTOR, LEARNING & ORGANIZATIONAL DEVELOPMENT
BLACK & DECKER



RISKS & ASSUMPTIONS

This is our version of the “fine print” that we state here to reduce confusion and eliminate surprises.

- This Proposal is valid for 30 days after the date of submission. If the agreement is not signed during that timeframe, the cost estimates and details of the project will need to be reviewed.
- Project will be managed through the project management software Basecamp and client (and other requested team members) will receive their own login/password to review/comment on message threads, milestones, images and documents.
- Milestone dates are built around the availability of the decision maker and do not account for client review or latency in the review phase.
- Estimate based upon current sitemap and our understanding of the project needs. If additional functionality is added during the project, or items revealed that were not apparent the estimate will need to be adjusted.
- Content: copy, branding, colors, text, videos, imagery, and all other files to be provided by FrameMyTV (unless otherwise noted in this proposal).
- FrameMyTV will designate one person that has 100% approval authority in order to maintain the established timelines and avoid additional expenses.
- Given the current website is built upon a proprietary ColdFusion based CMS — a platform not widely accepted in terms of contemporary web development — it is unclear the time investment required to integrate the new pages and that cost is therefore TBD.
- Access to a webserver with the following requirements will be provided by the client. Daylight can assist (as well as provide a list of trusted partners if desired), but for the purposes of this proposal we assume that the client will obtain hosting that will not require Daylight for additional work/configuration:
 - Unix flavor/ Apache 2+ /MySQL version 5.5+ /PHP 5.2
 - Ability to use .htaccess
 - Mod rewrite
 - Sendmail (for PHP email notifications)
 - Remote access
 - Access to creating folders in a protected directory on the web server (for database backups, etc)
 - Access to managing the database for the website (preferably a myPHPAdmin access/if not SSH access)
- Browsers Supported: IE 9+, Safari 6+, latest version of Firefox, and Chrome, iOS for iPad and iPhones, Chrome for Android, Edge for Windows mobile



LETTER OF AGREEMENT

This confirms that **FrameMyTV** ("Client") has entered into this Letter of Agreement ("Agreement") for the creation of the following: **2 Landing Page Design & Development** ("Work") with **Daylight Studio**.

Relationship of Parties. Daylight Studio acts as an independent consultant. Daylight Studio is not an employee of Client. Daylight Studio is solely responsible for both the supervision of its personnel and the actions of its personnel while carrying out the work. Neither party to this agreement may commit, nor be authorized to commit or bind, the other party in any manner.

Responsibilities of Parties. Daylight Studio will perform the tasks described in the Statement of work (SOW). Daylight Studio is authorized to give or obtain all information, decisions, and approvals relating to the SOW. Daylight Studio will provide all labor, materials, plant, equipment, services and other resources necessary to provide and perform the work.

Rights to Use The Work. Upon full payment for all Daylight Studio invoices pertaining to the attached SOW, Daylight Studio agrees to assign all rights, title, and interest in and to the work to Client, including all rights under copyright and all income derived by Client from the work provided by Daylight Studio. Client shall have a perpetual, royalty-free, transferable, exclusive license to use the work created (unless otherwise stated by third party assets acquired), subject to the terms and conditions of this agreement.

Marketing. Nothing in this agreement will limit Daylight Studio from marketing, developing, using and performing services similar to or competitive with the services provided under this agreement. Neither party is prohibited from using ideas, concepts, expressions, know-how, skills and experience possessed by it at any time. Daylight Studio may describe to potential customers any services or work products provided by Daylight Studio under this agreement, so long as Daylight Studio removes Client confidential information.

Early Termination. Each party to this agreement may terminate it with 15 days prior written notice. Client agrees to pay Daylight Studio for services and expenses performed prior to the date of termination.

Liability. Daylight Studio liability is unconditionally limited to the fees paid to Daylight Studio for the work described in the attached SOW. If the data or materials provided by Client infringe on any third party copyrights, patents or trade secrets then Client will, at its own expense, defend, indemnify and hold Daylight Studio harmless in such proceeding and Client will pay all settlements, costs, damages, legal fees and expenses finally awarded.



Warranty. Daylight Studio, for 30 days following the date the work is executed, warrants that the work will be executed in a workmanlike manner consistent with industry standards. If Client believes there has been a breach of this warranty, it must provide a detailed description of the alleged breach in writing.

If there has been a breach of this warranty, Client's exclusive remedy will be for Daylight Studio to correct or re-perform affected work at no additional charge. If Daylight Studio is unable to correct the breach, Client will also be entitled to receive an equitable adjustment in Daylight Studio's charges up to but not exceeding the total amount of Daylight Studio charges.

The following actions will void this warranty:

- Modifications to the work not authorized by Daylight Studio
- Client's failure to use new/corrected versions of work made available by Daylight Studio

Designation of Forum. Any dispute or legal action or proceeding of any kind arising out of this Contract shall be brought before in the Circuit Court of the State of Oregon. Venue for any such dispute or legal action or proceeding shall be in Multnomah County. Each party hereby consents to the exclusive jurisdiction of such court, waives any objection to venue, and waives any claim that such forum is an inconvenient forum.

Choice of Law. This Contract and all the rights, obligations, and disputes arising out of it will be governed by Oregon law.

Payment. Daylight Studio will execute the work on an hourly rate basis for the project described by the SOW (once approved) and will invoice Client monthly. All fees and expenses will be paid to Daylight Studio in United States Dollars by check made payable to Daylight Studio.

Client agrees that the work will be completed on a schedule agreed upon at the onset of the project. If Client's actions reduce the amount of time available to complete the work, Client may choose to either pay an additional rush fee of 50% of project fees to meet the original delivery dates or modify the delivery schedule.

Daylight Studio invoices are due and payable in full within 30 days from the date of the invoice. A 5% late charge applied if full payment is not received within 30 days of invoice plus 1% monthly thereafter. Client expressly agrees to be liable to Daylight Studio for all costs of collection, including attorney's fees. The grant of any license or right of copyright is conditioned upon receipt of full payment.



Letter of Agreement Summary

- **Deliverables:** FrameMyTV Landing Page (2), as outlined in this Proposal.
- **Estimated Fees and Expenses:** \$18,875.00 as outlined in this Proposal.
- **Initial Fee:** Daylight requests a deposit of \$8,000.00 due upon signature of this Agreement.
- **Billing:** Fees will be billed at the end of each month for the previous month's work or at the end of the project, whichever comes first.

This Agreement shall be effective with electronically transmitted signatures. You warrant that you have the legal right to enter into this Agreement on behalf of your company. By signing below, the client listed below enters into this agreement on these terms, in good faith, and to pay all Daylight invoices associated with this work promptly and in full.

Approved by:

FrameMyTV

Signature

Date

Shawn Mann, Founder, CEO

Daylight Studio



Signature

February 18, 2016

Date



APPENDIX A: FEATURED PROJECTS



WENTE VINEYARDS WINEMAKER STUDIO

Wente Vineyards came to Daylight with a vision underway: they were just weeks away from opening California's first "Winemakers' Studio": an immersive vineyard experience that would be part vintner's laboratory, part blending room and part wine museum. To complement this unique physical experience, Wente asked Daylight to create an interactive iPad experience for guests in the studio, helping them learn about wine and become more deeply engaged in their studio visit. To give the client greater content control and security while preserving the "app" feel, we designed the WMS site in HTML5 using special javascript treatments so that the web app behaves like a native app.

[Read our Case Study](#) / (Application is only available onsite)

How our experience with Wente will contribute to your project's success:

Our goal was to make a lightweight, effortless tablet experience that felt as elegant and inviting as being in the actual Winemakers Studio. We designed and developed education games that maintained a high level of sophistication throughout.

Words We've Heard

"Working with Daylight was seamless and they delivered high quality products on time and on budget. They are true professionals at their craft."

- SHOKIE LOPEZ

SENIOR VICE PRESIDENT, IT / WENTE VINEYARDS





BCI GROUP

You're probably aware of the reputation of Northwest brands like Burgerville and Bob's Red Mill for their commitment to employee benefits. But you might not know about the company behind those benefits plans. BCI Group helps some of the best employers in the Northwest with group benefits, retirement plans, business planning and employee education. The new site needed to reorganize basic information, shifting away from dated, SEO focused, long format presentation. Most importantly, it needed to showcase BCI's client stories and thought leadership in a way that left the user with no question about BCI's expertise.

[Visit BCI Group Website](#) / [Read Our Case Study](#)

How our BCI Group experience will contribute to your project's success:

We're very proud of the finished product: a leading-edge branding and services website built for content growth with ease of maintenance and minimal technical assistance. The site is focused on BCI's client stories and expertise rather than cumbersome lists of services. And the services and details are all presented for a user-friendly experience.

Words We've Heard

"From the very first meeting at the Daylight office, we knew that we had landed someplace special. The entire team was attentive, their questions thoughtful, each step detailed and execution was seamless."

- TRACY VICARIO

DIRECTOR OF BUSINESS DEVELOPMENT / BCI GROUP





THE COEUR D' ALENE RESORT

When The Coeur D'Alene Resort moved to update its website, the Daylight team created a fresh redesign from the ground up that works equally well on any device. The client knew from research that its customers today may visit cdaresort.com first on mobile devices, then on an iPad, before finally perhaps on a laptop. The result of this new focus is that every page displays and reads beautifully on smartphones and tablets, as well as full-size computers. In addition, Daylight integrated CDA Resort's social media strategy with the new site, letting visitors share and connect with the latest information, promotions, and feedback.

[Visit Coeur d' Alene Resort Website](#) / [Read our Case Study](#)

How our Coeur d' Alene Resort experience will contribute to your project's success:

The new design and layout is driven by not only an aesthetically pleasing look, but by clear calls to action which have delivered amazing results. Since its launch in April 2013, the new site has increased visits by 25% with mobile and tablet traffic exploding by 75%. Lastly (and most importantly), the Resort is seeing 40% more online reservations since the redesign. We have enjoyed calling The Coeur d' Alene Resort a partner for over 8 years now, which we believe is due to our ongoing guidance and dedication to producing exceptional work.

Words We've Heard

"Every day we receive compliments about how amazing and user friendly our site is. Daylight was incredibly easy to work with and did a great job of meeting our needs. I would highly recommend them to anyone looking to supercharge their marketing efforts."

- JASON JAEGER
DIRECTOR OF SALES & MARKETING
COEUR D' ALENE RESORT





JVR SPIRITS

What do you get when you mix honey, spices and spirits in a family recipe descended from 16th-century Europe? Krupnik is the answer, and JVR Spirits is the craft maker bringing this golden liqueur to the table in the 21st century. When we heard the tale of this family recipe from founder Vince Radostitz, we had to help bring his story to the web. Day to day, the JVR brand needed a site that would let consumers, restaurants and bar owners find and learn about Krupnik. The site had to showcase nearby tasting events, offer cocktail recipes for inspiration, and share company updates and visuals. We knew the mobile user might be at a tasting event and want to find product ingredients or where to buy Krupnik later. With this mobile-first approach, we treated the images to look especially brilliant on small screens, and carefully scaled fonts and graphics to look fantastic on older smartphones as well as the latest Retina-display high-resolution tablets.

[Visit JVR Spirits Website](#) / [Read our Case Study](#)

How our experience with JVR Spirits will aid to your project's success:

The site went live in fall 2014 in time to support the brand launch and to widespread acclaim from retailers and partners. We're incredibly pleased with the results, but we're even happier at this response from JVR Spirits founder Vince Radostitz. (below)

Words We've Heard

"From the very first meeting to the moment when we were live, both the process and the results exceeded all of my expectations. The site looks fantastic, and working with Daylight was a blast"

- VINCE RADOSTITZ
FOUNDER, CKO /JVR SPIRITS



DAYLIGHT STUDIO
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FRAMEMYTV LANDING PAGES
PROJECT PROPOSAL
THURSDAY, FEBRUARY 18, 2016

APPENDIX B: REFERENCES

We believe nothing speaks louder than the words of clients. We encourage you to reach out to the following clients to gain insight into their experience working with Daylight.

Elizabeth S. Duffett

Orca Capital Securities, LLC

Senior Vice President

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www.orcacapitalsecurities.com

Kelly Knight

Trincherro Family Estates

Web Manager

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Vince Radostitz

JVR Spirits, LLC

Founder, CKO (Chief Krupnik Officer), Alchemist, Janitor

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503-927-6120

www.jvrspirits.com

Jason Jaeger

The Coeur d'Alene Resort

Director of Sales & Marketing

jjaeger@cdainn.com

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www.cdaresort.com



APPENDIX C: **ADDITIONAL SERVICES**

The proposal provided is based upon the discussions Daylight has had with FrameMyTV and their team about the project requirements. However, our company offer additional services beyond the scope of the project which we wanted to make sure you are aware of. These services are always available to your team, please let us know if you'd like to discuss any of them further.

DESIGN

At Daylight, "design" is much more than creating a webpage layout. Clients don't just come to us for our wide offering of digital art talents, they come in for guidance. Our industry expertise will amplify your online message and well as your brand's appearance. We provide smart design decisions that are custom to your audience and technology's needs.

Design Services

- Brand Identity
- Information Architecture
- Mobile App Design
- Custom Graphics
- Digital Storytelling
- E-Commerce Solutions
- E-Mail Design
- Printed Marketing Material
- Photography
- Tradeshow Booth/Display Design

SEARCH/SOCIAL

We don't just build beautiful websites. We're also here to be a strategic partner in your digital marketing initiatives. This partnership first relies upon a comprehensive approach to your unique situation with in-depth research, competitive analysis, and solutions tailored to your objectives. Second, we believe that success only comes with full buy-in, open dialogue and active participation from clients in order to achieve desired outcomes.

In all aspects of digital marketing, we take the time to stay current on the latest trends and best practices in order to present the most relevant and modern techniques for you. Because search engine marketing is a complex and ever-changing field, we're dedicated to educating our clients on these modern aspects so they can be better invested in their strategy.



SEM Services

- Google Analytics
- Google Tag Manager
- Ecommerce Tracking
- AdWords Conversion Tracking
- Website Optimization
- Keyword Research
- Link Earning Strategies
- Social Media Strategies
- Local SEO
- Ongoing Campaign Management
- Regular Performance Reporting
- Consulting & Training

Analytics & Measurement

Design and strategy can't be successful without proper measurement. We'll ensure that your site is fully set up to track visitors, engagement and conversions then use that data to make decisions on strategy, design and more.

Owned & Earned Media

Reaching customers online without paying for ads has traditionally fallen under search engine optimization or social media. These elements are intertwined more than ever now and Daylight can help you navigate the modern world of owned and earned media. Our comprehensive assessment of owned assets such as your website or social media channels will help uncover weaknesses while we utilize thorough research to develop strategies that earn links naturally, drive conversation on social media and ultimately increase traffic and conversions on your site.

Paid Media

Your presence and success online can receive a boost from paid advertising, if done properly. Daylight can assess your current advertising efforts across the major platforms including AdWords, Bing and social media platforms. If you're looking to launch brand new efforts, we can help strategize the best platforms and tactics for your budget. Plus, with a talented web team we can help create display ads and landing pages to attract visitors and get conversions.



CONTENT

Though Daylight does not have internal writers, we partner with great local content agencies to help brands tell their stories and drive business results. Conveyor is a strategic content agency based in Portland, Oregon run by longtime Daylight collaborator, Isaac Szymanczyk. Over the years we have worked on numerous projects to efficiently deliverable measurable successes for both our company's clients.

Content Strategy

Too much content? Not enough content? Just all wrong? We'll help you sort it out and build a manageable content strategy that achieves your business goals. Together, we'll set things straight by mapping out your content empire, who owns the content, what's it for, where it lives and what it can do for your brand.

Content Marketing

Great stories today require text as well as video, photos, charts and audio. We'll plan, produce and manage meaningful, strategic content that engages your customers and draws them closer to your brand. Our team of storytellers can power your social media, email marketing campaigns, community engagement, blogs, product marketing, video, design, photography and audio.

Data Storytelling

Some call it data visualization. Some say infographics or information design. We'll take your data and draw out its story with visuals, presentations and information dashboards that don't require advanced degrees to understand. If you don't see the story when we're finished, then we're using the wrong data.

