


PURSUIT DELIVERABLES





PURPOSE



In an effort to integrate more technology into our client presentations, this document covers some ideas that *could* be incorporated.

As we look at technologies both inside and outside of our industry, we can adapt them to be used for different purposes. In most cases, the more complex the solution the more time is required to accomplish. Some of these technologies are untested from our perspective, but if we don't reach further than we think we can, our progress could be stifled.

 **MAY REQUIRE OUTSIDE VENDOR**

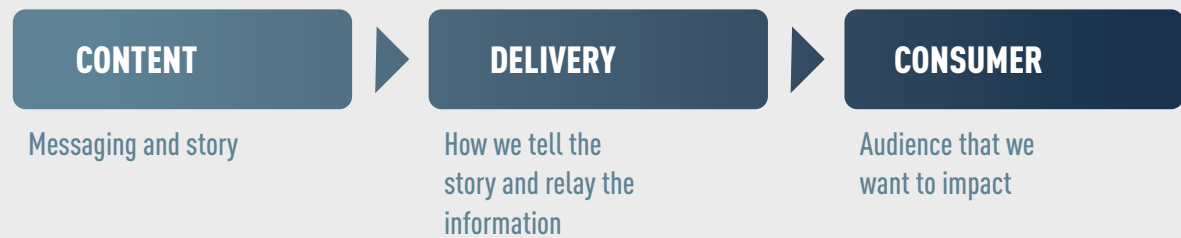
Some of these examples will require hiring specialized vendors to accomplish.

#DEFINE

When information is relayed to our audience, the goal is to deliver it in a way that enhances the message.

There are many methods we could use to deliver the information. We want to choose a relevant option that best complements the content.

CONTENT DELIVERY PROGRESSION



RESOURCE MATRIX

	DELIVERABLE	STAGE UTILIZED	EXECUTION TIME	EXTERNAL VENDOR	PRODUCTION TIME	COSTS
5	<u>PROPOSAL GRAPHICS</u>	RFP/PROPOSAL	20 MIN – 2 HOURS DEPENDING ON COMPLEXITY			
6	<u>PROPOSAL PRINT METHODS</u>	RFP/PROPOSAL	1–3 DAYS	PRINTING ONLY	5–7 DAYS	\$–\$\$
7	<u>POWERPOINT ANIMATIONS</u>	INTERVIEW PRESENTATION	MINIMAL			
8	<u>VIDEOS WITH ADDED GRAPHIC ANIMATIONS DRONE FOOTAGE FLYOVERS & MAPS</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	2D MAP, DRONE/GOOGLE EARTH FLYOVER 10-20 MINUTES PER 1 SECOND OF FINISHED VIDEO		2-4 WEEKS, DEPENDING ON LENGTH OF FINAL VIDEO	
10	<u>3D MODELING / VIDEO ANIMATIONS</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	50–150 HOURS		3-5 WEEKS, DEPENDING ON LENGTH OF FINAL VIDEO AND SCOPE	
11	<u>BIM</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	DEPENDENT ON PROJECT SCOPE	YES	DEPENDENT ON PROJECT SCOPE	\$–\$\$\$
12	<u>DRONE IMAGING</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	TBD BY OUTSIDE VENDOR	YES	2-4 WEEKS TBD BY OUTSIDE VENDOR	\$–\$\$
13	<u>AUGMENTED REALITY</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	TBD BY OUTSIDE VENDOR	YES	TBD BY OUTSIDE VENDOR	\$\$–\$\$\$
14	<u>VIRTUAL REALITY</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	TBD BY OUTSIDE VENDOR	YES	TBD BY OUTSIDE VENDOR	\$\$–\$\$\$
15	<u>360° PHOTO & VIDEO</u>	INTERVIEW PRESENTATION / LEAVE BEHIND	1–3 WEEKS		1–3 WEEKS	\$
16	<u>HOLOGRAPHIC PROJECTION</u>	INTERVIEW PRESENTATION	TBD BY OUTSIDE VENDOR	YES	TBD BY OUTSIDE VENDOR	\$\$\$–\$\$\$\$
17	<u>PROJECTION MAPPING</u>	INTERVIEW PRESENTATION	TBD BY OUTSIDE VENDOR	YES	TBD BY OUTSIDE VENDOR	\$\$\$–\$\$\$\$
18	<u>SUPPLEMENTAL INTERVIEW MATERIALS</u>	INTERVIEW PRESENTATION	2–4 DAYS	PRINTING ONLY	5–7 DAYS	\$
19	<u>LEAVE BEHIND PLACEMAT</u>	LEAVE BEHIND	2–4 DAYS		2 DAYS	N/A IF PRINTED IN HOUSE
20	<u>LEAVE BEHIND CUSTOM PRINTED PIECES</u>	LEAVE BEHIND	7 DAYS		1–2 WEEKS DEPENDING ON COMPLEXITY	\$–\$\$
21	<u>LEAVE BEHIND VIDEO CARDS</u>	LEAVE BEHIND	1–2 WEEKS	PRINTING ONLY	1–2 WEEKS	\$\$
22	<u>LEAVE BEHIND UNIQUE SOLUTIONS</u>	LEAVE BEHIND	7 DAYS	PRINTING ONLY	1–3 WEEKS DEPENDING ON COMPLEXITY	\$–\$\$

PROPOSAL GRAPHICS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

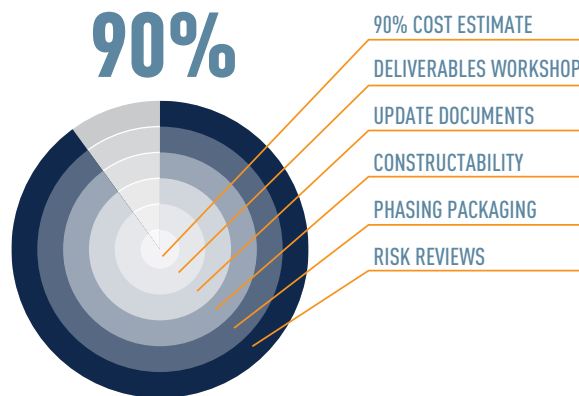
EXECUTION TIME

20 MIN - 2 HOURS

DEPENDING ON COMPLEXITY

We've all been in a place where we're reading something that is confusing, or we get lost trying to figure out what the author is describing. This is the exact reason that graphics work better than text to communicate an idea visually. Showing a graphic is generally more easily understood. The old adage is accurate, a picture is worth 1,000 words.

There is a delicate balance between written word and visual graphics—they both work to compliment each other.



GARNEY & DENVER WATER

19 PROJECTS

VALUED AT

\$96.7 M

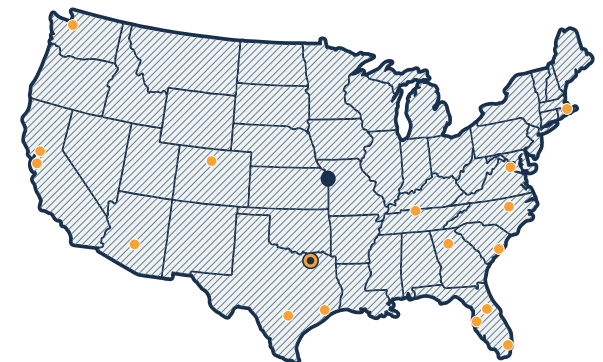
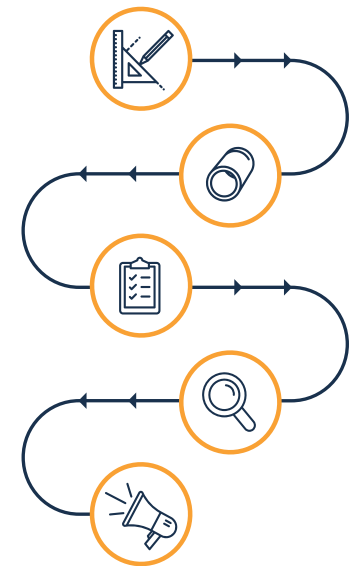
GARNEY & BROWN AND CALDWELL

31 PROJECTS

VALUED AT

\$350 M

INFOGRAPHICS	MAPS
FLOW CHARTS	CALLOUTS
TIMELINES	ICONS



PROPOSAL PRINT METHODS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

PRODUCTION ESTIMATE

5-7 DAYS

COST

\$-\$\$\$

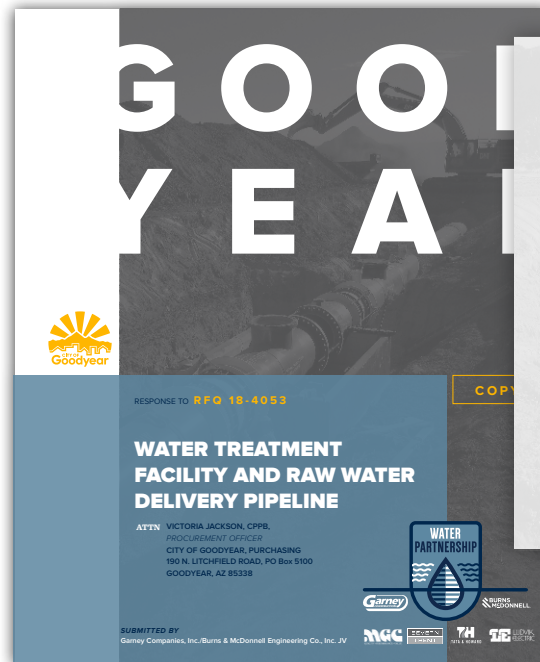
CAUTION

Requires outside vendor and may require additional production time.

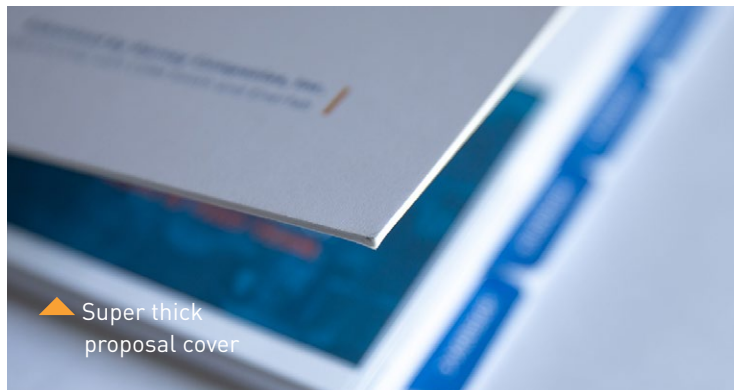
* OUTSIDE VENDOR FOR PRODUCTION

Paper type, paper quality, cover thickness, and binding methods can all help give certain perceptions to the reader, conscious or subconscious. They might not know how to articulate that a proposal feels more 'trustworthy', but we can leverage every angle we can.

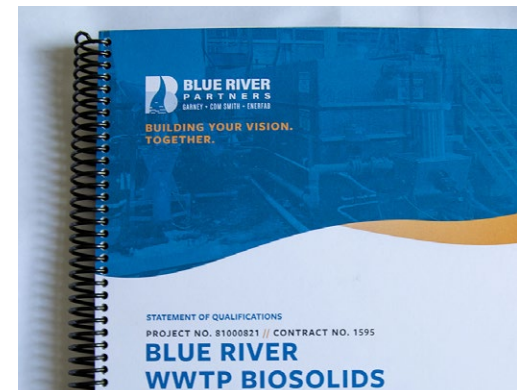
Integrating a proposal theme can also extend to the physical attributes as well, seen in the Goodyear proposal below where we married the concept of longevity and strength to 100% waterproof paper.



▲ Printed proposal on 100% synthetic waterproof paper



▲ Super thick proposal cover



POWERPOINT ANIMATIONS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

EXECUTION TIME

MINIMAL

CRITICAL ELEMENTS NEEDED

CONTENT

CAUTION

Use in moderation—a good balance of static and moving graphics is ideal

Powerpoint animations can make a presentation a bit more exciting and encourage audience engagement. Depending on what content is animated, it can help tell a story or explain an idea.

Keep in mind, static graphics do serve a purpose. A balance of both static and moving graphics in a presentation is wise—as it gives the audience a place to rest their eyes. We'll need to evaluate how many and to what level animations will complement the overall message.

VALUABLE CONTENT IS KEY

Adding an animation into the mix will not make up for invaluable content. Developing good content is the best place to start before thinking about how that content may be animated.



VIDEOS WITH ADDED GRAPHIC ANIMATIONS- DRONE FOOTAGE FLYOVERS & MAPS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

2-4 WEEKS,
DEPENDENT ON LENGTH OF FINAL VIDEO

CRITICAL ELEMENTS NEEDED

**DRONE FOOTAGE OR
SATELLITE IMAGERY**

CAUTION

If hiring a drone company, there are specific footage requirements explained in [this reference sheet](#) to start the conversation.

* MAY REQUIRE OUTSIDE VENDOR

Utilizing project area footage or maps with the addition of project specific graphics can help explain a project and allows the audience see real-world footage of locations that resonate with them. We can use this footage to call out specific things in the terrain, locations of utilities, show alternative routes, etc.



FOOTAGE OPTIONS

- 1 2d map with animations**
Taking a flat map and adding animated visual elements
- 2 Drone footage**
Real-world fly-through video with the addition of visual elements. This requires hiring an outside vendor for drone footage.
- 3 Satellite imaging footage**
Utilizing satellite imaging (Google Earth) to fly-through. This is easier to control than a drone, but the satellite imagery may not be the most up-to-date.

CONTINUE TO SAMPLES >

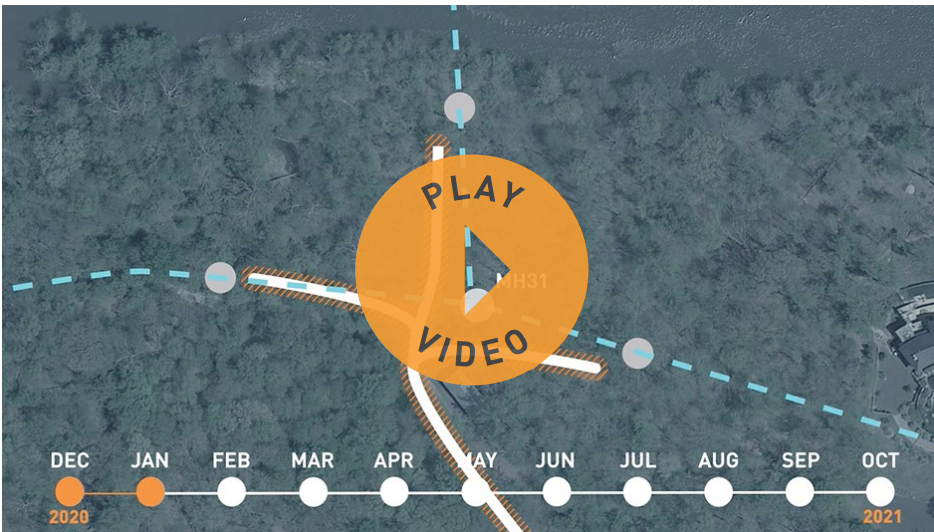
VIDEO ANIMATION SAMPLES



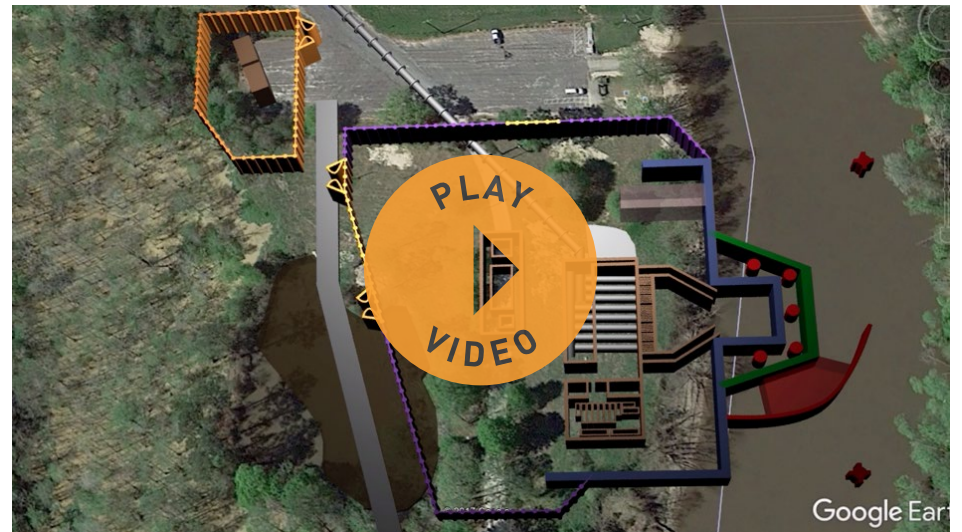
▲ Drone flyover with graphic overlays



▲ Google Earth flyover with graphic overlays



▲ 2D map with animation overlay



▲ Static Google Earth with graphics phased in

3D MODELING /VIDEO ANIMATIONS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

3-5 WEEKS,
DEPENDING ON LENGTH OF FINAL AND SCOPE

CRITICAL ELEMENTS NEEDED

BUILDING PLANS

CAUTION

Not to be confused with a BIM Model.

3-dimensional models can be used to show a digitally produced conceptual idea in 3-dimensional space. By placing these 3D objects in real-life digital environments, they become easier to visualize. Depending on the level of accuracy needed, a plan drawing is needed.

THIS IS NOT BIM

BIM has an intelligent component that contains data associated with the physical and functional characteristics and is used for estimating, building, scheduling, etc. We can utilize a BIM model, but a BIM specialist is needed to create BIM models.



BIM

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

DEPENDENT ON PROJECT SCOPE

COST

\$-\$\$\$\$

CRITICAL ELEMENTS NEEDED

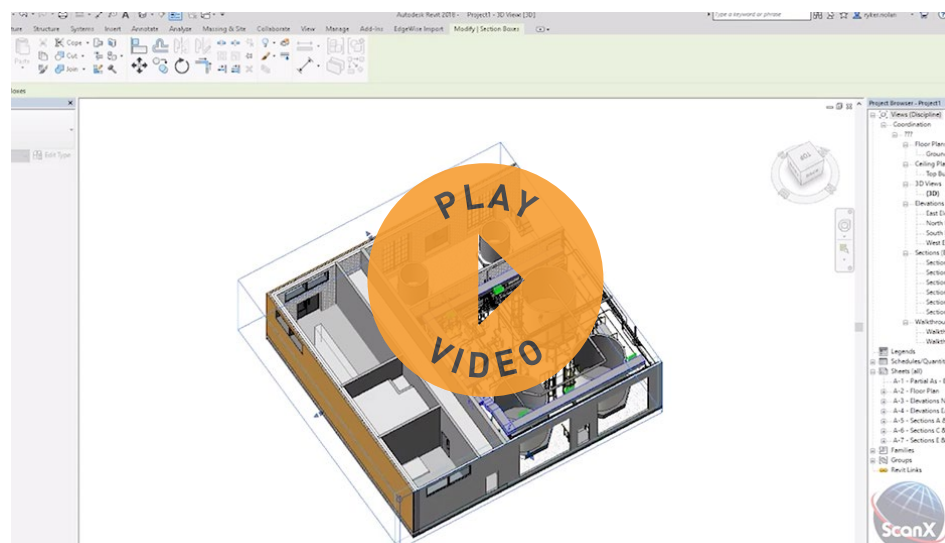
BUILDING PLAN

* MAY REQUIRE OUTSIDE VENDOR

BIM (Building Information Modeling) utilizes a 3d model with added dynamic intelligent data associated with the physical and functional characteristics of the model. Built in specific software for specific uses, BIM is very useful in the design, construction, and post-construction processes.

INDUSTRY TECHNOLOGY

Using a BIM Model can show that we are on par with industry technology.



◀ BIM model in Revit software



◀ 4D BIM animation

DRONE IMAGING

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

2-4 WEEKS
TBD BY OUTSIDE VENDOR

COST

\$-\$\$\$

CRITICAL ELEMENTS NEEDED

ACCESS TO PROJECT AREA

CAUTION

Depending on airspace classification, some areas may not be able to be captured from the air.

*** MAY REQUIRE OUTSIDE VENDOR**

Drone companies can be hired for a variety of aerial imaging and mapping services. This allows us to be more efficient with visualizations and learn more about the potential project landscape.

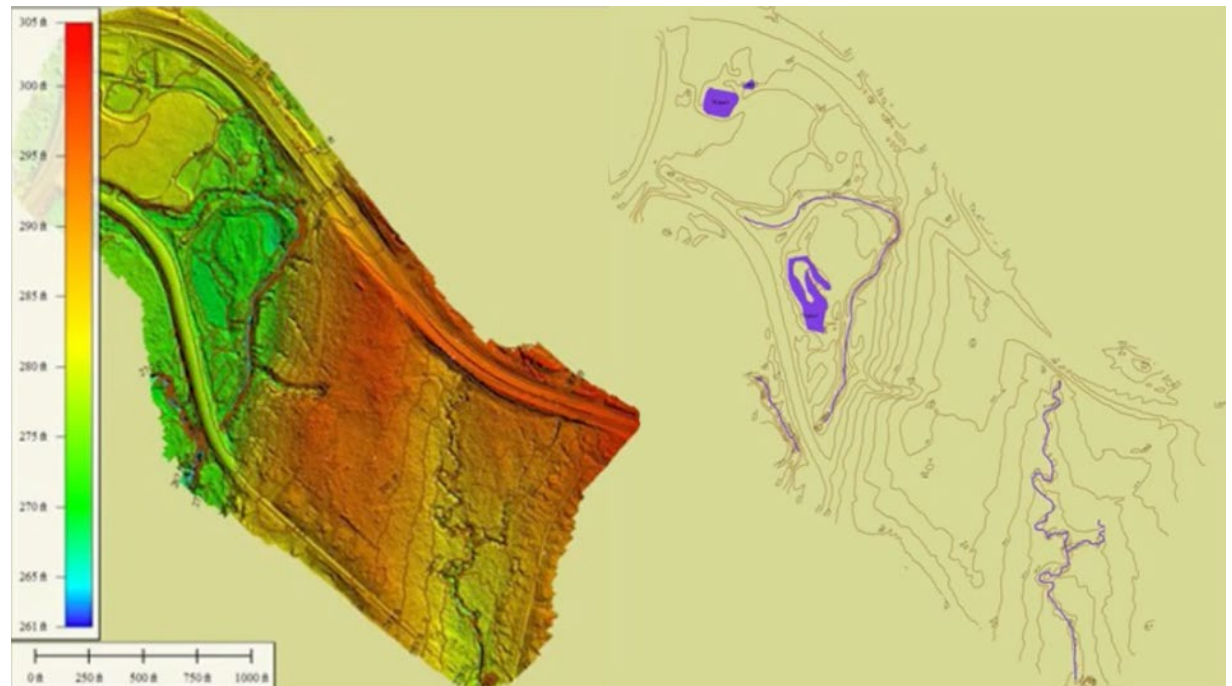
Some of these services include:

- Videography/Photography
- UAV surveying
- Photogrammetry
- Lidar Mapping

AIRSPACE RESTRICTIONS

Not all areas can be reached via drone due to airspace restrictions. Generally, the closer you are to other airspace services or national parks, the more restrictions will be in place.

▼ Drone Lidar elevation grid with topographical map



AUGMENTED REALITY (AR)

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

DEPENDENT ON PROJECT SCOPE

COST

\$\$-\$\$\$

CRITICAL ELEMENTS NEEDED

PERIPHERAL DEVICE

phone, tablet, or goggles

DIGITAL ASSETS

* MAY REQUIRE OUTSIDE VENDOR

Augmented Reality (AR) takes the physical world around us and adds elements digitally viewed through a device. This device could be a phone, tablet, or a headset (goggles).

Apps that you may be familiar with that use the same technology are Snapchat filters, IKEA room planner, and Pokémon GO.

USER INTERACTIONS

User-controlled visuals works well when explaining a concept. This allows multiple users to see digital assets and explore the digital world at their own pace.



VIRTUAL REALITY (VR)

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

DEPENDENT ON PROJECT SCOPE

COST

\$\$-\$\$\$

CRITICAL ELEMENTS NEEDED

PERIPHERAL DEVICE

phone, tablet, or goggles

DIGITAL ASSETS

* MAY REQUIRE OUTSIDE VENDOR

Virtual Reality (VR) takes the user out of the world they're in and virtually places them into a different one. By blocking out the real-world, this gives the user an immersive experience in a world that does not exist. If the viewing device is a tablet or phone, the real-world will not be completely blocked, but does still provide a view into the virtual world.

A VR headset is required for each individual user.

CROSS-TECHNOLOGY

This technology would likely be used in conjunction with 3d models and BIM.



360° PHOTO & VIDEO

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

1-3 WEEKS

COST

\$

CRITICAL ELEMENTS NEEDED

**PHYSICAL LOCATION
TO DOCUMENT**

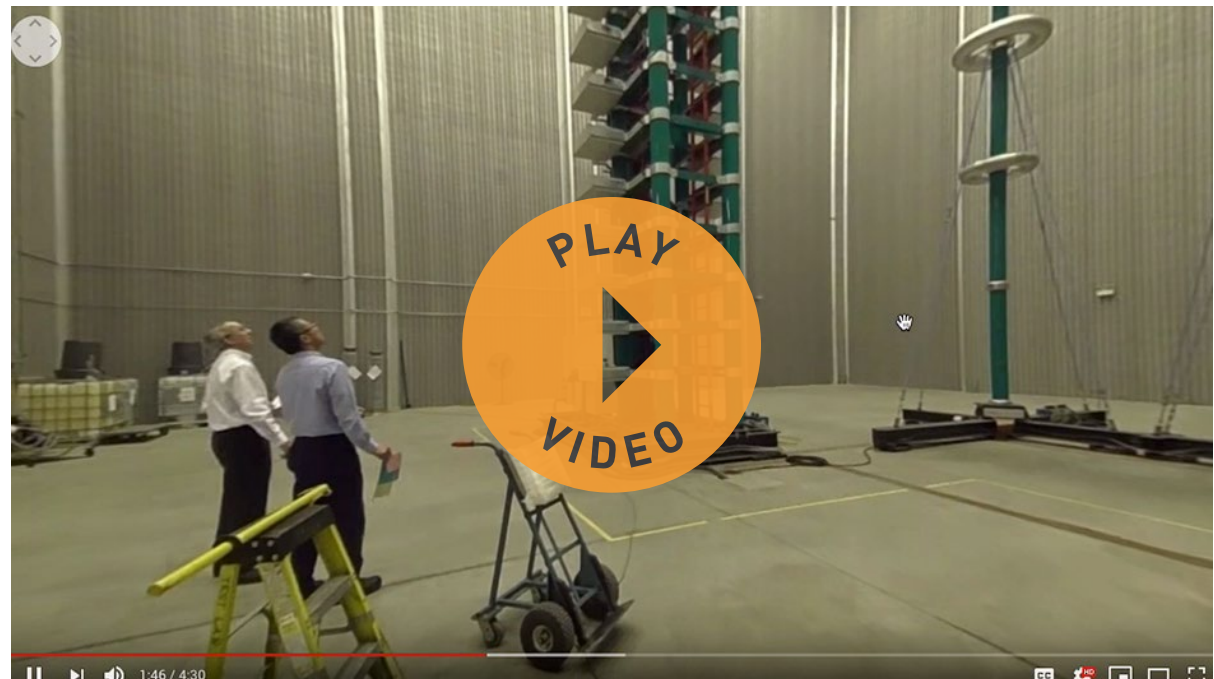
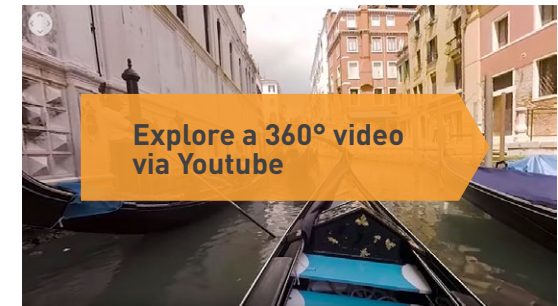
* MAY REQUIRE OUTSIDE VENDOR

360° photos and videos use a special camera to document the physical world in all directions. The final output gives the user the ability to control the view where they can pan around a 360° sphere. Since all angles are captured, the view is not cropped which lends itself to a more open-ended solution.

Imagine if you stood in one place and looked in all directions—this is what the 360° shot captures.

CROSS-TECHNOLOGY

360° footage could be used in conjunction with VR headsets, phones, and tablets.



HOLOGRAPHIC PROJECTION

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

TBD BY OUTSIDE VENDOR

COST

\$\$\$-\$\$\$\$

CRITICAL ELEMENTS NEEDED

BUILDING PLAN AND 3D MODEL

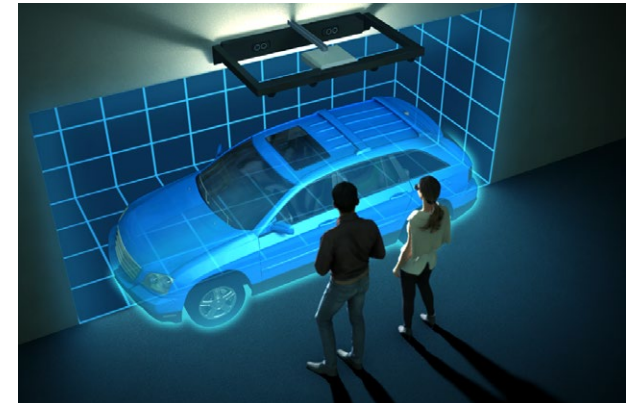
CAUTION

This may be a more engineering/architecture-focused technology as the deliverable would be a model.

* MAY REQUIRE OUTSIDE VENDOR

Holograms or holographic projections are 3d elements projected with light. Where VR/AR requires a headset, this technology allows all users to see the same visual at the same time. Similar to the holographic versions of Tupac in 2012 or Michael Jackson in 2014 where each were brought back to life for a holographic concert.

Some hardware is required based on the chosen system, and the hardware can be very expensive.



▲ Users interacting with a wall-mounted holographic projector



PROJECTION MAPPING

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

TBD BY OUTSIDE VENDOR

COST

\$\$\$-\$\$\$\$

CRITICAL ELEMENTS NEEDED

ACCESS TO ROOM FOR SETUP

PRIOR TO PRESENTATION

CAUTION

Requires testing and setup before the presentation.

* MAY REQUIRE OUTSIDE VENDOR

Projection mapping is a video projection technique where video is mapped onto a surface, turning common objects into interactive displays. These objects could be as elaborate as buildings or water and as simple as a tabletop.



USE CASE

In lieu of a leave-behind, we could project information downward onto the table for the selection committee to read and digest. This content could be integrated into the presentation and dynamically change based on what topics are being discussed.

- ◀ On a large scale, this technique has been used in Super Bowl halftime shows.
- ▶ Projecting onto a table where the only real-life elements are utensils, napkin, and glass.



SUPPLEMENTAL INTERVIEW MATERIALS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION LEAVE BEHIND

LEAD TIME ESTIMATE

5-7 DAYS

COST

\$

CRITICAL ELEMENTS NEEDED

RELEVANT INFORMATION TO PRESENT

* OUTSIDE VENDOR FOR PRODUCTION

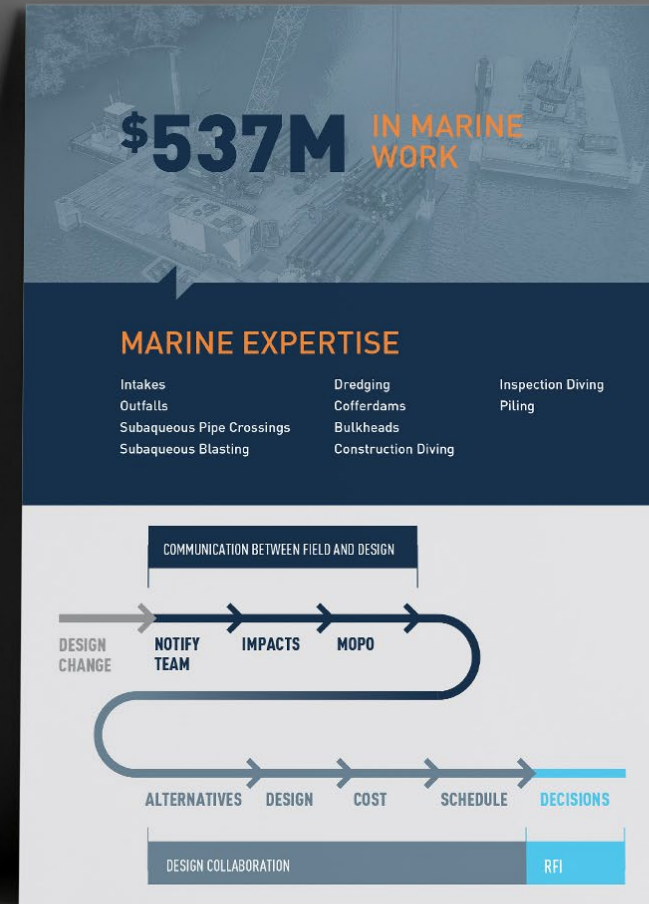
Additional printed materials may be necessary and advantageous to the interview presentation. These are generally large-format printed pieces that aid in the presentation for quick or repeated references. Content could include maps, routes, graphics, timelines, processes.

BOARDS

SIGNS

POSTERS

BANNERS



LEAVE BEHIND CUSTOM PRINTED PIECES

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION **LEAVE BEHIND**

LEAD TIME ESTIMATE

1-2 WEEKS

DEPENDING ON COMPLEXITY

COST

\$-\$\$\$

CRITICAL ELEMENTS NEEDED

**ADDITIONAL TIME TO CREATE
AND EXECUTE**

A leave behind that informs and engages is ideal. Custom printed brochures and hand-outs are one way to get (and keep) the attention of the selection committee. These give a tailored message where the deliverable can enhance the message and create a larger impact. Similar to receiving a package in the mail that you didn't anticipate coming. Feelings of intrigue and excitement while you open the package—even if those feelings only last a few moments it makes you feel different.

Ideally, the message, unique deliverable, and usefulness culminate and create one solid leave behind.

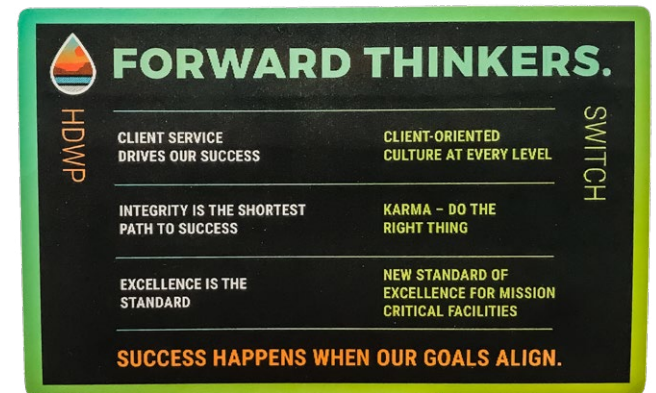
▼ Pinwheel showing construction phase with company involvement



VALUABLE CONTENT IS KEY

Content and concept should be strong enough to stand with the deliverable. We don't want a flashy shell wrapped around an empty message.

▼ Lenticular printed card that changes messages as it is rotated



LEAVE BEHIND VIDEO CARDS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION **LEAVE BEHIND**

LEAD TIME ESTIMATE

1-2 WEEKS

COST

\$\$

CRITICAL ELEMENTS NEEDED

**VIDEO OR ANIMATION TO PLAY
ON VIDEO SCREEN**

*** OUTSIDE VENDOR FOR PRODUCTION**

Almost everyone wants to be entertained. It requires less effort to watch something rather than read. Giving a video card that allows the selection committee the ability to watch a video should bring high impact.

FRONT-END WORK

There is some front-end work that needs to be done to create and produce the videos that will be included. Additional time will be needed to execute.



LEAVE BEHIND UNIQUE SOLUTIONS

STAGE UTILIZED

RFP/PROPOSAL INTERVIEW PRESENTATION **LEAVE BEHIND**

LEAD TIME ESTIMATE

1-3 WEEKS

DEPENDING ON COMPLEXITY

COST

\$-\$\$\$

Creating super customized leave behind ideas can make a wow factor and impact the client to show that we are thinking about their best interests and their project.

▼ Custom water bottle leave behind with brochure hanging from neck of bottle.



WHY MAKE IT UNIQUE?

Unique solutions have a tendency to be more memorable. These deliverables speak directly to the specific project as well as being a reflection of our company as a whole.





EVER-EVOLVING

This process and document will be ongoing. As technologies are constantly evolving and progressing, this list will grow and change.

WE'D LIKE TO HEAR FROM YOU

Send in ideas that you see or hear about and we will explore the uses for possible applications.

marketing@garney.com

