

Proposal to  
DALWORTH MACHINE PRODUCTS, INC.  
from



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DATE: March 6, 2016

TO: ECF, Inc.  
Al Meitl, president

PROPOSAL: ▶ Update Dalworth brand  
▶ Upgrade website  
▶ Lay groundwork for future marketing plans and executions

**T**hank you for providing Comment Communication Enterprises with an opportunity to propose services and estimated costs to revamp the Dalworth Machine Products website. Whereas a company website is a critical extension of a well-conceived and well-projected brand, this proposal also includes recommendations for some fundamental brand-revitalization work.

This branding foundation will ensure that the design, navigation, and functionality of a new website will reflect the right assumptions about Dalworth's target markets and its planned future direction.

Beginning on the next page, you will see some very preliminary mock-up designs that will serve as a basis for discussion about Comment's capabilities and branding recommendations. An overview of proposed services, estimated costs, and timing considerations also follows.

## About Comment ...

**T**ogether, Tammy and David Maus-Berkley bring more than 40 years of experience in strategic marketing, communications, and public relations to the clients of Comment. Our collective skills include expertise in:

- formulating innovative and results-oriented plans,
- producing websites and blast emails,
- creating video and multimedia communications,
- performing page layout and graphic design for print collateral,
- managing public relations,
- training clients in several essential marketing and communication functions,
- orchestrating memorable events, and
- applying metrics and analytics to measure outcomes.

We have served employers and clients representing a broad cross-section of industries, including:

- apparel,
- commercial aviation,
- recreational aviation,
- book and journal publishing,
- event and convention hosting,
- fire-protection contracting,
- mechanical contracting,
- fund raising,
- industrial supply,
- insurance,
- jewelry, and
- sports recreation.



## Our Tagline: "Well said!"

The challenge in reaching any target audience or market today is to stand out amid the storm of information deluging your targets from a dizzying array of traditional, online, and social-media sources.

**A**t Comment, we believe the best way to cut through the noise is to carefully craft a compelling and persuasive message that focuses on your audience's needs, to package it tightly, and to deliver it with laser-guided accuracy at the right moment.

In short, say it well! While many others are vying for your target's attention, you stand the best chance of being heard if you study your audience carefully, thoroughly plan your communications, execute them with precision, and remain agile to make needed adjustments along the way.

Our goal is to help you move through that process successfully.

## Recommended Initial Services

*Caveat:* The mock-up that you see here is just one interpretation of a design to upgrade the Dalworth website. In the event of a work-order agreement for website-redesign services, Comment will provide at least three design alternatives to the client. These design proposals will be more refined as a result of consultation with Dalworth and a clearer understanding of its competitive strategy.

In the meantime, the mock-up shown at right is the first of several that can serve as a basis for presenting Comment's thoughts and observations.

### *Dalworth tagline:*

**W**e recommend the use of a tagline to better define the Dalworth brand. The tagline, “Durable innovation since 1975,” is one option that captures three major components of Dalworth's value proposition:

- The company was founded out of innovation and continues to innovate new solutions today.
- The company's machines are durable, providing the reliable service that asphalt-materials suppliers need. These machines are well-built to withstand the demands of long-term operation.
- The reference, “since 1975,” leverages the company's 41-year history and the company's brand recognition.

We also know that a major differentiator for Dalworth is the superior productivity of the asphalt-production equipment that Dalworth manufactures. Generating more gallons per hour than the competitors' machines, Dalworth's high-volume machines save both time and labor costs for Dalworth's customers.

Dalworth Machine Products, Inc.  
durable innovation since 1975

Home Our Products Parts Service Contact About Us

**dalworth**

Asphalt and bitumen emulsion equipment.  
Polymer modified asphalt and bitumen blending equipment.

"Innovate. Build a better mousetrap. Out of necessity, devise new and better ways of doing things." This pioneering spirit was the basis for Dalworth Inc.'s formation 40 years ago, and continues to drive our successful service to the asphalt industry today.

From our initial reinvention of the colloid mill to the development of complete polymer blending systems using our unique one-pass process, Dalworth serves asphalt-materials providers across the globe with inventive and efficient designs ... along with built-in durability and world-class service for the long haul.

Mills | Asphalt emulsion units | Polymer blending units

World-class parts and on-site service

Dalworth Machine Products, LLC | 5136 Saunders Rd. | Fort Worth, TX 76119 | (817) 561-9802 | contact@dalworthmachine.com  
PRIVACY POLICY

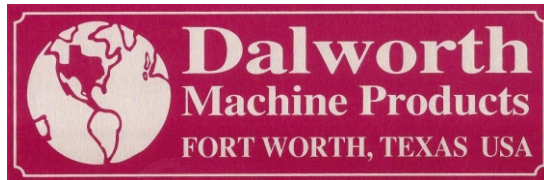
Accordingly, alternative tagline candidates focusing on this attribute might include:

- “Turn up the volume,” or
- “Turning up the volume since 1975,” or
- “Unrivaled Productivity.”

## Dalworth logo:

This company needs a logo design that better conveys the company's brand essence and competitive positioning. The logo rendition shown in the mockup at right and on the graphic at bottom uses a progressive and modern font that appears as clean reflective metal. This treatment suggests precision and modern engineering. The metallic lettering also says toughness and endurance.

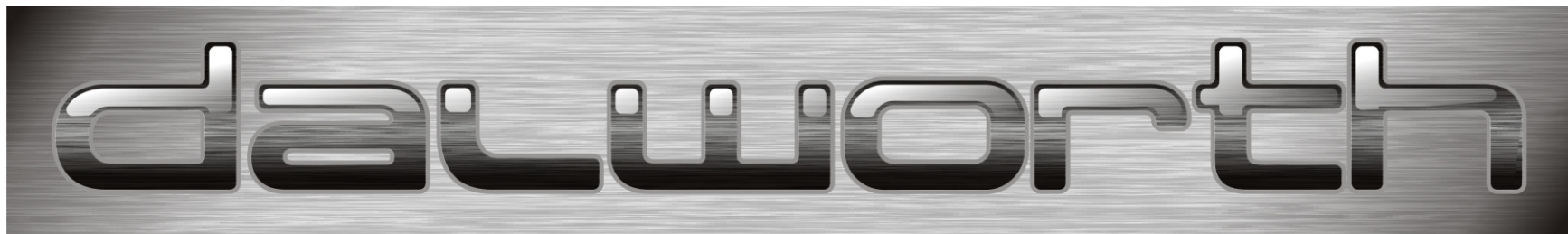
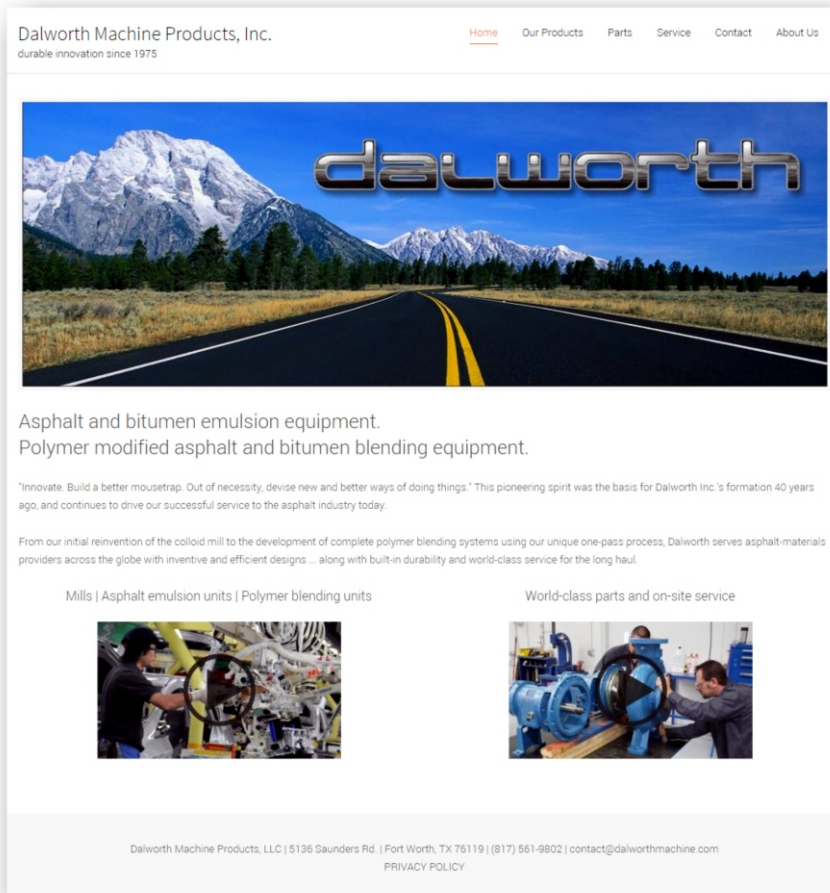
The current logo looks dated. Although Dalworth should, indeed, position its decades of success as an advantage — a thought to be captured in the tagline — it also should project contemporary sophistication.



Dalworth's current logo, shown at left, emphasizes a regional reach more than a global reach. With its enlargement of the state of Texas

superimposed over a map of the globe, the current logo overemphasizes Dalworth's business presence in Texas. Because Dalworth is an international company with a growth strategy that focuses on international markets, the emphasis on Texas should be removed.

Under a work-order agreement, Comment will provide at least three design alternatives to Dalworth.



## Home page banner image:

In addition to featuring the upgraded logo, the banner image also presents an “end state” image showing the result of a Dalworth customer’s success: a beautiful, rich-black, asphalt road. This image will appeal to the audience made up of modified-asphalt suppliers who furnish the materials that lead to this image’s depicted outcome.

## Website navigation:

This mockup divides the Dalworth website into the following categories:

**Home** — an introduction and a reiteration of Dalworth’s fundamental value proposition to the marketplace. It reads:

*"Innovate. Build a better mousetrap. Out of necessity, devise new and better ways of doing things." This pioneering spirit was the basis for Dalworth Inc.'s formation 40 years ago, and continues to drive our successful service to the asphalt industry today.*

*From our initial reinvention of the colloid mill to the development of complete polymer blending systems using our unique one-pass process, Dalworth serves asphalt-materials providers across the globe with inventive and efficient designs ... along with built-in durability and world-class service for the long haul.*

**Products** — This page would divide Dalworth’s products into the following four categories, with links to pages with information on each:

- Colloid Mills,
- Polymer Units,
- Emulsion Units, and
- Complete Systems.

**Parts** — This page provides a listing of available parts and the functionality for customers to place online orders. Online payment options may also be available.

**Service** — This page presents Dalworth’s service pledge and allows customers to place service orders.



**Contact** — This page provides the company address and contact information — telephone and email — for customer-service staff and possibly other key personnel. This page could also feature the functionality of a “Submit Questions/Comments” box.

**About Us** — This page provides an overview of Dalworth’s history and bios on its leaders.

## Video content

This mockup home page design shows placeholders to two short videos.

One video would provide a quick look at the Dalworth facilities and an overview of Dalworth's production process. The other video would focus more on the people of Dalworth, their roles, and the company's commitment to exemplary customer service.

**C**omment strongly recommends the inclusion of video content on the Dalworth website. Videos are particularly helpful for companies operating in international markets, as videos that emphasize "showing" over "telling" can help to overcome language barriers.

Dalworth Machine Products, Inc.  
durable innovation since 1975

[Home](#) [Our Products](#) [Parts](#) [Service](#) [Contact](#) [About Us](#)

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## Summary of Recommended Services and Estimated Costs

<b>BARE ESSENTIALS</b>			
<b>Deliverable</b>	<b>Description</b>	<b>Time Requirements</b>	<b>Cost</b>
Business assessment.	Questionnaires, exercises, and discussion to better define Dalworth's brand essence, values, personality, unique value proposition, and core messages. Can be accomplished with a meeting at Dalworth facilities or remotely via email and web conferencing. This work builds the foundation for the Comprehensive Brand Standards Guide (see below).	1-2 weeks.	\$ 1,800
Comprehensive brand standards guide.	Comprehensive document providing guidance for marketing communications and all executions of the brand. Includes vision and mission statements, logo, tagline, core-messages matrix, and color palette. Logo and tagline options will be presented to Dalworth for selection, refining, and finalizing.	2-4 weeks.	\$ 4,800
Photography.	For website and collateral, Dalworth will need high-quality photographs of its facilities, new products, parts, owners, and employees. This can be outsourced to a local photographer. You may expect to pay \$1,000-\$2000 for this work.	1-2 weeks.	—
Website redesign and upgrade.	See the preceding pages of this document. Estimated cost does not include production of video content.	3 weeks.	\$ 5,400
Expenses.	Travel, lodging, meals, and ground transportation for site visit and meeting at Dalworth facilities. (One-trip estimate.)	—	\$ 2,000
		<b>TOTAL:</b>	<b>\$ 14,000</b>

<b>RECOMMENDED ENHANCEMENT</b>			
<b>Deliverable</b>	<b>Description</b>	<b>Time Requirements</b>	<b>Cost</b>
Video content.	Script, storyboard, shoot, edit, convert, and upload two videos that are 2-3 minutes each in duration. Cost estimate does not include travel expenses.	4 weeks.	\$ 6,000

## Recommended Continued Marketing-Communications Initiatives

*“Plan your work; work your plan.”*

**A**t Comment we take that adage to heart. Our goal is to help clients map out a clearly defined set of marketing objectives and the steps needed to accomplish them.

However, we also understand the wisdom behind the words of Dwight D. Eisenhower when reflecting on his role as Supreme Commander of the Allied forces in Europe during World War II:

*“In preparing for battle I have always found that plans are useless, but planning is indispensable.”*

With this famous quote, Eisenhower summed up the paradox of thorough planning. We are always better off for having planned, even though plans themselves often require modification once put into practice. That’s why we at Comment also believe in giving our clients the tools and services that they need to be adaptable – able to respond to market conditions with course corrections, as needed.

Although we wouldn’t go so far as to call business and marketing plans “useless” (there are some distinct differences between business and war!), we nonetheless know that many factors can influence your plans and forecasts once you have begun implementing. Variables such as the economy, competitors’ actions, regulatory developments, and even acts of God can dramatically alter your business equation.

Planning, however, forces the business to carefully contemplate its course – its goals and objectives, and how it envisions accomplishing them. It also helps the business anticipate and prepare for challenges. Because the business planned well, when something comes along to change the equation, the business will have alternatives in mind and will save a lot of time, energy, and resources by not exploring options that it had ruled out earlier.

In short, good planning makes the business not only more focused but also more agile in responding to contingencies.

### *Blueprint for moving ahead*

**W**e understand that the immediate concern for the new owners of Dalworth are to revitalize the company’s brand image and renovate its web presence.

Moving forward from there, however, the company will likely build a business plan to guide its efforts for the next one to three years. Comment would like to be a partner in this process, collaborating with Dalworth to build an accompanying marketing-communications strategy that helps to advance the organization’s business objectives.

Our methodical approach to marketing-strategy development includes these important actions:

- Identify goals and objectives (desired outcomes);
- Identify and analyze target audiences/markets;
- Analyze the situation (environment, circumstances, influential factors);
- Compose key persuasive messages (aimed at influencing the attitudes, beliefs, and/or behaviors of each target audience/market);
- Select tools and vehicles for message delivery;
- Determine timing (sequencing) of message delivery;
- Determine “packaging” (voice, look, personality, tone, etc., in accordance with brand) of messages;
- Foresee contingencies;
- Assess budget and human-resources requirements;
- Map out and manage processes;
- Collect data and solicit feedback; and
- Measure and evaluate results.

Of course, the best-laid plans are nothing without excellent execution. Whether working with asphalt- and construction-trade media to increase your exposure, improving your social-media presence, initiating a content-marketing strategy, or producing eye-popping marketing collateral to impress your customers and prospects, Comment can deliver.

**We would like to discuss how best to structure a partnership that meets Dalworth’s strategic marketing needs for the future.**