

WAX

Bid | Consumers Energy | 02222016

Steve Fawcett | 1955 W. Parnall Road JSC 200 Jackson, MI 49201



Overview

WAX wants to help Consumers Energy deliver a world class customer experience. One that not only will increase customer satisfaction, but will also deliver to residential, small business, and business account holders meaningful tools and a strategic web experience that they will want to interact with and talk about with others.

This proposal will detail two projects, their specifications, our approach, the timeline and the budget.



Goals

1. Increase the customer experience by lending our creative and strategic expertise in consulting for the creation of a portal and efficiency tool that yields interaction.
2. Increase customer satisfaction - find the proper mix of creative, content and experience that shows Consumers Energy values the Customer **not** the Meter.

Specifications

Discovery has yielded us two distinct opportunities on the energy efficiency portal section of the Consumer Energy site:

1. Creative and digital strategy consultation in the creation of an efficiency tool.
2. Ongoing site creative and strategic consultation - Ideation and strategy to ensure a web experience that will inform, guide and challenge customers with how efficient they can be.



Creative Consultancy for Efficiency Tool

Approach: Creative Consultancy

WAX will provide the following creative strategy support for the building and implementation of a web-based efficiency tool -

We submit to helping Consumers Energy with two options:

1. **Option A:** WAX provides creative direction and strategy direction for the chosen creative party to build the tool.
2. **Option B:** WAX provides a creative and strategy direct for the chosen creative party as well as provides 2 creative solutions for them to follow.



Option A: Creative Consultation

Includes Discovery, Creative Direction and Content Strategy Plan.

Flat Fee: \$25,000



Option B: Creative Consultation with Creative Plan

Includes Discovery, Design Sketches (Creative Direction) and Content Strategy plan.

Role	Hours	Cost
Account / Project Management	35	\$7,000
Strategy	40	\$8,000
Creative	100	\$20,000

Flat Fee: \$35,000



Ongoing Site Creative Audit and Strategy

Approach: Creative Consultancy (Site Audit)

WAX will provide a monthly creative audit of the site and provide the following -

1. **A BIWEEKLY REPORT** of creative suggestions and solutions to the site as well as digital strategy to impliment our findings.

Flat Fee: \$15,000/monthly



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THANKS!

WAX | 248 805 1751

New Business | Michael Melfi | michael@wax.works

Production | Christian Colasuonno | christian@wax.works

Strategy | Justin Osman | justin@wax.works

Technology | David Cilibraise | david@wax.works

Creative | Ben Vrazo | ben@wax.works