

Wright State Physicians and WSU Boonshoft School of Medicine Rebranding matrix

| Firm | Presentation date | Decision makers | Strength/Weaknesses | Comments |
|--|-------------------|--|---|---|
| TDH Marketing Dayton, Ohio | December 3, 2008 | AVP and Director | Research and marketing strategy strong but creative doesn't meet our needs | AVP & Director decide not to pursue bid |
| Simpson Scarborough Cincinnati, Ohio | December 5, 2007 | AVP and Director | Experience with higher ed and healthcare. No creative staff | AVP & Director decide to pursue bid based on firm's reputation and experience with higher ed and health care. Cost of services: \$65,000. Research and strategy only, no creative. |
| Simpson Scarborough | January 3, 2008 | WSP and school of medicine representatives | Presentation focused on school of medicine rather than WSP and was not well received | |
| Sabatino Day Dayton, Ohio | December 12, 2007 | AVP and Director | Strong in design in creative, but doesn't meet needs in marketing research and strategy | AVP & Director decide not to pursue bid |
| Stamats Cedar Rapids, Iowa | December 12, 2007 | Conference call with AVP and Director | Nationally known for higher ed branding: understood issues with medical practice and school of medicine | AVP & Director decide to pursue bid based on firm's reputation and understanding of higher ed and health care. Cost of services: \$218,717 plus travel. Market research, strategy and creative |
| Turner Effect Dayton, Ohio | January 14, 2008 | AVP and Director | Offers full service: market research, strategy and creative. Also has experience with higher ed, physicians, and hospitals. | AVP & Director decide to pursue bid based on firm's presentation and experience with higher ed and health care. Cost of services: \$92,000. Market research, strategy and creative |
| Stamats | January 17, 2008 | Scheduled to present to WSP and school of medicine representatives. Flight cancelled for second time due to weather. Turner Effect steps into slot and makes presentation. | | |

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| Turner Effect | January 17, 2008 | WSP and school of medicine representatives | Presentation very well received. Capabilities and experience with rebranding Nationwide Children's Hospital in Columbus and with the Kettering Medical Center's Sycamore Center and the U.D. law school aligned precisely with our needs. | Consensus is that Turner Effect is the best firm for the project, because their capabilities and experience meet our needs, they are a local firm and their cost is much less than the other bids received. |
| Turner Effect | February 14, 2008 | WSP and school of medicine representatives | Following DDN story, group meets with Turner Effect again to determine whether to continue with firm. | <p>The group determines:</p> <ul style="list-style-type: none"> ▪ A fair process was followed that identified national and local firms with the capabilities and experience that most closely aligned with our marketing needs; ▪ Three bids were solicited from that group. ▪ TE's proposal most closely meets our needs for research, strategy and creative, and has experience in both higher education and health care; ▪ TE's cost substantially lower than the other two bids. <p>The group decides to contract with Turner Effect.</p> |

AVP=Associate Vice President for Advancement, WSU Boonshoft School of Medicine
Director=Director of Marketing and Communication, WSU Boonshoft School of Medicine
WSP=Wright State Physicians