

RFP Response | Proposal Development

Client: Hoyt Architects

Industry: Architecture | Professional Services

Opportunity

Hoyt Architects (Hoyt), based in Jackson Hole, Wyoming is an award-winning design firm specializing in high-end residential and multi-family housing as well as commercial and mixed-use developments. As a team of less than ten architects, Hoyt reached out to Kinetic Marketing & Creative to support them in their competitive proposal endeavors.

Actions

The Kinetic team offers the unique skillset and experience required to assess, understand and craft compelling responses that fulfill the nuanced requirements of Requests for Proposals (RFPs).

With each RFP, Kinetic worked closely with Hoyt's internal team of designers to glean a clear understanding of the project for which they are proposing. We then strategized and crafted specific messaging and designed templates that emphasize Hoyt's differentiators. Additionally, working with Hoyt, we assisted in gathering resumes and required forms and developed the necessary content for the various sections proscribed in the RFP documents. In addition to messaging and copy, we also provided layout and design for the proposals – staying on-brand while seeking opportunities for creativity within the confines of the RFP requirements, giving each proposal a distinctive aesthetic, with clear, concise and evocative messaging.



Hoyt recently won the **highly competitive, multi-million dollar**

‘Red House Apartment’ project in Jackson, WY.



KINETIC MARKETING & CREATIVE

117 N. BROADWAY, BILLINGS, MONTANA 59101

406.534.2140 | INFO@KINETICMC.COM | KINETICMC.COM

Results

Hoyt continues to grow and by engaging Kinetic to assist and simplify the proposal process while upleveling the proposals themselves, they are now able to focus more of their energies on client relationships and design quality.

Additionally, Hoyt recently won the highly competitive, multi-million dollar 'Red House Apartment' project in Jackson. Once shortlisted for an interview through the proposal evaluation process, we then assisted with interview strategy and developing presentation materials. This was a win for Hoyt as well as for the Jackson community which is in dire need of affordable housing. For Kinetic, our clients' success is our success.

