

City of Isle of Palms
Branding RFP / May 2026

obviously





I'm from Charleston and started Obviouslee here 21 years ago. This has always been home and where I built my business, my family and my community.

I grew up spending summers at Isle of Palms. Now I take my son to the same beach. My cousins used to play music at The Boathouse on Sundays, so we'd all pile in, watch the dolphins from the roof, and watch the sunset. I celebrated my birthday at a big house on the beach, spent long weekends at Wild Dunes and enjoyed many days and nights there on docks and boats.

When guests visit, here is the itinerary I send them: Start at the marina and find your way onto a boat. Grab a sandwich from The Outpost. Head to Islander 71, go to the rooftop for the view and the music. Dinner at Coda del Pesce. Stay at Sweetgrass. Wake up, hit the pool, then get out into the ocean. Take a surfing or kiteboarding lesson. See a dolphin.

We're not just building a brand. We're shaping how our home shows up for the next generation. Residents, visitors, the Charleston community, all of it.

What stands out is the balance. Not many places get it right like this. Natural beauty, real livability, and tourism that doesn't feel forced. The opportunity now is to protect that while giving it a clear identity. Something that feels true, not manufactured.

We could not be more passionate about this work and are grateful for the opportunity.

Sincerely,

Lee Deas, Founder & CEO



Proposal Contact:

Emily Randisi, Director of Sales
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Charleston, SC 29403



We understand marketing not just as destinations, but as communities balancing growth, tourism, and quality of life.

This is where we do our best work. We've helped destinations, outdoor brands, and community-driven organizations build brands that attract the right audiences while protecting what matters most.

Our team is based right here in Charleston. We understand the nuances between Isle of Palms, Sullivan's, Folly, and Kiawah. We know the difference between a beach day trip and a destination people plan their year around. That local perspective matters when building something authentic.

We bring a full-service approach. Brand strategy, design, messaging, PR, and marketing all working together. Not siloed. Not disconnected. Just a clear system that holds up across every touchpoint.

We're ready to jump in as an extension of your team and build a brand that lasts.

Understanding the Opportunity



The Isle of Palms brand needs to do two things at once:

- **Attract the right visitor**
- **Reflect and protect the resident experience**

That tension is clear throughout the RFP and Q&A. There's a desire to position the Island as a **family-friendly beach destination**, while moving away from perceptions tied to party culture and short-term rental disruption.

At the same time, the brand must function across very different use cases:

- Official City communications
- Tourism marketing
- Community identity
- Digital and social platforms

There's also a structural opportunity. Today, inconsistent branding across materials weakens credibility and recognition.

This isn't just about a new logo. It's about building a **clear, flexible brand system** that:

- Differentiates Isle of Palms from nearby beaches
- Aligns stakeholders (City, CVB, residents)
- Works across every department and channel
- Holds up over time



Our approach is grounded in one idea: build a brand that lasts.

Right now, many coastal destinations sound the same. “Family-friendly beach” is expected, not differentiating. Without a sharper point of view, Isle of Palms risks blending in with nearby and national competitors.

The opportunity is to focus on what makes this place distinct. A true barrier island feel. Close to Charleston, but with its own pace. A mix of full-time residents and visitors. Access to nature, paired with established amenities like Wild Dunes.

There’s also a balance to get right. Growth matters, but so does protecting the character of the community. The brand should reflect both.

This is where we’ll focus our work. Clarifying what Isle of Palms stands for, shaping how it’s communicated, and building a system the City can use every day.

We’ll work closely with your team to refine these ideas and align on a direction that reflects both the community and the future of the Island.

Project Management

- One dedicated point of contact leading all project coordination
- Provide proactive communication regarding our project progress, timeline, next steps, etc.
- Facilitate meetings with city staff, Charleston CVB, City Council, stakeholders, and Obviouslee team

Brand Strategy & Research

This collaborative workshop with the City Council is designed to spark creativity and uncover the unique elements that set your brand apart. With no wrong answers or bad ideas, we'll guide you through meaningful discussions and hands-on exercises that reveal your brand's essence.

- Strategy kickoff session with key stakeholders to discuss:
 - Goals
 - Points of differentiation
 - Target audiences
 - Top competitors
 - Brand positioning
 - Brand tone of voice
- Deliverables:
 - Executive summary including:
 - Overarching brand strategy and creative direction for our work moving forward
 - Recap of competitive analysis
 - Recap our brand perception insights
 - Outline success metric recommendations

Brand Identity

Your brand is more than just a logo – it’s a visual story. That’s why we deliver a comprehensive suite of assets to give your brand versatility and depth across all platforms.

- Present two logo concepts for consideration with primary and secondary applications
- Present one concept for city seal refinement or redesign
- Present one tourism-facing logo system
- Includes selection of brand color palette, typography and illustrations (if applicable)
- Includes mockups showing the logo in context:
 - City departments
 - Website
 - Social media
 - Official documents
 - Marketing materials
- Includes design of supporting brand assets (patterns, textures, icons, etc.)
- Includes two rounds of revisions on chosen concept
- Final suite of logo files will be provided in various file formats for web and print

Brand Messaging

Clarify your brand messaging so every piece of communication sounds like it's coming from the same place. This framework gives your internal team and partners the tools to speak with one clear, unified voice. Your team will have a shared language, one that's true to the brand and easy to use across marketing, PR, sales, and customer communications.

Deliverables:

- **Tone of Voice:** Defines how you speak
- **Positioning Statement:** A sharp, one-line articulation of what sets you apart
- **Vision Statement:** A clear articulation of where the brand is going and what it stands for long-term
- **Tagline:** A concise, ownable line that captures the essence of the brand
- **Audiences:** Identify top three target audiences and key messaging opportunities for each
- **About Us:** A concise, compelling brand narrative that captures your brand's essence, purpose, and point of view
- **Message House:** The go-to foundation for consistent storytelling across platforms
- Includes two rounds of Client revisions

Branded Templates

Once the brand identity is approved, deliver the following branded templates:

- Letterhead and official documents
- Social media graphics
- Website styling direction
- Recreation department assets
- Collateral recommendations (signage, brochures, etc.)
- Includes two rounds of Client revisions

Brand Guidelines

It's all tied together with a detailed brand guidelines document, empowering your team to maintain consistency and make a lasting impression as your brand grows.

- Delivery of brand guidelines, which includes:
 - Logo usage
 - City Seal Logo
 - Tourism-Facing Logo
 - Supporting brand assets
 - Mockups showing the brand in context
 - Brand messaging
 - Branded templates
 - Color palette used within your brand and all color codes (CMYK, Pantone, RGB, HEX)

*All deliverables will be provided in editable formats for long-term use.

Brand Implementation & Engagement Campaign

Campaign Concept

Campaign concepting is a crucial step where our team brings creativity to the forefront, developing unique ideas designed to align with your brand goals and fit seamlessly within our recommended channels for the campaign.

- Present a brand launch campaign concept for consideration
 - A campaign concept defines how your brand shows up across channels. It guides messaging and visual direction for digital marketing, email, website, photo/video shoots, and print or digital advertising – ensuring everything feels cohesive and intentional.
- Concept will include:
 - Inspiration for creative direction
 - Messaging examples
 - Campaign extensions ideas, creative ways to bring the idea to life in additional marketing channels

Campaign Strategy

Once a campaign concept is decided, our marketing strategy will take your concept, budget and resources into account and outline by channel which marketing efforts we recommend to achieve your goals and hit your target audience.

- Deliver a comprehensive campaign strategy based on the selected concept, including:
 - Defined objectives and key performance indicators (KPIs)
 - Campaign outline with recommended strategy and timeline for executing across:
 - Owned Media (email, social, web, blog, campaign collateral)
 - Earned Media (PR, thought leadership, testimonials)
 - Paid Media (media buying, influencer partnerships, Google and social ads)
 - Events / Activations (in-person or virtual experiences)
 - Media Buying (channel selection)
 - Direct Mail (concept, targeting, execution)
- Recommendations for other marketing extensions / channels (partnerships, community relations, etc.)

Discovery & Strategy (Weeks 1–4)

Kickoff, listening session, research, stakeholder alignment, campaign development.

Creative Development (Weeks 5–8)

Brand concepts, messaging, revisions, final direction.

Brand System Development (Weeks 9–12)

Guidelines and template creation.

Rollout Planning (Weeks 13–14)

Launch strategy and implementation guidance.

Branding Partnership

- Project Management
- Brand Strategy & Research
- Brand Identity
- Brand Messaging
- Branded Templates
- Brand Guidelines
- Brand Implementation & Engagement Campaign

Total Investment **\$50,000**



A brief history

We're a marketing partner for brands committed to making a meaningful impact. We blend strategy, storytelling, and execution to create measurable impact for brands committed to meaningful growth.

Headquartered in **Charleston, SC** and **Boulder, CO** with remote team members across the United States.

CALIFORNIA

CAROLINAS

COLORADO

FLORIDA

GEORGIA

MAINE

NEW YORK

TEXAS

Certified



Corporation

We're B-Corp certified! (Less than 1% US agencies are)

We continue to meet rigorous standards for social and environmental performance, transparency, and accountability. Learn more at our [B Corp profile](#).

We partner with purpose-driven brands that also embody these values. Let's do better for ourselves, each other, and the world.

We're here to make a positive difference, obviously.



Among the 1% of female-owned ad agencies.

DEI leadership training, professional development, pay equity, and growth opportunities for all.



Our passions: health and wellness, outdoor and active lifestyles, sports and events.

Remote-first, early Fridays, wellness and volunteer days, and unlimited time off.

Areas of Expertise

We incubate ideas, promote good vibes, build relationships, and create real results for causes, people, and partners we believe in. We create lasting impact, ROI, and LOLs for an array of clients – from entrepreneurs and growing companies to storied brands.

DESTINATION & LIFESTYLE



- Travel & Tourism
- Home & Lifestyle
- Food & Beverage
- Experiential Activations

OUTDOOR & ACTIVE



- Gear & Apparel
- Pets & Natural Products
- Hunt & Fish
- Camp, Hike, Run

SPORTS & EVENTS



- Sports & Tournaments
- Tennis & Golf
- Music & Concerts
- Arts & Festivals

IMPACT & PURPOSE



- Sustainability & Conservation
- B-Corp Certified
- Mission-Based Brands
- Nonprofits & Education

How We Use AI

Smarter thinking. Sharper work. Still unmistakably human.

We use AI to support strategy, creativity, and execution. It helps us move faster and explore ideas, but human judgment leads every decision.

We work only with approved, enterprise-grade AI platforms that meet **strict security and privacy standards** and align with our AI Policy.

Your data stays yours. Inputs are excluded by default from AI training models.

We track and offset the carbon emissions from our AI usage through **OffsetAI**, supporting **forest conservation** and other **environmental projects**. Ensuring our work reflects our commitment to the environment and long-term sustainability.

All AI-assisted work is reviewed, rewritten, and approved by our team before delivery.

Our Tech Stack

 G Suite

 asana

 AgencyAnalytics

 Fireflies

 MUCK RACK

 critical mention

 sproutsocial

 ChatGPT

 Adobe® Creative Cloud™

 Canva

 slack

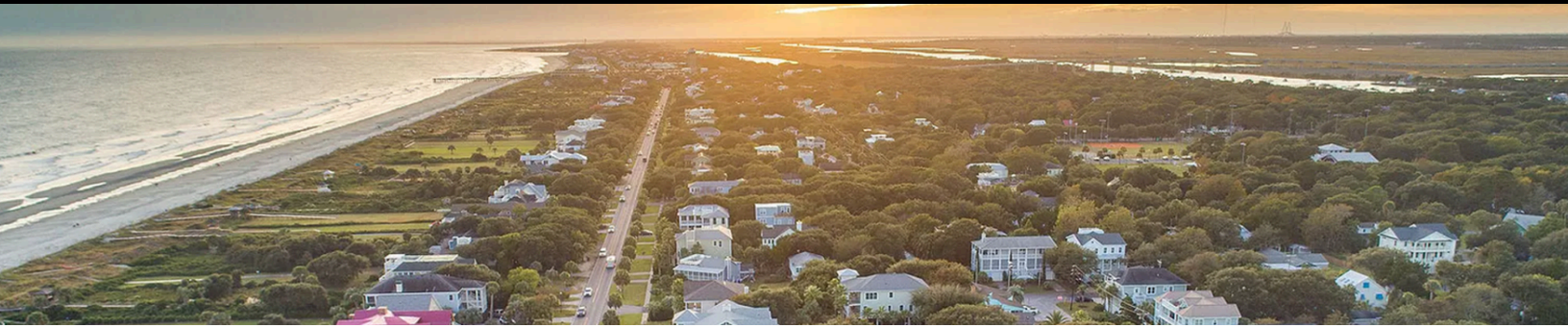
 Dropbox

 klaviyo

 mailchimp

 HubSpot

 StackAdapt



What We Do

MARKETING & STRATEGY

- Marketing Strategy
- Market Research
- Strategic Planning
- Marketing Plans
- Campaign Strategy
- Content & Messaging

BRAND DEVELOPMENT & DESIGN

- Brand Strategy
- Logo & Brand Guidelines
- Icons, Illustrations, Infographics
- Packaging Design
- Signage
- Print & Digital Collateral
- Photo & Video Production

PUBLIC RELATIONS

- Media Relations
- Immersive Events
- Thought Leadership Campaigns
- Product Placement
- Media Center Management
- Strategic Partnerships
- Press Tours, Conferences, Events

SOCIAL MEDIA & DIGITAL MARKETING

- Meta & Google Advertising
- Social Media Content & Engagement
- Influencer Marketing Collaboration
- Ambassador Programs
- Paid Media & Affiliate
- Email Marketing & Campaign

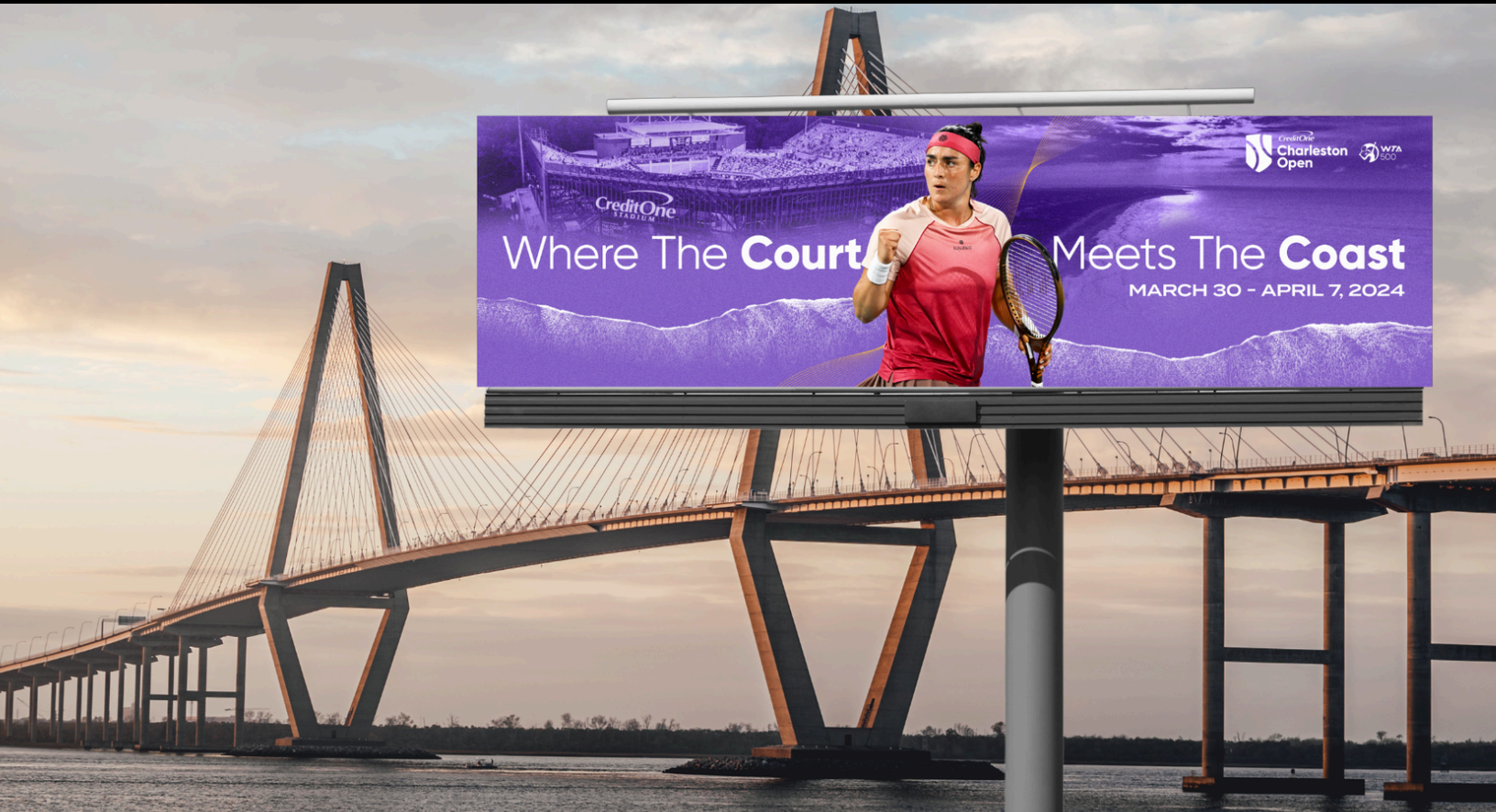
ADVERTISING & PROMOTIONS

- Ad Campaign Concepting & Design
- Media Buying & Placement
- Billboard & Outdoor
- Promotions & Sweepstakes
- Partners / Sponsors Management
- Campaigns
- In-Store Displays

EXPERIENTIAL MARKETING

- Event Coordination & Planning
- Event Marketing
- Media Trips
- On-Site Activations

Client Spotlight: Credit One Charleston Open



North America's largest women's-only professional tennis tournament, drawing more than 90,000 attendees annually from across the globe.

The Challenge

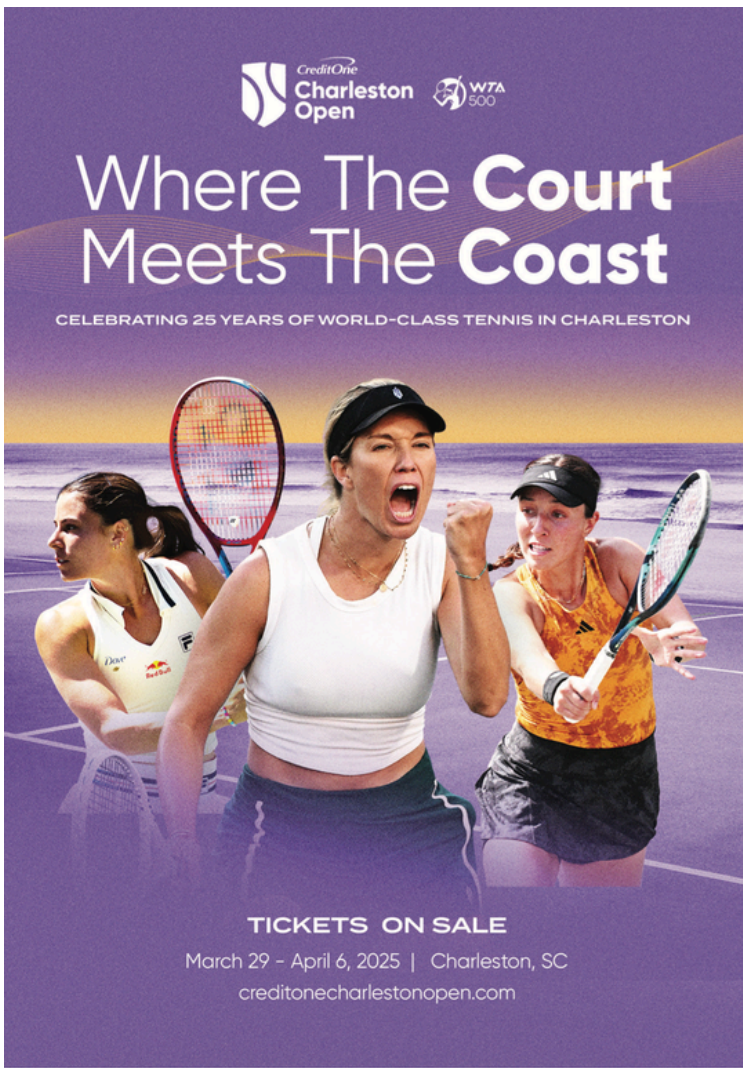
For the 14th straight year, and on the heels of back-to-back WTA Tournament of the Year honors, we were again tasked with strengthening the award-winning event's global brand, growing profits, and setting a new standard for tennis excellence.

The Solution

Our team led day-to-day marketing strategy, ran innovative campaigns to fill seats, strengthened the brand positioning, and engaged fans across the world.

We refined visual assets, executed data-driven media buying, leveraged industry connections, and created captivating content.

Our efforts reinforced the event's preeminent position in professional women's sports, both on the balance sheet and through the experience afforded to fans, players, and partners on-site and those following from home.



+19%

YEAR-OVER-YEAR INCREASE IN
OVERALL TICKET REVENUE

+400%

CROSS-NETWORK SOCIAL
MEDIA VIDEO VIEWS

100+

MEDIA PARTNERS INCLUDING AP, NY TIMES
& SPORTS BUSINESS JOURNAL

The Results

Like a well-executed dropshot, we apply just the right amount of power, finesse, and timing to deliver award-winning marketing results - and have been doing it for fourteen years straight. Combining expertise in media relations, public relations, social media, digital marketing, and design, we grew year-over-year ticket sales, secured millions of media impressions in top-tier outlets, and served up more engaging content across tournament channels than ever before.



“Obviouslee for us is more than a marketing team – they provide us with our media center skills. They provide us with our PR and communication plans. They have relationships, they really have a point of view that helps us not only locally but regionally. And then the outreach nationally. I couldn’t ask for more.”

Bob Moran

President at Beemok Sports & Entertainment, Credit One Charleston Open

Client Spotlight: The Guild



THE GUILD

CHARLESTON

Unrivaled apartment living in the epicenter of Charleston, SC.

The Challenge

Establish The Guild as the premium residence in Charleston and attract a high caliber of residents to the city's premiere mixed-use landmark property.

The Solution

We positioned The Guild as Charleston's new urban epicenter. Emphasizing its prime location, we highlighted neighborhood hotspots so residents could immerse themselves in Charleston's rich culture just steps from their front door. Our strategy came to life through a creative campaign, on-site signage, engaging activations, strategic community partnerships, and promotional events. These elements underscored The Guild's distinctive features: artisanal finishes, work by unparalleled craftsmen, and a level of hospitality typically reserved for iconic luxury hotels.



An Iconic Property in an Iconic City.

Love where you live at The Guild.





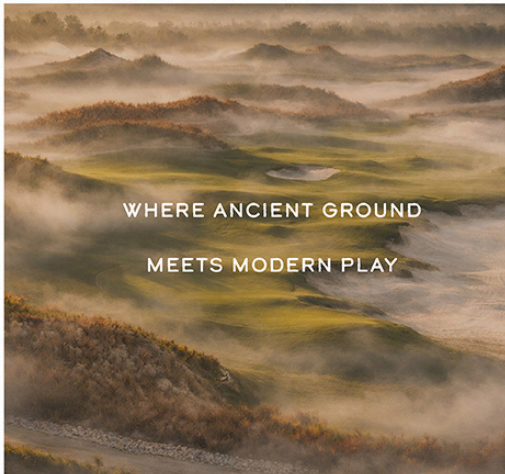
“We’ve partnered with Obviouslee on brand creation for several of our premier properties. They are great listeners and consistently deliver outstanding designs and creative ideas for bringing brands to life. From pre-lease up event activations to on-site campaigns, their work has helped our sales teams effectively communicate our unique offerings and reach our target audiences.”

Todd Wigfield

Senior Managing Director at Greystar



Client Spotlight: Streamsong Golf Resort



A luxury golf destination in Central Florida celebrated for its dramatic natural landscape, award-winning course architecture, and immersive golf experiences.

The Challenge

With a growing national profile and a fifth course on the horizon, Streamsong needed a unified brand story to fuel its next chapter. Despite strong appeal to younger golfers, awareness lagged. The opportunity: align strategy, creative, and performance into one cohesive platform to drive growth.

The Solution

We repositioned Streamsong's brand and built a roadmap to drive engagement and attract new audiences. Through integrated campaigns and performance-led digital execution, we launched a unified brand platform rooted in clear messaging, consistency, and elevated storytelling, fueling sustained growth.

“Obviouslee has been an invaluable partner as we’ve worked to evolve the Streamsong brand and prepare for the next chapter of the resort. Their team took the time to truly understand what makes Streamsong special, then helped us sharpen our messaging, expand our audience, and bring more consistency across our marketing efforts without losing our core identity.

From campaign strategy and brand guidelines to digital advertising and on-site support, they’ve brought both big-picture thinking and thoughtful execution. They’re collaborative, clear in their recommendations, and focused on work that actually drives results. Even in just a few months we’re already exceeding past results on a major scale. We trust Obviouslee as a strategic partner and look forward to continuing to build together.”

Ben Rhodes

Director of Sales and Marketing at Streamsong Resort



Client Spotlight: Southeastern Wildlife Exposition



The nation's premier wildlife art show and exhibition, SEWE showcases over 500 artists and exhibitors, entertaining over 40,000 attendees annually.

The Challenge

Keep SEWE growing year after year while elevating its visibility, increasing ticket sales, and strengthening its position as a premier Southeast event.

The Solution

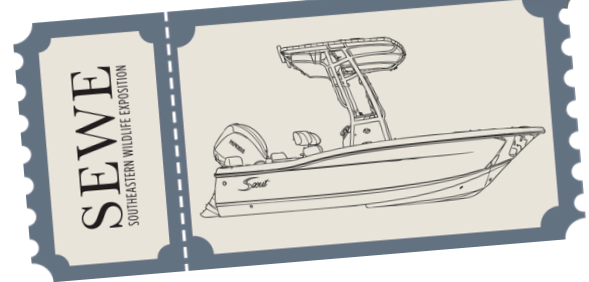
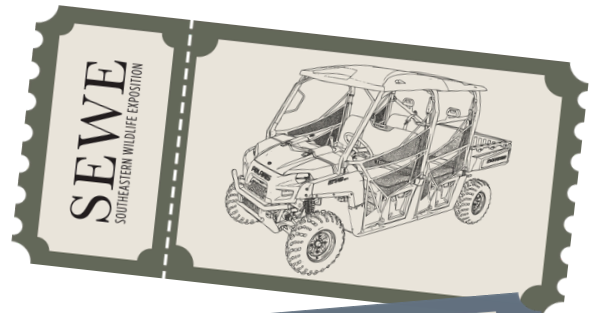
We turn a decade of data into action, optimizing a multi-channel strategy that drives revenue and expands reach. From targeted campaigns to audience growth initiatives, we continue to deliver record-setting media exposure, social followers, and ticket sales every year.

SAVE THE DATE WEDNESDAY, OCTOBER 1

Next week, SEWE 2026 general admission passes, special event tickets and select VIP packages will go on sale. Grab your tickets early to lock in general admission at the lowest rate.



Early birds catch the best deals. Get your SEWE 2026 tickets at the lowest rate by purchasing before November 1.



80+

COORDINATED AND EXECUTED 80+ MEDIA INTERVIEWS

72M+

MEDIA RELATIONS GARNERED OVER 72 MILLION IMPRESSIONS AND 1,161 MENTIONS

41K

SURPASSED GOAL WITH 41,000 INSTAGRAM FOLLOWERS & 2 MILLION SOCIAL IMPRESSIONS IN 2024

The Results

Since 2013 we've grown ticket sales annually and solidified SEWE as the largest and most anticipated events of its kind. In 2024, our strategy focused on storytelling, as we highlighted the opening of SEWE's new art gallery, promoted special events to drive ticket sales, and positioned SEWE as a lifestyle brand through a new video production partnership. We leveraged local media and secured new exhibitors and partners for candid interviews and fresh social content. Our media relations efforts ensured a seamless onsite experience, attendance of top-tier media outlets, and record-setting impressions and placements. Our efforts continue to result in unprecedented exposure, higher ticket revenue, and significant social growth



“Working with the Obviouslee Team has been extremely beneficial for SEWE. From the creation of a new website to the daily interaction and support, we have seen great results. The event is multi-faceted with offerings for various interests, making it difficult to market broadly. Obviouslee has provided support and new ideas, often challenging us to change the status quo. Upward trends in all measurable areas prove their effectiveness. While cliché, it is true that the team we work with are more like extended staff and colleagues.”

John Powell

President & CEO at Southeastern Wildlife Exposition



Local Partners

We're proud of the many local partnerships we've built over 20+ years in Charleston. Here's a snapshot of a few of our local partners.



FITNESS · BALANCED



CHARLESTON
PARKS
CONSERVANCY™



Apis Mercantile



TOADFISH™
OUTFITTERS



Headquartered in **Charleston, SC**, and **Boulder, CO**, with remote team members across the United States, our team consists of 30 expert marketers, strategic thinkers, and brand builders. They bring big ideas, bold choices, and smart business strategy to every client relationship.

Together, we create high-impact work for inspirational brands.

Here are the leaders who will guide your account.



Bryon Lomas, Creative Director

- Creative director with 20+ years of experience shaping ideas into experiences that resonate, inspire, and deliver results.
- Blends storytelling, strategy, and collaboration to guide teams in creating work that connects on an emotional level.
- Partnered with leading brands including Planet Fitness, Century 21, Verizon, Cigna, Johnson & Johnson, and Reyka Vodka—across digital, social, radio, video, print, and packaging.
- Passionate about the craft and driven to solve new challenges, elevate big ideas, and bring brands to life on the biggest stages, from campaigns to Super Bowls.

Role: Creative Vision, Storytelling & Brand Expression



Abby Collias, Director of Brand Strategy

- Drives integrated brand and marketing strategy across channels, aligning business objectives with high-impact, full-funnel campaigns.
- Brings 15 years of experience spanning destination and product marketing, with deep expertise across PR, paid media, social, content, email, events, and creative production – connecting disciplines to build cohesive, high-performing campaigns.
- Known for translating complex brand challenges into clear, actionable strategies that deliver measurable results and build lasting audience connection.
- Proven success shaping destination and lifestyle brands into culturally relevant, experience-driven narratives that drive visitation and long-term brand affinity.

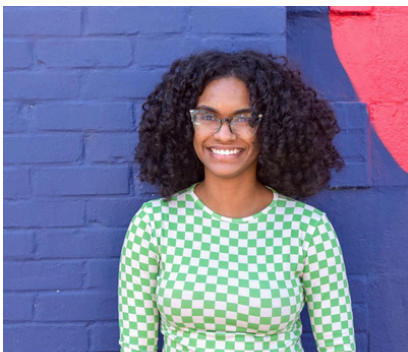
Role: Strategy Build, Audience & Messaging Development, Channel Expertise



Alex Cottingham, Senior Brand Manager

- Phenomenal communicator and organizer, your go-to person for everything under the sun.
- Skilled marketing strategist and project manager.
- Extensive experience working with nonprofits, business accelerators, startups, B2B SaaS companies, AI chatbots, government technology and consulting, and consumer goods products.

Role: Account Manager & Primary Contact



Melissa Montero, Brand Designer

- Experienced brand builder and graphic designer.
- Creator of eye-catching motion graphics and illustrations for a wide array of brands.
- Known for paying attention to the smallest details and taking a customized approach to solving clients' challenges.
- Holds an M.F.A. in animation from New York Institute of Technology.

Role: Design & Animation Lead



Riley Heldenfels, Graphic Designer

- Multidisciplinary graphic designer with a passion for blending art and technology, specializing in AI tech.
- Skilled at transforming complexity into clarity, building trust through visual communication, and mapping out the future of AI aesthetics.
- Experience taking campaigns from concept to full execution on a national, multi-media scale.

Role: Design & Content Support

Bob Moran

President at Beemok Sports & Entertainment, Credit One Charleston Open

- Bob.Moran@charlestontennisllc.com
- 843.367.6830

Copeland Kapp

Sr. Director, Corporate Creative Strategy at EDENS, Freshfields Village

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- 803.744.2438

John Powell

President & CEO at Southeastern Wildlife Exposition

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Thank you!

obviouslee