



To:

Soren Claudi Bondesen
Strategic Sourcing Commodity Manager
UCLA Campus Purchasing
sbondesen@finance.ucla.edu
+1 (310) 794-6063
Box 951482
Wilshire Center (Suite 650)
Los Angeles, CA 90095-1482

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Dear Mr. Bondesen,

The whole team at HC Development is excited for the opportunity to submit our proposal to help further expand the qualified applicant pools for the UCLA Anderson Graduate School of Management (AGSOM). In our business proposal, we have shared a detailed plan for how we will continue to transform the new candidate acquisition process using a very targeted and strategic approach to digital advertising that is unique to HCD. This process syncs with and supplements our powerful new multi-platform outreach which has greatly outperformed traditional marketing efforts and digital advertising.

Our **Unique Value Proposition (UVP)** will ensure the highest probability of continued and sustainable long-term success:

1. **DEDICATED TEAM ADMINS:**

HCD assigns dedicated Digital Marketing Administrators to provide end-to-end management of the entire digital marketing process. In addition to managing digital ad campaigns, after contact is made with a lead, HCD admins will hand-hold the candidate from introduction to application. We “marry” together both departments (Sales and Marketing) to ensure excellent communication between everyone involved in closing the sale. No other marketing firm offers this level of comprehensive, end-to-end management in collaboration with everyone on your admissions team. We are the right hand to your admissions team, and we make sure that no candidate falls through the cracks.

2. **AI, VIDEO AND NEW TECHNOLOGY IMPLEMENTATION:**

HCD utilizes AI, Video Conversion Marketing, and emerging marketing technologies in every campaign. Now, more than ever, it is critical to stay ahead of the technology curve to survive and stay relevant. The right use of new technology is the best way to find people just-in-time and to hyper-personalize messaging to the prospective candid, so you stand out from all the other spam messaging they receive. We have weaved AI, Video and technology into our entire delivery and commit to remaining relentless in our search to keep advancing you, one step ahead of your competitor’s programs.





3. **EXCLUSIVE GRADUATE PROGRAMS EXPERTISE:**

HCD has extensive experience and proven success, exclusively in the area of university, graduate, and legal program outreach campaigns. We are not trying to be everything to everyone. We have an unyielding focus on being the best for your market and experts in finding qualified candidates for your program.

Through the current successful engagement, we have gained invaluable experience working with teams in multiple UCLA Anderson program departments through most of 2020-2022. After a careful end-to-end review of the entire admissions sales and marketing process, we found that by incorporating our proprietary methods of digital marketing, combined with our Trifecta Multi-Platform Outreach™, we can help UCLA Anderson to:

- Continue our current campaign success which generated \$1.8 million for the EMBA Program in 18 months
- Improve CPA costs while at the same time targeting new client segments, including an untapped enterprise client base, while potentially lowering your new client acquisition costs by more than 33%

By combining our innovative multi-platform digital advertising and multi-channel direct outreach, as well as integrating AI, technology and automation, UCLA Anderson can substantially increase tuition while simultaneously building a better process.

The enclosed proposal includes detailed information sharing how we have helped other universities, law schools, and graduate-level programs exceed their application and tuition goals. You will also find case examples and testimonials of the work we have done within this space.

Please call my cell phone directly at (310) 402-4243 if you have any questions or require further information. We are confident that we can continue to perform at the current high-level of successful outreach and will continually improve your results.

Sincerely,

Dwight

Dwight W. Holcomb
CEO, HC Development
President-Emeritus, UCLA Anderson Alumni Board of Directors
UCLA Anderson Global Executive MBA '11

