



The following documentation is an electronically-submitted vendor response to an advertised solicitation from the *West Virginia Purchasing Bulletin* within the Vendor Self-Service portal at wvOASIS.gov. As part of the State of West Virginia's procurement process, and to maintain the transparency of the bid-opening process, this documentation submitted online is publicly posted by the West Virginia Purchasing Division at WVPurchasing.gov with any other vendor responses to this solicitation submitted to the Purchasing Division in hard copy format.

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Procurement Folder: 466604

SO Doc Code: CRFQ

Procurement Type: Central Master Agreement

SO Dept: 0402

Vendor ID: 

SO Doc ID: EDD1900000001

Legal Name: FAHLGREN MORTINE

Published Date: 8/3/18

Alias/DBA:

Close Date: 8/10/18

Total Bid: \$267,250.00

Close Time: 13:30

Response Date: 

Status: Closed

Response Time:

Solicitation Description:  

[Apply Default Values to Commodity Lines](#)

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Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
1	ACCOUNT MANAGEMENT- ACCOUNT SERVICES	500.00000	HOUR	\$90.000000	\$45,000.00

Comm Code	Manufacturer	Specification	Model #
80170000			

Extended Description : ACCOUNT MANAGEMENT/ ACCOUNT SERVICESADMINISTRATION OF THE DAY-TO-DAY FUNCTIONS, WHICH PROVIDE PROFESSIONAL SUPPORT IN ORDER TO MEET THE WVDE REQUIREMENTS PER SPECIFICATIONS.

Comments: Account management / account administration services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
2	ACCOUNT MANAGEMENT- PUBLIC RELATIONS	100.00000	HOUR	\$115.000000	\$11,500.00

Comm Code	Manufacturer	Specification	Model #
80170000			

Extended Description : ACCOUNT MANAGEMENT/ PUBLIC RELATIONSPROMOTING INTEGRITY THAT FOSTERS MUTUAL UNDERSTANDING, TRUST AND SUPPORT WITH AND FOR THE WVDE, PER SPECIFICATIONS.

Comments: Account management / public relations services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
3	MEDIA PLANNING AND BUYING	100.00000	HOUR	\$95.000000	\$9,500.00

Comm Code	Manufacturer	Specification	Model #
80171800			

Extended Description : MEDIA PLANNING AND BUYINGTHE PURCHASE AND ANALYSIS OF MEDIA PLACEMENTS THROUGH VARIOUS CHANNELS OF COMMUNICATIONS SUCH AS TELEVISION, RADIO, NEWSPAPER, INTERACTIVE, SOCIAL MEDIA AND PRINT ADS PER SPECIFICATIONS AND WVDE REQUIREMENTS.

Comments: Media planning and buying services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
4	CREATIVE - ILLUSTRATION/LAYOUT/DESIGN/C	500.00000	HOUR	\$90.000000	\$45,000.00

Comm Code	Manufacturer	Specification	Model #
82141501			

Extended Description : CREATIVE - ILLUSTRATION / LAYOUT / DESIGN / COPYWRITING PER SPECIFICATIONS AND WVDE REQUIREMENTS.

Comments: Creative - Illustration / layout / design services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
5	CREATIVE - ART DIRECTION	200.00000	HOUR	\$125.000000	\$25,000.00

Comm Code	Manufacturer	Specification	Model #
82141502			

Extended Description : CREATIVE - ART DIRECTION TO MEET WVDE REQUIREMENTS PER SPECIFICATIONS.

Comments: Creative - Art direction services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
6	DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND	200.00000	HOUR	\$110.000000	\$22,000.00

Comm Code	Manufacturer	Specification	Model #
81112103			

Extended Description : DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND MAINTENANCE MAINTENANCE OF ESTABLISHED SPACE ON A SERVER THROUGH A THIRD PARTY WORLD WIDE WEB HOST PROVIDER, PER SPECIFICATIONS.

Comments: Digital - Website strategy and development services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
7	PRODUCTION - PRINTING	250.00000	HOUR	\$125.000000	\$31,250.00

Comm Code	Manufacturer	Specification	Model #
82121500			

Extended Description : PRODUCTION - PRINTING REQUIRING A COMMERCIAL PRINTING COMPANY PER SPECIFICATIONS.

Comments: Production - Printing services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
8	PRODUCTION - VIDEO PRODUCTION	500.00000	HOUR	\$100.000000	\$50,000.00

Comm Code	Manufacturer	Specification	Model #
82131603			

Extended Description : PRODUCTION - VIDEO PRODUCTION PER SPECIFICATIONS.

Comments: Production - Video production services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
9	PRODUCTION - AUDIO PRODUCTION	100.00000	HOUR	\$100.000000	\$10,000.00

Comm Code	Manufacturer	Specification	Model #
80161507			

Extended Description : PRODUCTION - AUDIO PRODUCTION

Comments: Production - Audio production services to be provided hourly as needed.

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Ln Total Or Contract Amount
10	SOCIAL MEDIA - SOCIAL MEDIA STRATEGY	200.00000	HOUR	\$90.000000	\$18,000.00

Comm Code	Manufacturer	Specification	Model #
93141500			

Extended Description :	SOCIAL MEDIA - SOCIAL MEDIA STRATEGY PER SPECIFICATIONS
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Comments: Social media strategy services to be provided hourly as needed.

WEST VIRGINIA DEPARTMENT OF EDUCATION: MARKETING AND COMMUNICATIONS SERVICES

REQUEST FOR PROPOSAL # CRFQ 0402 EDD190000001

AUGUST 10, 2018

3. QUALIFICATIONS



3. QUALIFICATIONS

Vendor, or Vendor’s staff if requirements are inherently limited to individuals rather than corporate entities, shall have the following minimum requirements:

3.1 Vendor, or Vendor’s staff assigned to this project must have a minimum of ten (10) years of previous relevant experience in providing a wide variety of marketing and advertising services to agencies with similar marketing needs. Those services include, but are not limited to, graphic design, large-scale media buying, public relations, digital strategy, brand strategy, advertising and social media strategy.

Compliance with this experience requirement will be determined prior to contract award by the State through references provided by the Vendor upon request, through knowledge or documentation of the Vendor’s past projects, or some other method that the State determines to be acceptable. Vendor must provide any documentation requested by the state to assist in confirmation of compliance with this provision. References, documentation, or other information to confirm compliance with this experience requirement may be requested after bid opening and prior to contract award.

Fahlgren Mortine has been providing integrated marketing and communications since its founding in West Virginia in 1956. With over 200 employees, the agency has vast experience in providing a wide variety of marketing services, including graphic design, large-scale media buying, public relations, digital strategy, brand strategy, advertising and social media.



Fahlgren Mortine has identified Matt Sutton as the contract manager for the WVDE. Matt is an associate vice president with over 12 years of experience managing integrated marketing and communications projects out of the agency’s Charleston, W.V. office for clients such as the West Virginia Department of Health and Human Resources, Greenbrier County CVB and the American Lung Association.

An example of Matt’s work for the West Virginia Department of Health and Human Resources can be found in section 3.7.

3.2 Vendor should possess marketing experience in the education industry.

Fahlgren Mortine has deep and varied experience in the education sector, including work with both K-12 and higher education institutions. We understand when and how students and parents navigate through decisions around education, and we know how to reach them with targeted, timely brand messages that translate to results.

Our client roster in the education sector includes Savannah College of Art and Design, Elyria Catholic High School, University at Buffalo, The Ohio State University, Archbishop Alter High School and Kent State University, among others.

Our work in the education sector extends beyond schools and universities to include organizations that support educational efforts, such as School Choice Ohio, the Ohio Tuition Trust Authority and the Ohio Office of Workforce Transformation.

3.3 Vendor should possess marketing experience with government clients.

Fahlgren Mortine has vast experience working with government clients, from local government to the state level. Our experience in working with government entities has led us to understand the importance of being proactive in anticipating certain challenges – including decentralized and/or disparate marketing and communications functions, multiple stakeholders who have ownership in a project’s success, and sometimes long and cumbersome approval processes. The most important aspects of working with government clients are collaboration, role and responsibility clarification, trust, and frequent, open communication.

Our experience in marketing and communications for government clients includes the West Virginia Department of Health and Human Resources, the West Virginia Lottery, the Office of Tourism Ohio, The Ohio Bureau of Workers’ Compensation, TravelNevada, and Donate Life Ohio, among many others.

3.4 Vendor should be familiar with media planning and buying in the West Virginia media market.

Fahlgren Mortine has deep familiarity with the West Virginia media market through our work with clients such as the West Virginia Department of Health and Human Resources, West Virginia Paving, West Virginia University Health Systems, the West Virginia Lottery and Greenbrier County CVB.

3.5 Vendor must have expertise and experience with WordPress content management system.

Fahlgren Mortine has experience using dozens of software applications from CMS tools to content publishing platforms and marketing automation software. We have worked extensively in WordPress for a variety of clients. Please see below for examples of our relevant work with WordPress:

- <https://theupapp.com/>
- carbonmonoxidefacts.com
- animalhealthlogistics.com
- forwardohio.org
- <https://turnerpr.com>

3.6 Vendor must have at least one (1) staff member dedicated to each of the following areas: graphic design, creative development, media planning and buying, public relations, marketing, digital strategy and social media.

As previously stated, Fahlgren Mortine is a marketing and communications agency with over 200 employees delivering integrated services including graphic design, creative development, media planning and buying, public relations, marketing, digital strategy and social media. For a breakdown of our capacity in each of those areas, please see below.

Graphic Design and Creative Development:

Fahlgren Mortine has 32 full-time associates employed in our creative department.



Our creative department is led by **Mark Westman, Senior Vice President and Creative Director**. Mark drives a culture of outstanding creative work, not limited by discipline or fear. His specialties are ideas, storytelling and team building. His more than 20 years of agency experience has included brand architecture, creative strategy, content marketing, retail activation, multicultural and global campaigns for brands such as Purina, Walgreens, Samsung, Kellogg's and Kraft. As a lover of history and sports, Mark donates his spare time and efforts to assisting the Honor Flight program and coaching youth sports.

Media Planning and Buying:

Fahlgren Mortine has 12 full-time associates employed in our media connections group.



Our media planning and buying efforts are led by **Chrystie Reep, Senior Vice President**. Chrystie has spent her career identifying opportunities and embracing the changing media landscape to drive connections and engagement with target audiences across all media. Her creative approach for understanding and connecting with audiences comes from her deep passion for research and results. Chrystie leads the strategic development of all agency media efforts and has developed results-driven programs for numerous clients. Chrystie has more than 15 years of media experience.

Public Relations, Marketing and Social Media

Fahlgren Mortine has 88 full-time associates contributing to our public relations, marketing and social media work.



Our dedicated education practice is led by **Amy Dawson, Executive Vice President**. With more than 30 years of experience inside and outside of agencies, Amy has seen it all and lived to tell about it. She is known for her sense of humor as well as her ability to lead integrated teams that successfully deliver results-generating campaigns for clients. A member of the PRSA Counselors to Higher Education, she leads teams whose work regularly receives local, regional and national recognition.

Digital Strategy

Fahlgren Mortine has 17 full-time associates in our digital strategy and development practice.



Our digital strategy and development practice is led by **Sean Cowan, Executive Vice President**. With more than 20 years of marketing communications experience, he's always focused on the future of where marketing is headed with trends in consumer behaviors and technology adoption. Everything he does with digital must pass his underlying philosophy of "building tools, not toys." He has worked at multiple agencies throughout his career with clients spanning the tourism, healthcare, B2B, consumer and retail industries.

3.7 Vendor must have successfully completed at least three (3) comprehensive marketing projects less than two (2) years from the date of the bid to have included, but not limited to, earned media campaigns, paid media campaigns, social media campaigns and website.

On the following pages, please find three examples of comprehensive marketing projects Fahlgren Mortine implemented within the last two years for West Virginia Department of Health and Human Resources, Ohio's Supplemental Nutrition Education Program and Greenbrier County CVB. These projects include earned media, paid media, social media and website components.

WEST VIRGINIA DEPARTMENT OF HEALTH AND HUMAN RESOURCES

Fahlgren Mortine has been working with the West Virginia Youth Tobacco Prevention program since November 2012. The overall goal of the program is to “Prevent West Virginia’s youth from using tobacco products, even trying them, and to assist the youth who are using tobacco products in reducing the amount they use or quitting.” The program’s statewide initiative is known as “Raze,” which is a teen-led movement that works to provide the facts about tobacco.

Raze faced several challenges, including pervasive tobacco use in West Virginia and deep-rooted cultural ties to tobacco. Additionally, Raze had become a tired, straight-laced, uncool group, and membership numbers had been steady or decreasing for several years. They also had the same challenges that are prevalent among many government agencies, including lengthy approval processes.

Our objectives were to:

- Recruit new members to the Raze program including students aged 12-18 years old and adult advisors throughout the state of West Virginia
- Increase awareness of the purpose of Raze and ultimately prevent West Virginia’s youth from using tobacco products
- Create a relevant and relatable campaign that would resonate with teenagers

Brand Strategy

Raze asked for Fahlgren Mortine’s help to develop an integrated campaign that could translate across all media (traditional and non-traditional), on the program’s website and throughout its events.



To develop an informed campaign with strategic recommendations, Fahlgren Mortine conducted research among West Virginia’s youth. The objective was to develop an understanding of what it’s like to be a teenager in West Virginia and the role of tobacco in this population’s lives. Qualitative research was conducted among West Virginia adolescents between the ages of 12 and 17. Primary research was conducted as a two-phased approach: via interviews through an online platform and face-to-face through in-home interviews.

The qualitative research uncovered rich insights that helped inform a strategic approach to the integrated campaign. Overall, teens’ natural reaction to tobacco is that it’s gross and bad for their health, yet this information is often trumped by social pressures and a desire to try new things. Adding to the challenge was that tobacco use seemed to be rooted in many cultural norms in West Virginia. So much so that use of tobacco (smoking and smokeless) was more accepted, especially among teens. With that in mind, we wanted to position Raze as a type of anti-establishment but more personal and relevant. Raze touchpoints needed to spark interest and curiosity in what’s personally important to this audience. An idea that engages teens to learn for themselves, while supporting a belief that it’s acceptable to do their own thing.

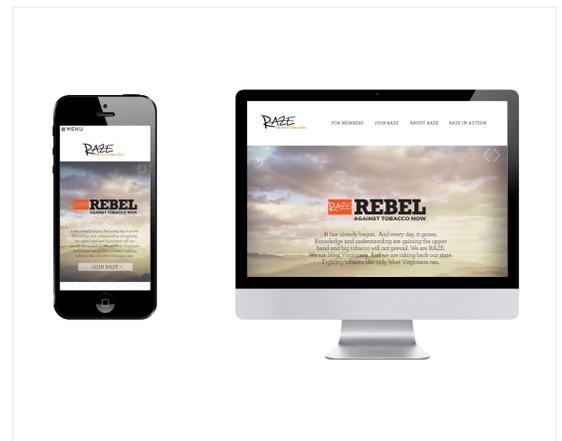
Ultimately, Fahlgren Mortine developed a strategy surrounding the single most important message: REBELLION IS HEALTHY.

Creative Strategy and Execution

Based on the strategy uncovered through research, Fahlgren Mortine developed an integrated campaign that includes traditional and non-traditional elements. The campaign also translates across the program’s website and annual tobacco events. The overarching concept is as follows: *“Raze is inviting teens to be part of more than just a school club. It’s inviting them to join a lifestyle – one that rebels against the casual use of tobacco that’s so prevalent in West Virginia. This campaign harnesses that unique West Virginia spirit. Big Tobacco has taken over our state. And now is our time to take it back. We can be the generation of young West Virginians that create a serious rebellion against Big Tobacco and make real change. Mountaineers are always free. Let’s make ourselves free of tobacco.”*

The campaign was launched in two phases. Phase one showed teens in real-life situations choosing to rebel against tobacco with a friend. During planning of the second phase, Raze members provided input. Based on this input, and taking inspiration from teen entertainment favorites such as Minecraft and “Game of Thrones,” Fahlgren Mortine developed a series of spots that depicted teens rebelling against tobacco with help from legendary friends.

Community management and organization is vital for a youth-based campaign such as Raze, and the existing tools did not meet the vast needs. Fahlgren Mortine took the time to look at the day-to-day process of managing a network of teens, from registration, to event planning, to incentives, as well as tracking and metrics. We architected a completely new website with a custom system for administrators, adult advisors and teens to organize, communicate, and get their message out. Through an iterative process, we collected feedback from users and molded a friendly, flexible interface for an audience with a spectrum of technical experience that also keeps maintenance and manual labor to an absolute minimum.



The system is a modular platform that allows for efficient addition of new functionality that enhances the feature-set that already includes management for more than 1000 users, email and SMS notifications, profiles and responsive design.

Media Strategy and Execution

The overarching strategy for paid media placement was to reach teens across a variety of screens in places where they are spending significant amounts of time and are extremely engaged. To do this, Fahlgren Mortine incorporated select cable television networks, such as Comedy Central and ABC Family, to reach to teens across the entire state of West Virginia. The television campaign is extended with online audio on Pandora (ex. Cigarette, Snuff) and online video on YouTube to reach teens outside of their homes. Ads on gaming sites like Pogo.com, within EA gaming apps, and even integrated within EA console games ensured the message was integrated into an environment teens are heavily engaged with on a regular basis. Finally, high-impact mobile ads ran across iPhone, Android and iPod Touch devices with interactive ads placed within mobile websites and popular apps.

Events

Cultivating the Raze movement beyond just a school club also meant reevaluating Raze’s annual events. Attendance at the regional Raze kickoff events was declining, attrition rates were high and participant feedback was mediocre. Understanding the importance of creating an event experience that reflected Raze’s new voice and recognizing the series as a platform to create buzz around the movement, Fahlgren Mortine identified specific challenges and solutions. New venues were sourced. Young, enthusiastic presenters were hired, and new, relevant topics were introduced in restructured, interactive sessions. Fun entertainment such as crafts, dancing and a concert, and campaign-themed activities like a photo booth and social media challenges were introduced. In all aspects of the event planning process, Fahlgren Mortine worked to create an energizing and educational event series that left teens feeling empowered to change tobacco use in their state.



Results

The campaign saw strong success. Through effective agency/client collaboration the campaign approvals happened in time for the campaign to start in conjunction with the beginning of the school year when teens are looking for new activities to become involved with. It received overwhelmingly positive response from Raze members and resulted in a 10 percent increase in the number of Raze crews throughout West Virginia.

During a Tobacco Free Day Event at the West Virginia Capital, evaluations from teens were overwhelmingly positive. Early analyses of the evaluations yielded that 95 percent of teens rated their overall experience as “Excellent.”

The kick-off events also garnered widespread news coverage across West Virginia print and broadcast media. Stories about the events ran in local papers and on local news with an estimated 426,882 impressions. The events also prompted activity on Raze’s social media handles. The event hashtag was used more than 1,500 times on Twitter.



Most notably, the West Virginia Youth Tobacco Survey continues to reveal positive strides in tobacco use among West Virginia’s youth. Conducted each year, the survey was developed by the Centers for Disease Control and Prevention as a surveillance and evaluation tool for state tobacco prevention programs.

OHIO SUPPLEMENTAL NUTRITION EDUCATION PROGRAM

Challenge

The Ohio SNAP-Education program is a partnership between The State of Ohio Department of Job and Family Services and The Ohio State University Extension Service. The role of this government-funded agency is to convince low-income Ohio families, especially those with kids under 18, to buy and eat more fruits and vegetables. These families face multiple challenges and struggle to put any food on the table, let alone fruits and vegetables, which are viewed as too expensive and difficult to prepare, despite their importance in a healthy diet.

Solution

Because they knew their audience well but had no marketing expertise, SNAP-Ed turned to Fahlgren Mortine for help. The agency created an engaging theme, Celebrate Your Plate, and built an integrated marketing campaign around it that shows the audience how to easily and affordably incorporate more fruits and vegetables into their families' diets.

The centerpiece is CelebrateYourPlate.org, which features downloadable and printable recipes emphasizing fruits and vegetables, entertaining recipe videos, and shopping, gardening and cooking tips. To drive traffic to CelebrateYourPlate.org, our media connections team aligned our strategies with places our target audience frequently visited in their daily lives. Because our marketing efforts utilized government funds, we needed to be very targeted with our tactics – down to specific zip codes where our target audience lived.

We created point-of-purchase in grocery stores, convenience stores and check-cashing stores that also featured recipes, along with mouth-watering photography of finished dishes. Digital banners ran on sites the audience frequents, and a Pandora radio spot played up the fun dynamic that happens when families prepare food together. In addition, the Fahlgren Mortine team develops creative assets and content for social media.

Results

Celebrate Your Plate comes across as warm, approachable and friendly – the last thing you'd expect from a government-funded program.

In the first three-months of our campaign, targeted to four Ohio counties, we saw great results and engagement with our content:

- 8.3 million digital impressions delivered
- 39,000 clicks to site (7 times higher than the industry benchmark)
- 686 on-site video views
- 160 on-site recipe downloads
- 221 on-site clicks to access food assistance in Ohio

While the campaign has been in place less than one year, it has already been recognized at the MarCom Awards with two Platinum Awards and two Gold Awards in the categories of Strategic Communications/Marketing Plan, Informational Video, Website and Mobile Website.

Easy to make.
Easy to enjoy.
Easy on your
budget.

Potato Skins with Buffalo Chicken



Visit CelebrateYourPlate.org for tasty, healthy recipes your whole family will love.

Potato Skins with Buffalo Chicken

Put a healthy spin on classic potato skins with sweet potatoes, lean boneless, skinless chicken breasts and celery stalks for scooping.

Servings: 4 Preparation time: 10 minutes

INGREDIENTS

- 12 ounces boneless, skinless chicken breast
- 1 cup water or enough to cover the chicken
- 4 medium sweet potatoes (about 6 ounces each)
- ¼ cup hot pepper sauce
- ¼ cup non-fat milk
- ¼ cup reduced fat sour cream
- 2 tablespoons margarine or butter
- ¼ cup crumbled blue cheese
- 2 green onions, chopped
- 2 medium tomatoes, chopped
- 4 stalks celery, cut into 4" lengths



You CAN love
canned veggies!

Beef and Bean Chili Verde



Find tasty, healthy recipes and videos at CelebrateYourPlate.org

Summer
tastes so good.

Yogurt Fruit Pops



Visit CelebrateYourPlate.org for tasty, healthy recipes your whole family will love.

Tasty, healthy recipes
your family will love!

Vegetable Quesadilla



CelebrateYourPlate.org

Apple Corn Chili

Servings: 6
Preparation time: 15 minutes
Cook time: 35 minutes
Total time: 50 minutes

INGREDIENTS FOR THE CHILI

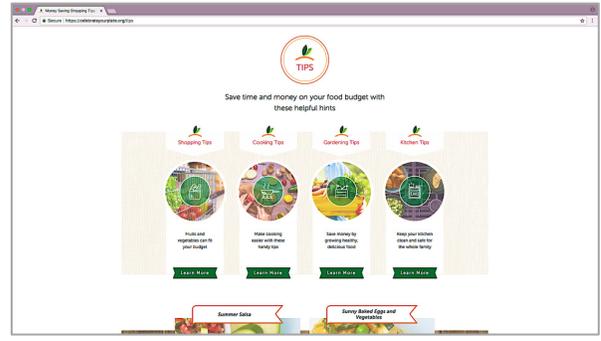
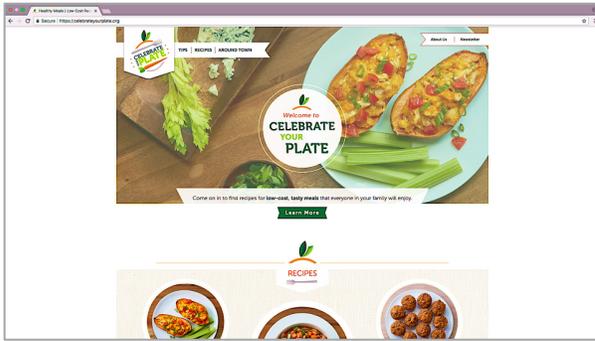
- 2 tablespoons olive oil, divided
- 8 ounces boneless, skinless chicken breast, cut in ½ inch cubes
- 1 medium onion, chopped
- 2 cloves garlic, minced
- 5 teaspoons ground cumin (optional)
- ¼ teaspoon cayenne pepper (optional)
- 1 15 ounce can yellow corn, drain liquid into small bowl or cup
- 2 red apples, chopped with skin on in ½ inch pieces
- 1 15 ounce can black beans, no-salt-added, drained and rinsed
- 1 4.5 ounce can diced green chilies, drained
- 2 teaspoons chicken bouillon, sodium-free (or 2 bouillon cubes)
- 2 cups water

INGREDIENTS FOR THE TOPPING

- ¼ cup reduced-fat sour cream
- ¼ cup fresh cilantro, chopped (optional)
- ¼ cup green onion, chopped (optional)

See reverse side for cooking instructions.





Celebrate Your Plate
April 3 at 6:00pm

For those of us who are BBQ Ranch fans, our dreams have come true! We can't stop drooling over it. 🍴😋

<https://celebrateyourplate.org/recipes/bbq-chicken-salad>
#BBQ #SNAPedWorks #CelebrateYourPlate

Like Comment Share

Celebrate Your Plate
March 26

Happy National Spinach Day! Want more than just a salad to celebrate?? We love adding spinach to our Sunny Baked Eggs and Vegetables. YUM <https://celebrateyourplate.org/.../sunny-baked-eggs-and-veget...>
#SpinachDay #CelebrateYourPlate #SNAPedWorks

119 Views

Like Comment Share

GREENBRIER COUNTY CVB

Historic flooding in June 2016 severely damaged or destroyed more than 1,200 homes and 70 businesses in West Virginia. Because of the area's reliance on tourism, the Greenbrier County CVB (GCCVB) looked to Fahlgren Mortine to keep visitors coming to the area that had been hard hit by the record rainfall and subsequent flooding, with a focus on September and October 2016.

The impact of the flooding had a severe impact on the CVB's budget, so before a paid media campaign could be planned and placed, funding for those efforts had to be secured.

Strategy

We utilized media and content analysis to determine the scope of the impact on the destination's brand, while also reviewing white papers/case studies and conducting interviews with tourism officials who had faced similar natural disasters. Fahlgren Mortine conducted primary research including an audit of the client's past materials and interviews with media contacts to gauge awareness of Greenbrier Valley. The team visited the area on an immersion trip and interviewed local leaders, business owners and visitors. Fahlgren Mortine also applied insights from similar campaigns in an effort to develop the campaign as rapidly as possible.

The data demonstrated the need for an immediate, funded strategic response to alleviate any further negative economic damage to the area following the flooding. The goal of the public relations effort was to secure funding to run an integrated communications response plan incorporating social media outreach and engagement, paid advertising, and public relations/earned media.



The program objectives included:

- Obtain additional funds to implement tourism recovery marketing
- Effectively develop and implement outreach to communicate the area was still a viable and enjoyable travel destination
- Showcase regional activities/destinations not impacted or that have been reopened since the flood

The target audiences were defined as internal or external. The internal audience included residents living in and around Greenbrier County, while the external audience included return visitors and prospective visitors to the Greenbrier Valley. Since the timeframe was so critical in this effort, Fahlgren Mortine began planning for the paid media efforts, while funding was still being secured.

The overarching media strategy was to reach the audience when they are in the five stages of the travel planning cycle, with our goal focusing on three stages:

- The DREAMING stage was the primary focus, during which we wanted to catch the attention of potential visitors through high-impact display and video placements
- We also aimed to make Greenbrier Valley top of mind when they are PLANNING a trip
- We spoke to visitors while they are EXPERIENCING the area by delivering social messages tailored to in-market audiences.

Implementation

With funding secured, Fahlgren Mortine was able to put into action the paid media plan, and developed several creative assets:

- Long and short form video
- Written articles
- Audio spots
- Static banner
- Social media calendar and ads
- Keyword campaign
- Website/microsite for digital traffic



The creative theme for the campaign was: *“Walk through our antique shops or stroll through historic architecture and watch Pinterest come to life. Then sit high atop one of our many rolling hills or cast your rod in one of our pristine streams and see the world with #NoFilter. Or pull up a seat and dine with us at one of our many farm-to-table restaurants. No matter how you vacation in The Greenbrier Valley, we invite you to just relax and Simply Get Away.”*

Fahlgren Mortine planned a paid media campaign that targeted the CVB’s key target markets: Charleston, WV, Columbus, OH; Richmond, VA; Roanoke, VA; and Washington, D.C. The media tactics implemented were:

- Nativio
- Pandora
- Facebook
- Google
- Orange Barrel Media
- State of West Virginia Travel Guide

Results

The public relations efforts were successful by securing more than 1.4 million media impressions between August and October, and secured media coverage in national publications throughout the South and mid-Atlantic regions. The paid campaign successfully reached the audience in the DREAMING stage through the delivery of more than 11.5 million impressions.

The advertising engaged the audience during the PLANNING stage as well, recording 36,719 clicks for a CTR of 0.32 percent, indexing over the tourism industry benchmark by 254 percent. Pandora successfully drove awareness across the target geographies through delivery of more than 7.5 million impressions and generating a CTR that more than doubled the industry standard.

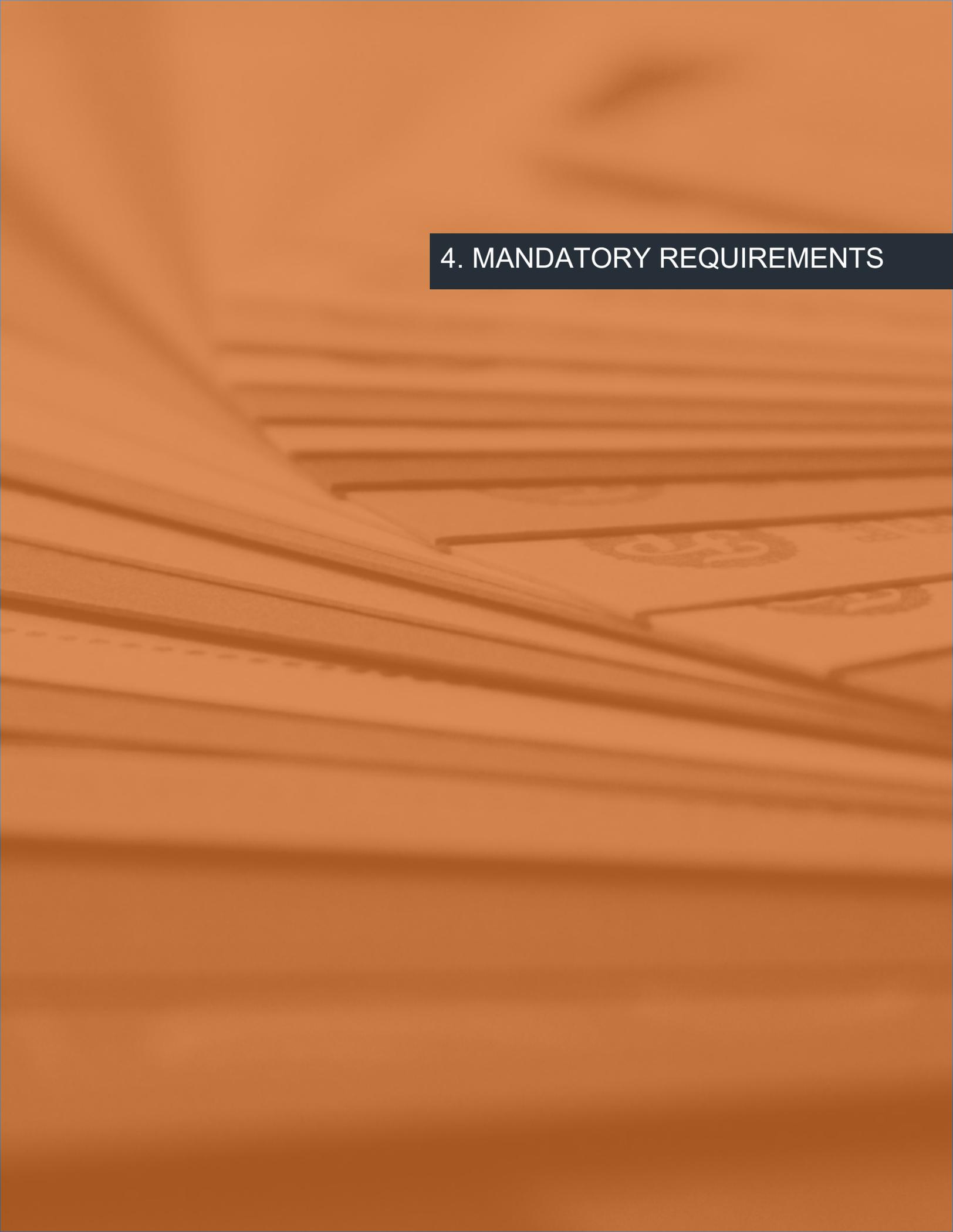
The Nativio ads delivered more than 1.8 million impressions to help generate awareness of the market. Engagement was high, with a 1.18 percent CTR – 1,211 percent over benchmark. Nativio’s native video ads delivered 2,187,005 impressions and 31,360 total video views. Nearly 11 percent of all video views were watched the entire length of the native video.

The Facebook followers campaign delivered 68,225 impressions, reaching 27,841 people and generating 2,261 page likes, while the paid search campaign helped to enhance the Greenbrier Valley brand’s visibility on Google’s paid listings, generating 221,047 impressions and 5,465 clicks. Most importantly, revenue for local hotels and business stabilized and began to grow steadily to help mitigate the tourism damage done during the flood.



3.8 Vendor must have experienced staff to be dedicated to the WVDE's account in place within thirty (30) calendar days of-award.

Fahlgren Mortine is prepared to put an experienced, dedicated team in place for the WVDE within 30 calendar days of award and has identified Matt Sutton, associate vice president in our Charleston, WV office as the project manager. As previously mentioned, Fahlgren Mortine has over 200 employees and we believe in staffing our accounts with a core team of associates who can fully immerse themselves in our clients' business and industry. This staffing approach results in efficiencies and maximum effectiveness for our clients.

The background of the page is a close-up, slightly blurred image of a stack of banknotes. The notes are fanned out, showing their edges and some of their intricate patterns and colors. A dark blue rectangular box is positioned in the upper right quadrant of the page, containing the text '4. MANDATORY REQUIREMENTS' in white, uppercase letters.

4. MANDATORY REQUIREMENTS

4. MANDATORY REQUIREMENTS

4.1 Mandatory Contract Services Requirements and Deliverables: Contract Services must meet or exceed the mandatory requirements listed below:

4.1.1 Vendor shall provide strategic direction for optimization of a website built on the “WordPress” content management system. Vendor must have prior experience with WordPress websites.

As discussed in 3.5 in the previous section, Fahlgren Mortine has extensive experience in web design and optimization, including using the WordPress content management system. Our digital team frequently provides strategic direction and best practice recommendations to clients utilizing various content management systems, including WordPress. Our digital team is led by Sean Cowan, who has over 20 years of experience in delivering digital solutions for clients. Please see section 3.6 for more information about Sean.

4.1.2 Vendor shall assist the WVDE Office of Communications with development of an integrated marketing campaign to promote mathematics achievement and various other initiatives in West Virginia among K-12 students to variety of stakeholders. Campaign may include, but is not limited to, earned media, paid media, digital media and social media.

Fahlgren Mortine is a full-service marketing and communications agency experienced in implementing integrated marketing campaigns that include earned media, paid media, digital media and social media. The education industry is one of our specializations, and we have extensive experience working in various sectors of education from K-12 to higher education as well as those organizations that support the education process.

We have won numerous awards for our work in integrated marketing, including accolades from:

- Silver Anvil Awards
- Bronze Anvil Awards
- Education Digital Marketing Awards
- MarCom Awards
- West Virginia Public Relations Society of America Chapter Best in West Virginia
- The American Advertising Federation – West Virginia Best of Show

The below references can speak to our experience in integrated marketing and communications including earned media, paid media, digital media, social media and creative development.

Kara Dense
Executive Director
Greenbrier Valley CVB
905 Washington St. West
Lewisburg, WV 24901
kdense@greenbrierwv.com

Chaste Truman Barclay
Senior Manager, Health Promotions
American Lung Association
2102 Kanawha Blvd. East
Charleston, WV 25311
304-984-6073
chaste.barclay@lung.org

4.1.3 Vendor shall assist the WVDE Office of Communications with a social media strategy to improve engagement and interaction with the existing official WVDE social media pages, which include: Facebook, Twitter, LinkedIn and YouTube.

Fahlgren Mortine provides strategy and support as well as manages social media pages, including Facebook, Twitter, LinkedIn and YouTube, for numerous clients. The agency has been managing social media strategy for the West Virginia Department of Health and Human Resources since 2015 including event integration, hashtag strategy, the creation of sharable content, gamification and education. Our initial campaign strategy resulted in a 400% increase in Instagram followers and 55% increase in Twitter followers.

For additional examples of our experience in using social media strategy to improve engagement and interaction with brands, please see the case studies provided in 3.7 in the previous section.

4.1.4 Vendor shall provide professional services to develop and maintain successful marketing campaigns, including at least one (1) dedicated account representative who will have an in-person response time to the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) of no more than sixty minutes.

As previously stated, Fahlgren Mortine has identified Matt Sutton as the contract manager for the WVDE. Matt is based out of Fahlgren Mortine's West Virginia office, located approximately ten minutes from the WVDE office at:

213 Hale Street, Second Floor
Charleston, WV 25301

4.1.5 Account representative must possess licensed software to edit and view graphic and other necessary files between the Vendor and WVDE.

Your account representative, Matt Sutton, possesses the necessary licensed software to edit and view graphic and other necessary files between Fahlgren Mortine and the WVDE.

4.1.5.1 Vendor must have capability of using the most current version of Adobe Creative Suite and the ability to work with both Macintosh and PC formats.

Fahlgren Mortine utilizes the most current version of Adobe Creative Suite and has the ability to work with both Macintosh and PC formats.

4.1.6 Vendor shall attend meetings in-person at the WVDE Office (1900 Kanawha Blvd., Building 6, Room 262, Charleston, WV 25305) on an as-needed basis during development of marketing materials.

Fahlgren Mortine will attend meetings in-person at the WVDE office on an as-needed basis during development of marketing materials.

4.1.7 All layouts, sketches, artwork, computer images and copy developed or placed by the Vendor for the WVDE, shall become the exclusive property of the WVDE.

Fahlgren Mortine confirms that all layouts, sketches, artwork, computer images and copy developed or placed by the agency for the WVDE will become the exclusive property of the WVDE.

4.1.7.1. The WVDE shall have the full and free right to possess and use any and all said property in any way deemed by the WVDE to be necessary, either directly or through the Vendor without incurring additional costs beyond the initial creative development and production hourly rates.

Fahlgren Mortine confirms that the WVDE will have the full and free right to possess and use any all said property in any way deemed by the WVDE to be necessary, either directly or through the Vendor without incurring additional costs beyond the initial creative development and production hourly rates.

4.1.7.2 The WVDE reserves the right to visit and inspect all Vendor facilities and offices.

Fahlgren Mortine would be happy to welcome the WVDE to any of our facilities and offices at the WVDE's discretion.

4.1.8 The Vendor's payment processing shall be included in the Vendor's hourly rate for Account Management on the Pricing Page (Exhibit A). Invoice statement(s) for services and/or materials provided to the Vendor on behalf of the WVDE must be approved by the WVDE.

Fahlgren Mortine confirms that payment processing will be included in our hourly rate for Account Management on the Pricing Page (Exhibit A). Any invoice statements for services and/or materials provided to Fahlgren Mortine on behalf of the WVDE will be approved by the WVDE.

4.1.8.1 Vendor must provide proof of payment of all invoices, including any third party that was used for the WVDE's account. Proof shall be made available to the WVDE for audit once per month, or upon request.

Fahlgren Mortine will provide proof of payment of all invoices, including any third party that was used for the WVDE's account. Fahlgren Mortine confirms that proof will be made available to the WVDE for audit once per month, or upon request.

ADDENDUM ACKNOWLEDGEMENT FORM

SOLICITATION NO.: CRFQ 0402 EDD1900000001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input checked="" type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input checked="" type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Fahlgren, Inc. (DBA Fahlgren Mortine)

Company



Authorized Signature

8/7/18

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
Revised 6/8/2012



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

State of West Virginia
 Request for Quotation

Proc Folder: 466604

Doc Description: Addendum #2 MARKETING and COMMUNICATIONS SERVICES

Proc Type: Central Master Agreement

Date Issued	Solicitation Closes	Solicitation No	Version
2018-08-01	2018-08-10 13:30:00	CRFQ 0402 EDD1900000001	3

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:

FOR INFORMATION CONTACT THE BUYER

Jo Ann Adkins
 (304) 558-2686
 joann.adkins@k12.wv.us

Signature X

FEIN #

55-0736802

DATE

8/2/18

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION:

Addendum #2 issued to:

1. Provide modified versions of the Specifications and Terms and Conditions as spoken to in the attached responses to technical Questions.
2. To provide responses to technical questions.

End of Addendum #2

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
1	ACCOUNT MANAGEMENT- ACCOUNT SERVICES	500.00000	HOUR	\$90	\$45,000

Comm Code	Manufacturer	Specification	Model #
30170000			

Extended Description :

ACCOUNT MANAGEMENT/ ACCOUNT SERVICESADMINISTRATION OF THE DAY-TO-DAY FUNCTIONS, WHICH PROVIDE PROFESSIONAL SUPPORT IN ORDER TO MEET THE WVDE REQUIREMENTS PER SPECIFICATIONS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
2	ACCOUNT MANAGEMENT- PUBLIC RELATIONS	100.00000	HOUR	\$115	\$11,500

Comm Code	Manufacturer	Specification	Model #
30170000			

Extended Description :

ACCOUNT MANAGEMENT/ PUBLIC RELATIONSPROMOTING INTEGRITY THAT FOSTERS MUTUAL UNDERSTANDING, TRUST AND SUPPORT WITH AND FOR THE WVDE, PER SPECIFICATIONS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
3	MEDIA PLANNING AND BUYING	100.00000	HOUR	\$95	\$9,500

Comm Code	Manufacturer	Specification	Model #
30171800			

Extended Description :
 MEDIA PLANNING AND BUYING THE PURCHASE AND ANALYSIS OF MEDIA PLACEMENTS THROUGH VARIOUS CHANNELS OF COMMUNICATIONS SUCH AS TELEVISION, RADIO, NEWSPAPER, INTERACTIVE, SOCIAL MEDIA AND PRINT ADS PER SPECIFICATION AND WVDE REQUIREMENTS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
4	CREATIVE - ILLUSTRATION/LAYOUT/DESIGN/C	500.00000	HOUR	\$90	\$45,000

Comm Code	Manufacturer	Specification	Model #
32141501			

Extended Description :
 CREATIVE - ILLUSTRATION / LAYOUT / DESIGN / COPYWRITING PER SPECIFICATIONS AND WVDE REQUIREMENTS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
5	CREATIVE - ART DIRECTION	200.00000	HOUR	\$125	\$25,000

Comm Code	Manufacturer	Specification	Model #
32141502			

Extended Description :

CREATIVE - ART DIRECTION TO MEET WVDE REQUIREMENTS PER SPECIFICATIONS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
6	DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND	200.00000	HOUR	\$110	\$22,000

Comm Code	Manufacturer	Specification	Model #
31112103			

Extended Description :

DIGITAL - WEBSITE STRATEGY, DEVELOPMENT AND MAINTENANCE MAINTENANCE OF ESTABLISHED SPACE ON A SERVER THROUGH A THIRD PARTY WORLD WIDE WEB HOST PROVIDER, PER SPECIFICATIONS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
7	PRODUCTION - PRINTING	250.00000	HOUR	\$125	\$31,250

Comm Code	Manufacturer	Specification	Model #
32121500			

Extended Description :

PRODUCTION - PRINTING REQUIRING A COMMERCIAL PRINTING COMPANY PER SPECIFICATIONS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
8	PRODUCTION - VIDEO PRODUCTION	500.00000	HOUR	\$100	\$50,000

Comm Code	Manufacturer	Specification	Model #
32131603			

Extended Description :
PRODUCTION - VIDEO PRODUCTION PER SPECIFICATIONS.

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
9	PRODUCTION - AUDIO PRODUCTION	100.00000	HOUR	\$100	\$10,000

Comm Code	Manufacturer	Specification	Model #
30161507			

Extended Description :
PRODUCTION - AUDIO PRODUCTION

INVOICE TO		SHIP TO	
DEPARTMENT OF EDUCATION BLDG 6, RM 204 1900 KANAWHA BLVD E CHARLESTON WV25305 US		SECRETARY DEPARTMENT OF EDUCATION OFFICE OF COMMUNICATIONS 1900 KANAWHA BLVD E, BLDG 6 RM 009 CHARLESTON WV 25305 US	

Line	Comm Ln Desc	Qty	Unit Issue	Unit Price	Total Price
10	SOCIAL MEDIA - SOCIAL MEDIA STRATEGY	200.00000	HOUR	\$90	\$18,000

<u>Comm Code</u>	<u>Manufacturer</u>	<u>Specification</u>	<u>Model #</u>
93141500			

Extended Description :
SOCIAL MEDIA - SOCIAL MEDIA STRATEGY PER SPECIFICATIONS

SCHEDULE OF EVENTS

<u>Line</u>	<u>Event</u>	<u>Event Date</u>
1	Technical Questions Due	2018-07-24

EDD1900000001	Document Phase Draft	Document Description Addendum #2 MARKETING and COMMUNICATIONS SERVICES	Page 7 of 7
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ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions

EXHIBIT A: PRICING PAGE

Category	Contract Services	Unit of Measure	Estimated Hours	Vendor's Hourly Rate	Total Annual Costs
Account Management	1. Account Services	Hour(s)	500	90	45000
	2. Public Relations	Hour(s)	100	115	11500
Media	3. Media Planning & Buying	Hour(s)	100	95	9500
Creative	4. Illustration/Layout/Design/Copywriting	Hour(s)	500	90	45000
	5. Art Direction	Hour(s)	200	125	25000
Digital	6. Website Strategy, Development & Maintenance	Hour(s)	200	110	22000
Production	7. Printing	Hour(s)	250	125	31250
	8. Video Production	Hour(s)	500	100	50000
	9. Audio Production	Hour(s)	100	100	10000
Social Media	10. Social Media Strategy	Hour(s)	200	90	18000
Total Fiscal Year Cost for Vendor Services (1-10):			2650		267250

The sum of the estimated hours is 2,650 hours. The quantities shown are estimates only and may be more or less.

B. Media Buying Add-On:

All Vendors responding to this RFQ must provide a percentage of add-on for paid media (not to exceed 5%).

This percentage will be multiplied by \$150,000

Vendors Add-on for media buying is:	2%	\$150,000	\$3,000
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C. TOTAL BID AMOUNT

(Cost from A and B are to be added together to determine the total cost of the proposal)

\$270,250

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Production	7. Printing	Hour(s)	250	125	31250
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