

TECHNICAL PROPOSAL PACKET

ADPHT-23-001

***Marketing and Advertising
Keep Arkansas Beautiful***

PROPOSAL SIGNATURE PAGE

Type or Print the following information.

PROSPECTIVE CONTRACTOR'S INFORMATION			
Company:	F. Guerra DeBerry, LLC dba GDC Marketing & Ideation		
Address:	221 W. Poplar		
City:	San Antonio	State:	TX Zip Code: 78212
Business Designation:	<input type="checkbox"/> Individual <input checked="" type="checkbox"/> Partnership LLC	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation	<input type="checkbox"/> Public Service Corp <input type="checkbox"/> Nonprofit
Minority and Women-Owned Designation*:	<input checked="" type="checkbox"/> Not Applicable <input type="checkbox"/> African American <input type="checkbox"/> Asian American		
	<input type="checkbox"/> American Indian <input type="checkbox"/> Hispanic American <input type="checkbox"/> Pacific Islander American		
	<input type="checkbox"/> Service-Disabled Veteran <input type="checkbox"/> Women-Owned		
	AR Certification #: _____ * See <i>Minority and Women-Owned Business Policy</i>		
PROSPECTIVE CONTRACTOR CONTACT INFORMATION			
Provide contact information to be used for RFP solicitation related matters.			
Contact Person:	Beth Wammack	Title:	Partner/CEO
Phone:	210-236-5000	Alternate Phone:	210-391-2448
Email:	bwammack@gdc-co.com		
CONFIRMATION OF REDACTED COPY			
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input checked="" type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested. <i>Note: If a redacted copy of the submission documents is not provided with Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See RFP Solicitation for additional information.</i>			
ILLEGAL IMMIGRANT CONFIRMATION			
By signing and submitting a response to this RFP Solicitation, Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants and shall not employ or contract with illegal immigrants during the term of a contract awarded as a result of this RFP.			
ISRAEL BOYCOTT RESTRICTION CONFIRMATION			
By checking the box below, Prospective Contractor agrees and certifies that they do not boycott Israel and shall not boycott Israel during the term of a contract awarded as a result of this RFP.			
<input checked="" type="checkbox"/> Prospective Contractor does not and shall not boycott Israel.			

An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.

The signature below signifies agreement that any exception that conflicts with a Requirement of this RFP Solicitation may cause the Prospective Contractor's proposal to be rejected.

Authorized Signature: Beth Wammack Title: Partner/CEO
Use Ink Only.

Printed/Typed Name: Beth Wammack Date: 2/28/23

SUBMISSION REQUIREMENTS CHECKLIST

Per the solicitation, the following items **must** be submitted with the Prospective Contractor's proposal:

- Proposal Signature Page*
- Proposed Subcontractors Form*
- Information for Evaluation*
- Exceptions Form, if applicable*
- Official Solicitation Price Sheet, attached as a separate Excel spreadsheet. Official Solicitation Price Sheet **must** be emailed in a separate email to adpht.procurement@arkansas.gov.*
- EO 98-04: Contract and Grant Disclosure Form*
- Copy of Prospective Contractor's Equal Opportunity Policy*
- Signed addenda, if applicable*

PROPOSED SUBCONTRACTORS FORM

- **Do not** include additional information relating to subcontractors on this form or as an attachment to this form.
 - Prospective Contractor **shall** complete and submit the *Proposed Subcontractors Form* included in the *Technical Proposal Packet*.
 - Additional subcontractor information may be required or requested in following sections of this *RFP Solicitation* or in the *Information for Evaluation* section provided in the *Technical Proposal Packet*. **Do not** attach any additional information to the *Proposed Subcontractors Form*.
 - The utilization of any proposed subcontractor is subject to approval by the State agency.

PROSPECTIVE CONTRACTOR PROPOSES TO USE THE FOLLOWING SUBCONTRACTOR(S) TO PROVIDE SERVICES.

Type or Print the following information

Subcontractor's Company Name	Street Address	City, State, ZIP
GDC Studios	225 W. Poplar	San Antonio, TX 78212
Recon Digital Media	225 W. Poplar	San Antonio, TX 78212

PROSPECTIVE CONTRACTOR DOES NOT PROPOSE TO USE SUBCONTRACTORS TO PERFORM SERVICES.

INFORMATION FOR EVALUATION

- Provide a response to each item/question in this section. Prospective Contractor may expand the space under each item/question to provide a complete response.
- **Do not** include additional information if not pertinent to the itemized request.

E.1 – COMPANY PROFILE AND EXPERIENCE	
<p>A. Provide a one-page or less history of your company and its operations.</p> <p>GDC Marketing & Ideation is a full-service, HUB-certified marketing, advertising and public relations agency located in the heart of San Antonio specializing in the general and Hispanic markets, serving clients in the public, private, nonprofit, and government sectors. GDC's track record of success with national, regional, and local clients in the retail, financial, telecom, healthcare, and governmental agencies demonstrates its ability to manage nationally recognized brands while delivering measurable results at the local market level. Formed in 1999 by Frank Guerra, GDC has earned a reputation for innovative ideas and unparalleled strategy.</p> <p>Beth Wammack spearheaded the agency's addition of marketing services early in its history, earned her way up to partner in 2014 and eventually CEO in 2020, and led the agency to adapt to emerging trends and technology with the development of an experiential department with agency-owned assets including digital trucks, and the launch of two new companies at the offs, Recon Digital Media and GDC Studios.</p> <p>Carey Quackenbush started in the creative department and quickly proved his strategic prowess to create an entirely new, proprietary branding process called MirrorBranding™. The "Ideation" behind GDC Marketing & Ideation, he became partner in 2017 and continues to be a solutions creator and thought leader for the organization.</p>	5 points
<p>B. Is there any material litigation pending, or within the past three (3) years, against the company? If yes, explain the nature of such litigation. What material effect does the litigation have upon the operation of your organization? If no, explain the safeguards in place to avoid litigation issues.</p> <p>There is not any material litigation pending or within the past three years against the company.</p>	5 points
<p>C. Describe the company's legal organizational structure (corporation, partnership, other), including parent, subsidiary, or affiliate status. If the company is in the process of merging with another organization, or being acquired by another firm, provide details in 500 words or less.</p> <p>F. Guerra DeBerry is an LLC doing business as GDC Marketing & Ideation (GDC) since 2012. It does not have any parent, subsidiary, or affiliate organizations. GDC is not in the process of merging or being acquired.</p>	5 points
<p>D. Show account trends (revenues gained or revenues lost) from within the last five (5) years, on a client-by-client basis for your top five (5) clients.</p> <p>Total revenues increased 4.7% from 2018 to 2019 and 4.9% from 2019 to 2020. With the onset of COVID in 2020, revenues declined 12.9% from 2020 to 2021. Revenues rebounded in 2022 and resulted in a 77.2% increase in revenues from 2021 to 2022.</p>	5 points

<p>The top five clients in 2022 were:</p> <ul style="list-style-type: none"> • Texas Department of Transportation – Revenues ranged from \$1.5MM to \$2.2MM depending on the contract year with 2020 and 2021 being lower due to COVID reducing the amount of work performed. • Recon Digital Media – Range from \$500K to \$1.3MM beginning 2021 when account was won. • Authority Brands – Revenue increased from \$293K when the account was won in 2020 to \$735K in 2022. • CPS Energy – Revenues ranged from \$65K to \$699K depending on the contract year with 2020 and 2021 being lower due to COVID reducing the amount of work performed. • Office of the Texas Secretary of State – Work is on a bi-annual basis starting in 2018 and continuing through 2022. Revenues ranged from \$591K in 2018 to \$809K in 2022. 	
<p>E. Describe your company’s most relevant current or past marketing campaigns with three (3) clients. Include the length of the account relationship, and scope of work.</p> <p>Approximately 435 million pieces of visible litter accumulate along Texas roads and highways each year, costing taxpayers millions of dollars for cleaning efforts. For over 30 years, TxDOT has provided education and anti-littering messaging to the state of Texas through its Don't mess with Texas® (DMWT) campaign.</p> <p>The success of the awareness campaign led to other entities appropriating the tagline, tying it to several other causes or uses. As the brand moved forward, two new tasks emerged: re-establish that Don't mess with Texas® means “don't litter”, and make the campaign more relevant to a younger audience. GDC was hired to launch a multi-channel media campaign to support the effort. The fully integrated campaign scope has included strategic work, creative development, video production, website updates, contesting, partnership development, celebrity integrations, experiential grassroots tours, public relations, social media, and traditional plus nontraditional media tactics.</p> <p>Since 2017, GDC has led the planning efforts around a state-wide campaign to achieve the following overarching goals:</p> <ul style="list-style-type: none"> • Reduce litter on Texas roads. • Increase awareness and participation in TxDOT’s litter prevention efforts. • Leverage and nurture the brand equity and value in the DMWT brand. <p>Understanding the need to reach a younger audience with the campaign messaging, GDC identified the target audience for the campaign as Texans (with an emphasis on Texas motorists) between the ages of 16 and 29. Through GDC's combined media planning, buying and negotiating efforts, the campaign has been able to leverage bonus spots, over-rides, celebrity influencer networks and bonus impressions to exceed the required ROI on the overall media spend, achieving total media valuation that is 200% of the budget each year.</p> <p>Other relevant marketing campaigns include our healthy list of state/government work including fully integrated campaigns for the Office of the Secretary of State since 2018 and Texas Health and Human Services since 2022. For both clients, the scope has included research, strategic work, creative development, video production, website update recommendations/asset development, experiential grassroots tours, public relations, social media, and traditional plus nontraditional media tactics.</p> <p>In addition, we've completed litter research projects for the Ohio and Minnesota departments of transportation.</p>	<p>5 points</p>
<p>F. Describe how your company pursues the latest technologies, trends, platforms, and messaging opportunities and how they will be utilized for the Keep Arkansas Beautiful Commission.</p> <p>One of GDC’s strengths is our ability to create <i>customized</i> solutions for our clients and their brands. Simply put, we don't believe in cookie cutter approaches. Reaching audiences in today’s marketplace is</p>	<p>5 points</p>

more complex than ever, so it's critical to stay current on emerging trends in marketing, advertising, public relations, social media, translation, and research. We leverage many proprietary and third-party tools to gain insights to inform our recommendations. Our employees attend industry conferences to expand their knowledge and find solutions, and to present our ideas and work to others. Beyond our commitment to staying abreast of trends through industry publications, blogs, etc., below is a summary of how GDC is positioned to stay current for the benefit of the Keep Arkansas Beautiful Commission.

Training Tuesdays

Training Tuesdays are well attended "lunch and learn" professional development sessions GDC hosts weekly. We host these to grow knowledge and insight for individuals and teams, and as a chance to use the subject matter experts within our organization to share what they know, what they learned at a recent conference, trends, innovations, and more. Topics have included how to build efficiencies into your day with new software updates from Advantage (our project management system), digital and social media trends, and new ways to engage consumers through experiential marketing. Team members are encouraged to attend and suggest ideas for future Tuesday sessions. Our post-session surveys tell us attendees feel these sessions are valuable and that they always learn something new.

Meltwater

Meltwater is a global company that leverages data science and AI technologies to provide real-time analysis and communications solutions. These technologies connect networks of information to provide consumer insights. Meltwater boasts having the largest global source-base of public data, ranging from 3 million editorial documents tracked daily, TV and radio, over 200 billion social sites, and years of editorial content on-demand from 2009 to present. GDC's subscription allows us to search online news media globally — including social media across Twitter, Facebook, YouTube, and hundreds of millions of blogs — and we're able to customize the source base to search only the outlets that are relevant to the Keep Arkansas Beautiful Commission. Through robust analytics tools, we're able to analyze your brand impact and effectiveness across different mediums at a moment's notice and run year-over-year analysis on campaigns and keywords. We're also able to extract insights on your competitors and industry by benchmarking different searches and assessing their comparable performance. Our subscription allows us to create customized, fully interactive dashboards with the click of a button. We also have access to a media contacts database of more than 700,000 journalists all over the world.

Kantar

It's challenging to navigate the shifting business landscape, so GDC leverages Kantar to spend our clients' budgets wisely. Kantar is an automated market research platform designed for insights professionals, marketers and agencies who want to test, learn and move faster. Kantar touts itself as the only market research platform with solutions that have been independently validated to predict sales and brand growth. GDC would use this platform to unlock powerful insights for the Keep Arkansas Beautiful Commission through Kantar's verified audiences, intuitive self-serve dashboards and expert consulting in over 70 countries.

Nielsen Scarborough

Nielsen Scarborough captures local and national consumer insights across 2,000+ categories including leisure activities, shopping behaviors, purchasing patterns and media consumption. Understanding the unique behaviors of the Keep Arkansas Beautiful Commission's target audiences gives us a better understanding of the marketplace and your competitors, so we can develop strategies that highlight your strengths and identify untapped possibilities.

Translations (English/Spanish)

The word Hispanic or Latino is not a one-size-fits-all term. Reaching and truly connecting with Hispanics is complex because of different variables at play, such as country of origin, level of acculturation, socioeconomic level, and language of preference. GDC's dedicated team of multicultural and multilingual strategists and creatives are dedicated to understanding and connecting with the growing Hispanic population — which entails much more than translating from English to Spanish. In fact, word-for-word literal translations often fail in capturing the integrity of the original communication. While some companies are turning to automated translations for expediency and as a means to save money, this approach is not fool proof, so GDC always uses human intelligence for all its translations. We don't believe in short cuts. The work requires a deep understanding of culture, imagery, and other nuances to *transcreate* and employ sayings or metaphors that strike a chord with the target audience. We approach

<p>each translation project with a thorough understanding of the end consumer so the language will resonate on an emotional level. And sometimes, the reality is that reaching Hispanics may not always necessitate translating! With GDC as a trusted advisor, together we can determine the best strategic approach to accomplish the Keep Arkansas Beautiful Commission’s objectives.</p> <p>Research</p> <p>GDC didn’t just recently layer in research to expand our offerings; research-based solutions and campaigns are in our DNA and what we’ve pursued on behalf of our clients for more than 25 years. Beyond our trademarked, proprietary MirrorBranding™, Humanalysis™ and Certitude™ processes, GDC has strong partnerships with regional and national research firms with whom we closely collaborate to uncover market research insights through the best qualitative and quantitative services possible. We continually explore the newest methodologies to mine for insights and data, so we can get to the information our client brands need in the most effective, expedient, and cost-efficient manner. With this tangible information in hand, GDC is able to help our client brands affirm their strategies — or shift them — to give them a competitive advantage.</p> <p>Not every client has room in their budget to perform first-hand research, but every account can benefit from the power of data. That’s why we have access to industry data that aids in building and understanding audiences, keeping up with trends, analyzing and optimizing performance, and making smarter placement decisions. Beyond those listed above, these tools include eMarketer, Pew, Statista, Census, Simmons and scholarly articles.</p> <p>In summary, GDC is committed to staying current on emerging trends in marketing, advertising, public relations, translation, and research through the various methodologies outlined above. While tried-and-true approaches have merit, GDC believes our ability to integrate innovative trends sets us apart in our industry and keeps us in the know. We are trailblazers and create proprietary solutions when we see deficits in the market. We are not afraid to try new approaches and our leaders have been recognized for the way they’ve tackled uncharted territory. Staying on trend not only makes us cutting edge and efficient, but it also helps us forecast what the future might bring and proactively equip our clients to be prepared so they’re not caught off guard and can embrace new opportunities for growth.</p>	
<p>G. Describe your company’s level of knowledge and understanding of the Keep Arkansas Beautiful.</p> <p>For the past six years, GDC has operated as Texas Department of Transportation’s (TxDOT) agency of record for the Don’t mess with Texas® campaign, which delivers an anti-littering message to Texans across the state. Through this work, we have developed a strong partnership with Keep Texas Beautiful (KTB), leading to an insider’s understanding of how the organization works, as well as its affiliation to Keep America Beautiful and the local chapters throughout the state. In addition to planning, promoting, and assisting in the execution of the Don’t mess with Texas Trash Off®, a signature event of the Great American Clean Up, GDC has represented TxDOT at the KTB conference for several years by presenting valuable information and thought leadership to local KTB affiliates.</p> <p>In short, we have direct experience working with Keep America Beautiful affiliates like Keep Arkansas Beautiful. However, we are also very connected to Arkansas.</p> <p>GDC’s CEO and Partner, Beth Ochoa, is an Arkansas native who returns to visit her family in her hometown of Little Rock several times a year. The state is near and dear to her heart, which means it is important to all GDC team members. Our in-depth understanding of Keep America Beautiful affiliates paired with this Arkansas connection will be the driving force behind how we propel KAB to achieve success, and we will do so with a solid foundational understanding of the organization, its mission and its unique challenges.</p> <p>As previously mentioned, GDC has direct experience with programs and events that are tied to the Great American Cleanup (GAC) through volunteer recruitment efforts and on-the ground event support. The learnings and best practices taken from this experience can be applied to KAB’s efforts tied to GAC between March and May, as well as to the Great Arkansas Cleanup efforts from September to October. Through our experience with Don’t mess with Texas® and KTB, GDC understands how to effectively</p>	<p>5 points</p>

<p>engage and partner with educators at the local level to distribute educational information and even impact curriculum.</p>	
<p>H. Describe how your company ensures that there is consistency in messaging throughout the various media outlets.</p> <p>GDC ensures there is consistency in messaging throughout the various media outlets by developing the following materials and resources for all campaigns:</p> <ul style="list-style-type: none"> • Press releases • Talking points • Media advisories • Media kits • Newsroom on website • Agendas • Emcee scripts • Run-of-show • Conducting editorial board meetings 	<p>5 points</p>
<p>I. Describe your company’s practices that ensure transparency, trustworthiness, and integrity.</p> <p>Our commitment to transparency is evident in our billing and media reconciliation practices, regular status meetings, and team availability to address any and all questions. Our trustworthiness is demonstrated in the way we serve as good stewards of government dollars to stretch dollars with added value, and in the way we meet and exceed client goals, earning trust in our abilities. Our integrity is guaranteed through regular audits, transparent reporting, and being true to our word, communicating honestly and coming with solutions when timing or other circumstances change.</p>	<p>5 points</p>
<p>J. Provide an example that shows your company’s experience working with limited funds to achieve a goal.</p> <p>Since 2017, GDC has helped CPS Energy, San Antonio’s municipally owned utilities company, with their Grillsgiving efforts (with the exception of years where the event was canceled due to COVID). Grillsgiving is a local BBQ competition whose proceeds are designed to benefit their Residential Energy Assistance Program (REAP). Due to its nonprofit focus, budget for these efforts are often limited. GDC’s experience in negotiation and deep ties with media partners has been able to leverage significant value, year over year.</p> <p>With a \$34,000 budget, the media team leveraged these dollars to secure over 4,000,000 impressions. GDC was able to secure media schedules at no charge from radio partners, bonus units across cable, social posts via various local media partners, no charge insertions in local publications, along with many others. This effort has been ongoing for six years and has always been highly regarded by the client in terms of value received.</p> <p>In addition, our work with nonprofits, such as Texas CASA has seen their dollar investments match at a minimum of 1:1 for the past six years. In 2022, this value was at over 4:1. This value was contributed by media group partnerships like Texas Public Radio and Ampersand across mediums like digital, tv, and radio. The previous year, in 2021, it was at 3:1. This level of value is what GDC strives to achieve for any client whose message promotes community welfare and elevation. We look to quantify value as it pertains to the vehicle, override for out-of-home, bonus units and impressions for digital and broadcast, and any additional benefits from media group partnerships like newsletter inclusions, social posts, and less traditional forms value such as endorsers, celebrity partnerships, etc.</p>	<p>5 points</p>
	<p>5 points</p>

<p>K. Describe your company’s understanding of the unique systems, timelines, and responsibilities which are inherent with a state government account.</p> <p>GDC's work with our clients has proven our team's ability to follow explicit project guidelines in regard to all of the following:</p> <ul style="list-style-type: none"> • Supporting client's in-house marketing efforts • Providing detailed statements of work, project plans and timelines • Providing and working within itemized budgets within specific categories including agency fees, media, travel, and production while understanding the rules for adjusting within categories where necessary • Scheduling and adhering to project milestones and running weekly/biweekly status reporting sessions against each. In most cases, we recommend set status meetings to ensure progress and adherence to established timelines • Managing campaign production schedules and projects, handling all aspects including negotiations with subcontracting production companies, talent, and music usage licensing agreements (based on the requirements of the client regarding duration of buyout, union vs. non-union actors, exclusivity, etc.) • Generating campaign progress reports, as well as finalized reporting into the designated system to show proof of performance in regard to: budget performance, added-value matching, campaign reach, frequency, total impressions, and more • Managing the transition of campaign assets following each campaign, including final reports, final art files, spreadsheets, photography, etc., between GDC and the client, or GDC and another agency • Maintaining a detailed account of campaign assets, activities, correspondence, and records for a designated period of time following the completion of each campaign 	
<p>L. Describe how your company will be able to incorporate and expand on existing partnerships and programs that benefit the Keep Arkansas Beautiful Commission.</p> <p>GDC will develop and implement a plan to grow partner and sponsor opportunities as well as maintain KAB’s existing relationships. These strategic partnerships will be formed with businesses and organizations which demonstrate a brand and values alignment with KAB. We will aim to leverage the strengths of each partner to achieve a high level of impact in the community. We will work with partners to outline their resource assets and their contributions to the campaign. Based on their strengths and available resources, partners will be asked for a myriad of contributions. From serving as distribution points (online and traditional) for sharing of campaign materials, to acting as a location site for activations of the interactive experiences to providing product and prize giveaways to be used on social media and during grassroots events, partners will have an integral role in ramping up the campaign in the community. Partners will also be invited to have a role in press and media opportunities and GDC will look for cross-promotional opportunities on partner websites and social media channels. GDC will serve as the partnership liaison between partners and KAB and will be responsible for communication and the coordination and allocation of all resources and contributions.</p> <p>Provided below are the steps involved in securing partnerships with corporate partners and executing partnership agreements.</p> <p>Identifying partners phase:</p> <ul style="list-style-type: none"> • Identify corporate partners to enhance brand and audience outreach. • Evaluate partner’s strengths and weaknesses. • Define how partners and their assets are to be incorporated into and utilized within the campaign. • Draft partnership request letter for first contact with brands, outlining partnership intent, opportunities, timeline and request to initiate introductory meeting with KAB. <p>Approaching partners phase:</p> <ul style="list-style-type: none"> • Contact marketing directors at the identified corporate partners via email and telephone using approved language from partnership request letter • Supply partnership request letter to corporate marketing directors 	<p>5 points</p>

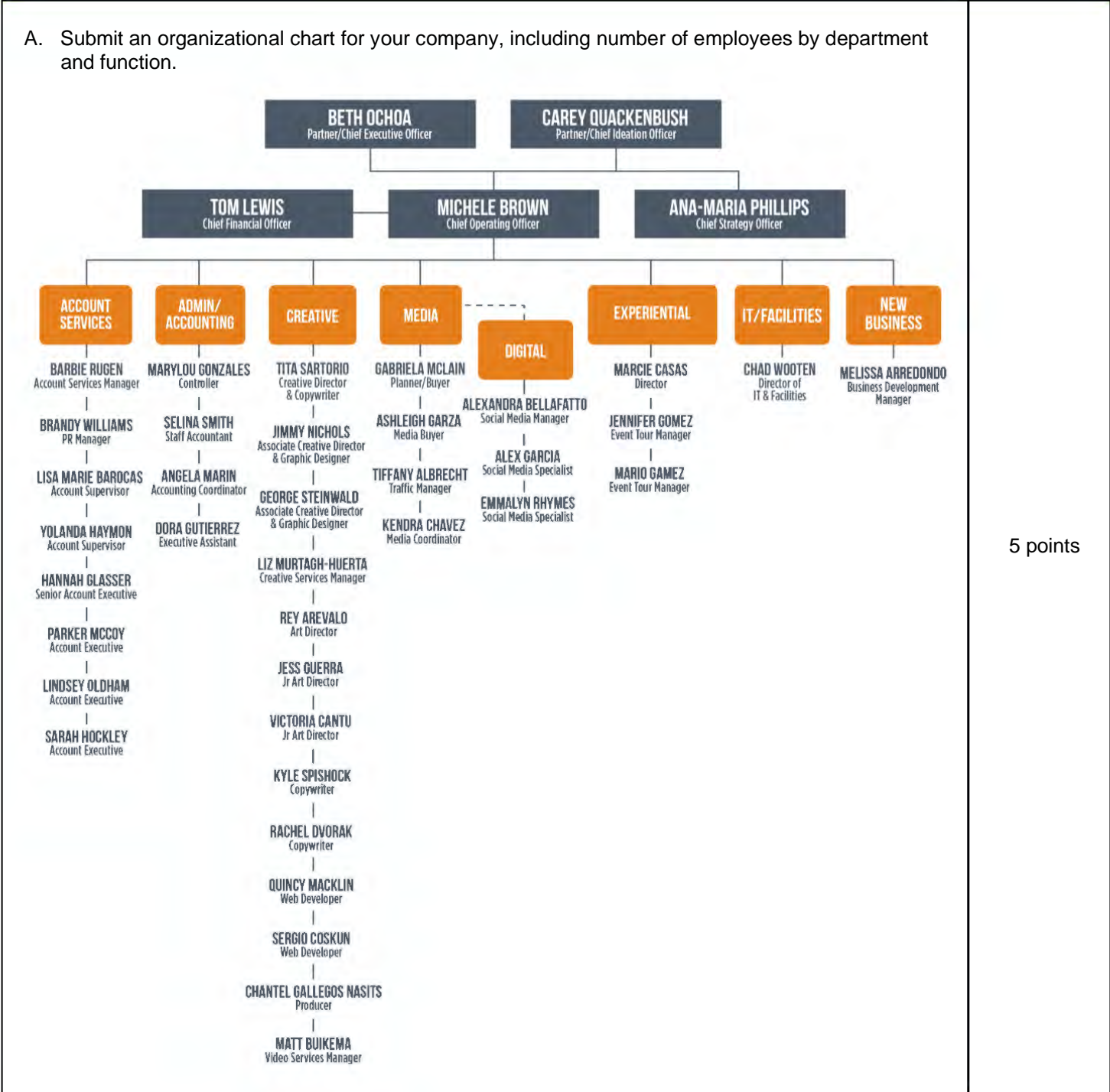
<ul style="list-style-type: none"> • Host introductory meeting or conference call between interested corporate partner, their marketing staff and KAB • Identify and define within introductory meeting what opportunities exist and what resources and assets the corporate partner can contribute and those which KAB will provide. • Produce partnership agreement defining terms agreed to during the introductory meeting. Agreement to include: <ul style="list-style-type: none"> • Assets and resources being made available and how they will be used • Timeline • Cost sharing – paid media; paid social; digital and creative • Joint promotional marketing events at locations • Cross promotion across corporate partners’ and KAB’s social channels • Proposed joint creative • Joint earned media opportunities • Conduct follow-up meeting and/or conference call to review proposed partnership agreement • Revise partnership agreement based on outcomes discussed in the follow-up meeting and resubmit to all parties involved for final approval and sign-off. <p>Execution of partner agreements phase:</p> <ul style="list-style-type: none"> • Execute partnership plan against agreed upon timeline • Set-up resource file sharing with partner and their staff • Obtain approvals by partners and final signoffs on joint initiatives, including: <ul style="list-style-type: none"> ○ Creative ○ Paid social media ○ Organic social media ○ Digital ○ Earned Media • Work with partner’s staff to execute on joint initiatives including cross promotion on social networks • Set-up follow-up conference calls with partners as their involvement with the campaign rolls-out • Conduct measurement and monitoring of campaign rollout against agreed upon terms • Produce analytics report to share with partners detailing campaign benchmarks of success • Set-up follow-up meeting and follow-up call to review report and sharing of best practices • Evaluate success of partnership and whether to adjust, grow or conclude partnership 	
<p>M. Describe and detail which portions of the following seven services will be provided by the prime contractor and which portions will be provided by a subcontractor:</p> <ol style="list-style-type: none"> 1. Media Planning and Buying – Prime with Recon handling the digital media components 2. Outreach – Prime 3. Sponsorship – Prime 4. Sales Promotion – Prime 5. Public Relations – Prime 6. Creative concepting, development, and production – Prime with GDC Studios doing audio/video production 7. Public Education – Prime 	<p>5 points</p>
<p>N. How is your company uniquely qualified, or experienced, and positioned to market the Keep Arkansas Beautiful mission?</p> <p>GDC is uniquely qualified and experienced because of our groundbreaking work with Don’t mess with Texas® in addition to other DOT litter projects in addition to other extensive government campaigns. We aren’t just saying we know how to encourage audiences to support beautification and anti-littering efforts, we’ve done it – and done it well. We are also uniquely positioned because we pair that experience with a firsthand understanding of Arkansas at the most senior level with GDC partner and CEO Beth Wammack being a Little Rock native and college graduate.</p>	<p>5 points</p>

O. If your company owns another company, in-whole or in-part, please list each company and define the services that will be contributed by each company as part of a resulting contract.

GDC does not own any other companies.

5 points

E.2 STAFFING



5 points

B. Provide biographical sketches of key staff members who will work on the Keep Arkansas Beautiful account, including each individual's name, title, role on the account, and percentage of time that

5 points

will be dedicated to the KAB account. Where appropriate, include relevant work accomplishments and experience.

Beth Wammack, Chief Executive Officer/Partner

Executive Oversight for KAB with 7.21% estimated time dedicated

Beth's ability to lead, construct and manage teams is matched only by her vast knowledge and experience in the marketing and advertising industry. She is a leader in every sense of the word.

An Arkansas native, Beth graduated from the University of Arkansas at Little Rock with a degree in radio/television/film. She is currently pursuing a master's degree in organizational development and leadership from University of the Incarnate Word.

She has been a proud member of GDC Marketing & Ideation for over 20 years. Beth's abilities as a communicator and a leader as well as her superior work product have singled her out as a dedicated team member and an expert in her field. Perhaps most notably, Beth was responsible for acquiring Sprint/Nextel to GDC's roster of clients and leading the account's national field marketing efforts for more than four years. She also has an impressive background in health care marketing, spearheading GDC's strategic development for Baptist Health System and Resolute Health.

Through hard work and persistence, Beth worked her way up the GDC ladder until, in 2019, she was made GDC's chief executive officer. In this position, she has taken GDC further into the digital realm with Recon, GDC's new digital media advertising solution.

Carey Quackenbush, Chief Ideation Officer/Partner

Creative Oversight for KAB with 4.81% estimated time dedicated

Carey's quick, strategic thinking, creative experience and diversified marketing background are at the heart of GDC's "Ideation" and identity.

Before joining the GDC Marketing & Ideation team, Carey gained creative experience as a copywriter at BBDO Houston working across all media for national clients including Pizza Hut and Havoline. He then took that experience into the San Antonio market. He entered GDC as an associate creative director and worked his way quickly through the ranks. With GDC, he developed award-winning campaigns for clients such as Procter & Gamble, the Bill & Melinda Gates Foundation, the San Antonio Spurs, CPS Energy and many more.

As GDC's CIO, Carey leads the charge to translate client objectives into meaningful connections with target audiences. The result is a creative product that is meaningful to the audience, actionable to the client, and beneficial to all. This is often done through a process created and implemented by Carey known as MirrorBranding™. Brands including Whataburger, CPS Energy and the San Antonio Economic Development Foundation have benefitted from this process which seeks to translate a company's goals and values in a way that will connect with target audiences.

In addition to his vast experience working on the creative side of marketing and advertising, Carey's drive to immerse himself in all aspects of his clients' business led him to seek out an M.B.A. with a focus on marketing management. Carey also holds a B.S. in advertising from the University of Texas at Austin, where he successfully completed the highly competitive Texas Creative sequence.

Ana-María Phillips, Chief Strategy Officer

Strategic Oversight for KAB with 4.81% estimated time dedicated

Ana-María serves as chief strategy officer for GDC. Her vast experience in both the general and Hispanic markets, along with her unique bicultural background, ideally position her to help GDC clients connect with their audiences.

Ana-María has a degree in radio, TV and film with a minor in journalism and an emphasis in broadcasting from the University of Southern Mississippi. She started her career as a news anchor, reporter, and producer, then moved to San Antonio, where her bilingual skills were an asset in the advertising agency world. She has spent over 20 years in broadcasting, marketing and advertising. Her account experience covers a diverse range of clients and brands including IBC Bank, Christus Santa Rosa Health Care, Luby's, Procter & Gamble® and Foley's.

In addition to working with brands and clients, Ana-Maria has also worked extensively in corporate communications, with a focus on seeking inclusivity for employees of diverse backgrounds, countries of origin, and native languages. In this role, Ana-Maria helped strengthen employee career development, deepened the employee relationship with employers and increased retention.

Hannah Glasser, Senior Account Executive

Project Manager and day-to-day contact for KAB with 26.44% estimated time dedicated

With diverse experience in client service and design, Hannah Glasser now helps GDC clients achieve their marketing goals with a can-do attitude and the follow through to see projects to completion.

Hannah began her career as a design student at West Virginia University. While there, she managed the school’s volleyball team, arranging transportation for home and away games, media, and practice schedules. She also worked as the team’s graphic designer creating logos, t-shirts and more.

After graduating with a bachelor’s degree in design studies, she joined Stitch Fix, an online personal styling service, as a client experience associate. Her poise and efficiency in dealing with customers saw her rise quickly to become a senior client experience agent after only eight months. She also had the opportunity to style clients and train U.K. employees when the London office opened in 2018.

In 2020, Hannah moved to San Antonio to pursue a MBA with a marketing focus from the University of the Incarnate Word. While earning her degree, Hannah worked as a relationship director for Cubeta Law Group where she helped business owners navigate the intricacies of employment law.

After graduating from Incarnate Word, Hannah became an account manager at Toolbox Studios. She assisted clients in a variety of industries develop their marketing strategy. In March of 2022, Hannah brought her talents to GDC Marketing & Ideation where she has since helped manage client relationships with multiple organizations including municipally owned CPS Energy and Authority Brands.

Brandy Williams, PR Account Supervisor

Public Relations for KAB with 43.27% estimated time dedicated

Brandy’s strong attention to detail, driven attitude and extensive experience in digital and social media marketing makes her an asset to GDC Marketing & Ideation.

After earning a bachelor’s degree in mass communication with a focus in electronic media from Texas State University, Brandy began her marketing and communications career at News 4 WOAI San Antonio (NBC affiliate) and Regnier Valdez. While with Regnier Valdez, her work for Vidcare won her the International Association of Business Communicators’ Silver Quill Regional Award in 2011.

When she joined the GDC team in 2015, she immediately set herself a part as being singularly devoted to finding and developing solutions for her clients. At GDC, brands such as the Texas Department of Transportation (including DMWT), Authority Brands, CPS Energy and more have benefitted from her unique understanding of technology and social media marketing.

Outside of GDC, Brandy has been recognized for her volunteer work earning the Business Careers High School Mentor of the Year Award and she is active with the Junior League of San Antonio.

Tita Sartorio, Creative Director

Creative Manager for KAB with 4.81% estimated time dedicated

Tita is known around GDC Marketing & Ideation as the connector. She has a strong ability to foster respectful relationships between co-workers and departments to deliver amazing products for clients.

Tita hails from Nuevo Laredo, Mexico, and her experience working in both Spanish and English makes her an invaluable asset to the creative team. After earning a bachelor’s degree in business administration from St. Mary’s University, Tita worked as a bilingual copywriter and broadcast producer for a number of agencies including Garcia LKS, Cartel Creativo, Shooters (formerly Cibolo Films), and Market Vision. At these agencies she gained experience by writing for large brand names including

Coca-Cola, The Centers for Disease Control and Prevention, Fisher Price Toys and The Hershey Company.

After joining GDC as a bilingual copywriter in 2014, Tita set herself apart with her work on campaigns such as Mi Pueblo Food Centers and Baptist Health Systems. After five years with the agency, Tita was promoted to associate creative director and eventually earned the role of creative director in 2022. Since then, she has taken the creative lead on campaigns for Texas CASA, the Texas Department of Transportation’s Don’t mess with Texas®, the Texas Secretary of State Voter Education campaign and TxDOT’s award-winning Statewide Impaired Driving campaign.

Jimmy Nichols, Associate Creative Director

Graphic designer for KAB with 16.83% estimated time dedicated

Jimmy has been with GDC Marketing & Ideation for over 15 years. He prides himself on his ability to never stop learning, and both his coworkers and clients benefit from his ability to develop himself and those around him.

Before joining GDC in 2005, Jimmy earned an associate of arts degree in communication design from San Antonio College. He gained professional experience as a junior art director at Simply Creative and a production artist at The Wood Agency.

In his decade-plus career at GDC, he has worked on myriad accounts including H-E-B, Procter & Gamble, Schlotzsky’s, Time Warner Cable and the Office of the Texas Secretary of State. He has won gold, silver and bronze ADDY Awards for his work on campaigns for Whataburger, Rackspace, Baptist Health Care Systems and the Texas Department of Transportation.

Rachel Dvorak, Copywriter

Copywriter for KAB with 16.83% estimated time dedicated

Rachel brings creativity, flexibility, and a positive attitude to every campaign she works on. Clients and coworkers appreciate her ability and willingness to take on any job, large or small.

An (almost) native Texan, Rachel earned a bachelor’s degree in creative arts from Schreiner University. After college, she worked mainly as a freelance ghostwriter and copywriter. She took contract work from multiple clients including Growth Consulting, Lovers’ Care and the Fiesta Commission of San Antonio. Since joining GDC in 2019, she has become the main copywriter for multiple campaigns including Don’t mess with Texas®, Texas CASA, The Retiree Fire & Police Health and Wellness Fund San Antonio, Project MEND and the Texas Secretary of State’s voter education campaign. She also wrote for the 2019 Texas Department of Transportation statewide impaired driver virtual reality experience which won a Gold ADDY Award in 2020.

Gabriela McLain, Media Planner/Buyer

Media planning and buying for KAB with 9.62% estimated time dedicated

Gaby is the renaissance woman of GDC and Recon. She uses her background in the medical field and her eye for detail to deliver media for our clients.

Gabriela began an entirely new career in media after spending time in college, working toward a pre-med degree. Taking a job with Katz Radio Group changed her focus to media buying. Later she worked with Univision Communications and Helen Thompson Media where she gained experience purchasing media for local, regional and national clients.

Since joining the team in 2017, she has worked for multiple brands including Victory Capital Management, Authority Brands, Don’t mess with Texas®, Teen Click it or Ticket, Texas CASA and more. Clients appreciate her flexibility and ability to meet client’s needs no matter the challenge.

Ashleigh Garza, Media Buyer

Media buying for KAB with 4.81% estimated time dedicated

Ashleigh brings her vast experience in event staffing and coordination to get results for GDC Marketing & Ideation’s clients who are looking for a new way to connect to their audiences. She began her media career by earning a bachelor’s degree in advertising and a Business Foundations certification from the University of Texas at Austin. While in Austin, she worked for the world-famous SXSW Festival. Her

other experience in event staffing and media includes ATN Event Staffing, Play Ball Marketing, Dragon Spirits Marketing and Promotion, BARetc. and PS Stearns.

Since joining GDC in 2018, Ashleigh has planned, staffed and reported on tours for GDC clients including Authority Brands and the Texas Department of Transportation. Her thorough planning and detailed execution help our brands bring their message to the audience in innovative ways.

Tiffany Albrecht, Traffic Manager

Trafficking media assets for KAB with 4.81% estimated time dedicated

Tiffany joined GDC with over 12 years of experience in the local advertising and marketing industry. At Taylor West Advertising, she became familiar with the inner workings of advertising and discovered she had a knack for proofreading while reviewing promotional materials for client IBC Bank. From there, she moved to the vendor side as an account executive for SmithPrint, Inc. gaining invaluable experience in print production coordinating a wide range of projects in a world of never-ending work orders and constant deadlines. Tiffany soon realized that she wanted to put her specific skill set to use in a managerial capacity once again in an agency environment. As traffic manager at Anderson Marketing Group, Tiffany worked closely with the media department acting as liaison for multiple clients including Cavender Auto Group, Alamo Colleges, Hyatt Regency Hotel, Fantastic Sams and various media outlets. As media traffic manager at GDC, Tiffany ensures that all broadcast and digital elements are trafficked externally correctly and on time.

Megan Lutz, Digital Media Coordinator

Digital media lead for KAB with 19.23% estimated time dedicated

Megan brings energy and knowledge into GDC’s digital media partner. Her versatility and willingness to adapt make her a must-have addition to any digital campaign.

Megan graduated from the University of Texas at San Antonio in 2019 with a bachelor’s degree in business administration with a minor in marketing. While in college she worked as an associate with Valamayo Social & Digital Marketing. At Valamayo, she developed creative branding and managed social media accounts. During her final year of college, Megan completed two agency internships where she created content for various clients on multiple social platforms. After graduating, Megan accepted a position with the Barshop Jewish Community Center in San Antonio. Megan began working with The J as a marketing and sales associate in 2019. One year later, she was promoted to marketing coordinator. At The J she managed and executed all social media initiatives, oversaw the team that managed the organization’s website, email distribution, creative for each department and designed print publications.

When she’s not busy being a digital jack-of-all-trades, Megan spends time volunteering with local animal shelters and, in the cooler months, camps and hikes in state parks. She has spent the last four years on a plant-based diet and loves cooking for family and friends.

Alexandra Bellafatto, Social Media Manager

Organic and paid social media oversight for KAB with 7.21% estimated time dedicated

With over six years of experience and a Bachelor of Fine Arts with a minor in business marketing from Texas State University, Alexandra Bellafatto is a force to be reckoned with when it comes to social media management.

Extremely motivated to constantly develop her skills and grow professionally, Alexandra is confident in her ability to come up with interesting ideas to help companies market themselves through new and unique ways. She enjoys gathering data and analytics to improve a company’s digital footprint. Her resume speaks for itself and her experience at The Atkins Group and Marion Marketing made her the ideal candidate to lead our social media team, including organic and paid efforts.

When Alex is not developing breakthrough social media campaigns here at GDC, she enjoys spending time with her German Shepherd, Sami, enjoying a good yarn from one of her favorite authors and jamming to Taylor Swift.

Alex Garcia, Social Media Specialist

Social media content development for KAB with 16.83% estimated time dedicated

<p>Alex came to GDC with over 22 years of experience in photojournalism and production. His expertise on the technical side of the newsroom translated perfectly into the digital realm of social media. A native of San Antonio, Texas, Alex is a Winston Churchill High School graduate and studied communications at San Antonio College. When his career began, he followed his father, a well-known television meteorologist, into the world of television broadcasting.</p> <p>Alex's career in photojournalism and production brought him to television stations throughout Austin and San Antonio. Stations he's worked for include KABB Fox 29 San Antonio, Fox 7 Austin, KENS 5 and News 4 WOAI. At these stations, Alex's role included creating spotlight videos for local restaurants and businesses. He also operated mobile news trucks and provided direct video feed and information to on-air personalities. In 2008, Alex was awarded the 2nd place Associated Press Award for best breaking/spot news copy for his coverage of the Wayland Brush Fire. He has also worked production at several ACM SIGGRAPH conferences on graphic design and development.</p> <p>Alex came to GDC Marketing & Ideation in May of 2021. He now oversees the production of social posts for clients, including TxDOT's Don't mess with Texas program, TxDOT's Youth Occupant Protection program, Texas CASA and Recon Digital Media.</p>	
<p>C. Describe how your company ensures that there is a commitment to a team approach when working with a project.</p> <p>Ensuring a commitment to a team approach is twofold: process and culture.</p> <p>Our account management process identifies a qualified and available account lead who serves as the day-to-day point of contact and integrates various departments as needed to get input, align on strategy, and ensure projects remain on time and on budget. They will also maintain status sheets and lead regular status meetings to maintain alignment and ensure all voices are able to be heard throughout the campaign. Our creative team also uses an all-hands-on-deck approach to ensure that everyone takes ownership and provides the greatest pool of creative ideation to turn out the best end product.</p> <p>GDC's culture also fosters commitment to a team approach. One of our core values is to foster respectful relationships, which shows in our interactions. A lot of organizations may call themselves a family, but the way we walk the talk is evident in the number of "boomerang" employees we have who return after other ventures or the fact that we have eight employees who have been with us over 10 years. GDC was notorious for its daycare and recently, we even established GDC Caring as an additional way to show up for one another, including support in hardships and scholarships for children of our team. All of these intentional efforts ensure that our team members feel seen and appreciated, which in turn improves commitment to our teamwork so that we all win together.</p> <p>Outside of our (physical and virtual) walls, GDC knows how to play nice in the sandbox with other vendors and especially clients to work collaboratively to bring visions to life and reach – and usually exceed – client objectives.</p>	<p>5 points</p>
<p>D. Provide a summary describing average tenure of your employees, typical annual turnover, and practices/policies in place to ensure account continuity with staff turnover.</p> <p>GDC values our employees. Called GDCers, we have cultivated a work environment with a strong culture that translates to a retention that is envied in the industry. The average length of service at GDC is six years and turnover comes in around 17% each year. The industry average is 30-32%. That said, it isn't uncommon to have people who will work on your account with 10, 15 and 20+ years of experience at our agency.</p> <p>GDC values business continuity that allows GDCers to take vacation time. So whether someone takes time off, or decides to leave the organization, we have systems and processes in place so there is minimal disruption to the team and client. We have centralized job jackets with details on each account,</p>	<p>5 points</p>

<p>projects, meeting notes, and final work product in our project management system called Advantage. We use Google Workspaces and nomenclature to all documents so they are easily found in folders. Finally, the account team works together when someone new comes onto the account to help with a transition.</p>	
<p>E. If your company will use subcontractors, how will your company take the lead in developing integrated marketing communications? If not using subcontractors, how does your company ensure that all areas stay consistent across all channels?</p> <p>We have a dedicated chief strategy officer who works collaboratively with our chief ideation officer and respective department leads to create, refine and lead strategy for all of our clients. The account service lead will take this strategy and oversee implementation while utilizing checkpoints at various stages to ensure the execution aligns with the strategy and the brand. Regular status meetings with creative and media helps to ensure this consistency.</p> <p>The two subcontractors we want to utilize were ideated and stood up by thought leaders of GDC itself for this very purpose – to make sure that we could promise quality, alignment and adherence to budgets. While Recon Digital Media and GDC Studios are stand-alone companies, the symbiotic relationship ensures seamless collaboration while allowing GDC to serve as the leader in development strategy.</p>	<p>5 points</p>
<p>E.3 CREATIVE</p>	
<p>A. Describe your company’s approach to developing integrated advertising campaigns. Include a description of the company’s creative process, and how it determines and prioritizes strategy, insights, and recommendations.</p> <p>As described in our response to E.1.F, GDC is a data-driven agency that has a dedicated chief strategy officer to lead the team to gathering, analyzing and implementing insights from a variety sources. This leads into the overall campaign strategy which funnels into everything we do for the project, including informing the creative briefs that will guide the creative process.</p> <p>GDC’s creative process is most simply broken down into three stages: research, creation, and evaluation.</p> <p>During our research stage, our team gathers information on the target demographic, how they communicate and where they are most active/interactive. A review and evaluation of the client’s previous work (if applicable) is implemented to analyze what worked, what didn’t, and why, in order to set a corrected course of navigation. Additionally, other successful campaigns in the category or strategies are assessed by the creative team during this stage.</p> <p>Once the research is compiled, the creative and strategy team is set into motion starting with a kickoff meeting to discuss the scope of the campaign. At this initial stage, multiple people from different disciplines discuss ideas and tactics to tackle the project. The team then separates to do independent (or small team) research and creation. Once completed, that team presents ideas and concepts which are then weighed, combined, or eliminated. A creative lead is assigned, and together with a designated team, decides which ideas to pursue. Depending on the scale of the project, multiple sessions to flesh out the ideas follows, culminating with a meeting to present and evaluate the work, eventually resulting in a client-facing presentation of one or more concepts. From there, the selected concept is refined as needed with collaboration from the client, even if it means going back to the drawing board.</p> <p>GDC’s open creative process allows multiple voices to contribute to the ideation of the campaign, as well as contribute knowledge gleaned from their individual experiences and expertise. All of this allows for a wider contribution of ideas and creates aligned, team-mentality to tackle the tasks at hand. This is crucial because we understand from experience that everyone may need to touch a project at one time</p>	<p>5 points</p>

<p>or another, and being included in the process from the beginning not only fosters a communal idea and project, but allows any team member to step in without missing a beat. Sharing ideas and communication delivers a well-rounded and thought through result.</p> <p>Once the creative is finalized, there are multiple checkpoints that can gauge success and evaluations. They range from focus groups, A/B testing, performance data or learnings gathered through any other stage of a campaign. GDC will evaluate, capitalize on successful elements, or pivot to correct course at any point in the process as needed. At the end of the day, we are in the business of comprehensive, creative communications and the only metric that matters is our client’s success.</p> <p>Throughout the process, our team references brand guidelines, and has a quality control process to ensure we adhere to it. This includes not only the copywriters and art directors executing the project, but also an internal traffic manager, creative director, and final review by the account executive to ensure the creative accurately reflects the brand and is free from errors.</p>	
<p>B. Describe the process your company will use to challenge Keep Arkansas Beautiful with new ideas that will advance KAB’s objectives.</p> <p>GDC believes great ideas live at the intersection of a data-proven audience need or desire and a brand’s unique message and value proposition. In the case of Keep Arkansas Beautiful (KAB), the best ideas will come to life by demonstrating an authentic reason for people to believe in keeping their state clean and litter-free and a clear and compelling way to take meaningful action.</p> <p>In order to uncover where this powerful intersection lies, GDC will walk through the following proven process:</p> <p>Human-Centric Research Strategy drives ideation and innovation at GDC. Having an in-depth understanding of KAB’s unique audiences will be foundational for generating ideas that defy convention and deliver results for the campaign’s objectives. To gain this understanding, GDC utilizes primary and secondary research to gain insights into how, when, and where to deliver your messages.</p> <p><i>Primary Research Methodologies</i> GDC offers proprietary quantitative and qualitative research to gather insights from targeted audience segments. Certitude™ is GDC’s quantitative methodology that goes beyond traditional research by applying algorithms and regression to identify the difference between messages that are simply popular and those that are truly persuasive. Humanalysis™ is GDC’s suite of qualitative research services that include focus groups, in-depth interviews, user experience mapping and more. These primary research methodologies allow us to achieve a clear understanding of the right people to target, the right places to reach them, and the right messages to deliver in order to achieve KAB’s objectives.</p> <p><i>Secondary Research Tools & Platforms</i> Beyond our primary research methodologies described in the previous section of this document, GDC has access to industry data that aids in building and understanding audiences, keeping up with trends, analyzing and optimizing performance, and making smarter placement decisions. Beyond those listed above, these tools include Scarborough, Nielsen, Claritas, Kantar, eMarketer, Pew, Statista, Census, and scholarly articles. These platform subscriptions will allow us to access data quickly to inform decisions for KAB so that we are certain that the ideas we present will defy convention and break through the clutter while remaining rooted in effective strategies.</p> <p>MirrorBranding™ Armed with the insights gathered from research, GDC will next turn to the KAB brand. MirrorBranding™ is GDC’s approach to brand communications that ensures your brand is a true reflection of your audiences’ beliefs, desires and needs. When KAB delivers any type of brand messaging to its audiences, it should be done so in a way that makes the audiences feel as though they are looking into a mirror. In other words, we want them to see themselves in the brand, in the cause and in the actions</p>	<p>5 points</p>

<p>we are encouraging them to take. Through the MirrorBranding™ approach, GDC will be able to deliver new ideas that are true to the KAB brand and relevant to KAB’s audiences.</p> <p>Trend Watching In order to come up with new and unique ideas that will break through the clutter and truly connect the KAB brand to its audiences, it is important to have a 360-degree view of what is happening in the world around us. GDC keeps up with the latest trends within the world of cause marketing but also outside of it. We have weekly meetings to explore and discuss trends across media consumption, new technology, user behaviors, cultural shifts and more. Staying on top of what is emerging and what is relevant allows us to deliver ideas that will push KAB beyond what has been done in the past to be as effective as possible right now.</p> <p>Ideation Teams Once we have laid the groundwork by understanding KAB’s audiences, how the brand connects with them and what is current and relevant, GDC will set our ideation teams loose to come up with bold, breakthrough ideas. We aren’t afraid to push the boundaries because we are confident that the strategic framework we have laid out will act as appropriate guardrails to allow innovation and creativity without sacrificing the effectiveness of our campaign efforts.</p>	
<p>C. Describe your company’s experience working with clients which are government agencies.</p> <p>GDC has been working on full-service campaigns for the Texas Department of Transportation since 2012. Other government experience includes fully integrated voter education campaigns for the Office of the Secretary of State since 2018 and two campaigns for Texas Health and Human Services beginning in 2022. For all three clients, the scope has included research, strategic work, creative development, video production, website update recommendations/asset development, experiential grassroots tours, public relations, social media, and traditional plus nontraditional media tactics.</p> <p>In addition, we’ve completed litter research projects for the Ohio and Minnesota departments of transportation.</p> <p>On a more local level, we’ve been working with the nation’s largest municipally owned utility, CPS Energy, since 2016 and are the agency of record for the Cibolo Economic Development Corporation.</p>	<p>5 points</p>
<p>D. Describe your company’s approach to measurement and analytics.</p> <p>GDC’s approach to measure and determine campaign efficacy follows research-driven, goal alignment and strategic implementation and execution throughout to bring measured success to all aspects of a campaign and/or marketing effort.</p> <p>Goal alignment will work to isolate and prioritize campaign goals such as increase in sales, increase in location visits, etc. This is followed with a funnel approach that will identify subgoals for different campaigns, strategies, and tactics to be individually tracked and measured, such as awareness, lead generation and retention.</p> <p>Beginning with awareness, impressions, frequency, and reach will be tracked, measured, and optimized to ensure each platform and channel’s output is leveraged and maximized to its fullest capacity. Website Traffic Lift and tools such as Inferred Brand Impact Study will measure overall campaign and brand awareness before, during and after campaign execution.</p> <p>Lead generation will capitalize on the built-up awareness through increases in consideration and acquisitions. To track, measure and optimize leads, GDC will implement website analytics and goal tracking, location monitoring, along with conversion tracking through pixelization. Further optimization will be generated throughout the length of the campaign through audience identification and segmentation.</p>	<p>5 points</p>

<p>Lastly, retention will ensure that acquired leads bring about consumer loyalty. Tracking, measuring, and leveraging CRM data, along with trending and seasonal data through both artificial and human intelligence and touchpoints. In addition, isolating motivations and specific consumer characteristics will help inform strategy on increasing average stays, average expenditure, while increasing visit frequency.</p> <p>1. What is your company's approach to continuous reporting and optimization?</p> <p>GDC's approach to reporting is largely dependent on client collaboration. Our reporting cadence is entirely customizable to fit each client's necessities. Regarding optimization, GDC maintains a delicate balance between the art and science of digital data. This means taking advantage of the ability to scale digital efforts through artificial intelligence. However, maintaining a human element is necessary in order to provide the experience and knowledge that can only be achieved via real-world application. This optimization is happening continuously and monitored on a day-by-day, at times minute-by-minute depending on the circumstance.</p> <p>2. How does your company demonstrate program success to your clients and remain accountable for the program's outcome?</p> <p>Success requires a deep understanding of client goals. Beginning with the end in mind, requires agility and adaptability to overcome challenges that might prevent campaign success. Challenges will be addressed individually versus attempting to apply a cookie-cutter approach. Therein lies accountability to GDC's clients to be agile enough to course-correct wherever it may be needed. Reporting and measurement will largely be tied to the trackability of the campaign. Pixels, CRM integrations and client insight will be vital to measure individual success. Clients will be provided with end of campaign reporting tied back to sub-goals identified and considering client data and input. Wherever required, end of campaign research will be conducted to quantify less tangible goals such as awareness lifts and behavioral changes.</p>	
<p>E. List and explain your company's capabilities in understanding and marketing to specific audience segments (and include any proprietary programs the company uses to gain a better understanding of an audience's habits, tendencies, and motivations).</p> <p>Consumer behavior and preferences are constantly changing, so it's important to challenge assumptions along the way. The way we reach a market segment today may not be how we reach them tomorrow. With this in mind, GDC leverages many proprietary and third-party tools to gain the insights needed to market to specific audience segments. Below is a summary of our capabilities, subscriptions, and proprietary programs — and how we would use them to better understand the audiences of the Keep Arkansas Beautiful Commission, and their tendencies and motivations.</p> <p>Claritas is a data-driven marketing company that helps brands know more about their best prospects and customers. Claritas has been a leader in data-driven marketing for more than 40 years and offers over 8,000 syndicated audiences built from over 10,000 highly predictive demographic and behavioral indicators along with comprehensive multicultural data. The platform gives GDC a complete understanding of the U.S. consumer to help us improve marketing execution and deliver superior ROI.</p> <p>Hispanic Marketing GDC's dedicated team of multicultural and multilingual strategists and creatives are dedicated to understanding and connecting with the growing Hispanic population — which entails much more than translating from English to Spanish. Reaching and truly connecting with Hispanics is complex because of different variables at play, such as country of origin, level of acculturation, socioeconomic level, language of preference, and more. The work requires a deep understanding of culture, imagery, and other nuances to <i>transcreate</i> and leverage sayings or metaphors that strike a chord with the target audience. GDC approaches each assignment with a thorough understanding of the end consumer so the deliverable resonates on an emotional level.</p> <p>Meltwater is a global company that leverages data science and AI technologies to provide real-time analysis and communications solutions. These technologies connect networks of information to provide</p>	<p>5 points</p>

consumer insights. Meltwater boasts having the largest global source-base of public data, ranging from 3 million editorial documents tracked daily, TV and radio, over 200 billion social sites, and years of editorial content on-demand from 2009 to present. GDC’s subscription allows us to search online news media globally — including social media across Twitter, Facebook, YouTube, and hundreds of millions of blogs — and we’re able to customize the source base to search only the outlets that are relevant to the Keep Arkansas Beautiful Commission. Through robust analytics tools, we’re able to analyze your brand impact and effectiveness across different mediums at a moment’s notice and run year-over-year analysis on campaigns and keywords. We’re also able to extract insights on your competitors and industry by benchmarking different searches and assessing their comparable performance. Our subscription allows us to create customized, fully interactive dashboards with the click of a button. We also have access to a media contacts database of more than 700,000 journalists all over the world.

Kantar

It’s challenging to navigate the shifting business landscape, so GDC leverages Kantar to spend our clients’ budgets wisely. Kantar is an automated market research platform designed for insights professionals, marketers and agencies who want to test, learn and move faster. Kantar touts itself as the only market research platform with solutions that have been independently validated to predict sales and brand growth. GDC would use this platform to unlock powerful insights for the Keep Arkansas Beautiful Commission through Kantar’s verified audiences, intuitive self-serve dashboards and expert consulting in over 70 countries.

Nielsen Scarborough captures local and national consumer insights across 2,000+ categories including leisure activities, shopping behaviors, purchasing patterns and media consumption. Understanding the unique behaviors of the Keep Arkansas Beautiful Commission’s target audiences gives us a better understanding of the marketplace and your competitors, so we can develop strategies that highlight your strengths and identify untapped possibilities.

MirrorBranding™ is GDC’s trademarked, proprietary solution to create a connection point between what you do and say as a brand and how that makes your audience(s) feel. Ultimately, for people to connect with your brand they need to see their own values, beliefs and desires reflected in what you offer and what you stand for. We’ve leveraged this tool to develop new brands and finetune established ones. It is also an excellent methodology to gain an understanding of an audience’s habits, tendencies, and motivations.

Beyond the capabilities, subscriptions, and proprietary programs mentioned above, GDC has strong partnerships with regional and national research firms with whom we closely collaborate to uncover market segment insights through the best qualitative and quantitative services possible. Through our partners, we also have access to Nielsen Scarborough, eMarketer, Pew, Statista, Census, Simmons and syndicated data. With this robust information in hand, GDC is able to help our client brands better understand their target audiences and affirm their strategies — or shift them — to give them a competitive advantage.

F. Provide a recent campaign which demonstrates your company’s ability to develop and execute integrated marketing and communication ideas (include paid, owned, and earned media).

1. Define your client’s challenge.
2. Detail the responsible entities and their specific contributions to the overall idea.
3. What key insights and analyses led to the program’s success?
4. Describe the key performance indicators and program measurements used to gauge the program’s overall effectiveness.

5 points

In 2018, the state of Texas passed Senate Bill 14 creating a requirement for voters to show one of seven forms of photo ID when voting in person. The Secretary of State’s office was tasked with ensuring that all Texans understand what forms of photo IDs are acceptable to vote. GDC was engaged in 2018, 2020 and 2022 to help communicate important messages to voters in the state.

Project Approach

GDC created a multicultural voter education campaign to provide Texans 18 and older with guidance, education, and information about the process of registering to vote, checking to see if they were already registered, where to obtain an application to register to vote, the seven acceptable forms of photo ID, and guiding Texans to VoteTexas.gov as a resource for all of the above.

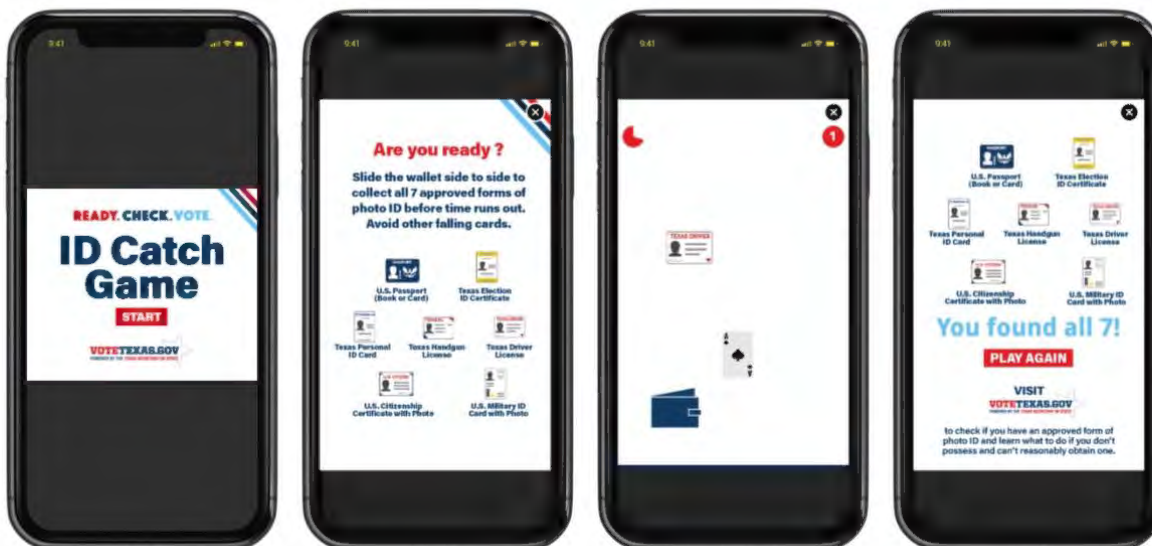
GDC started with research to gain a better understanding of market awareness to the ID change and other voter awareness. With these insights, GDC created messaging platforms in English and Spanish: Ready. Check. Vote and Listo? Verifique. Vote! Next, we executed a highly impactful targeted marketing campaign with clear messaging and creative components specifically designed and focus group tested to ensure they resonated with key target audiences. A statewide paid media campaign with a concentration in key cities — Dallas, Houston, San Antonio, Austin, Fort Worth, Brownsville, and Hidalgo — was used to share facts about what ID was needed to cast a ballot.



In addition to traditional and digital media, a partnership toolkit was created which consisted of posters, mini memory games, information cards, stickers, and branded pens. These kits were shared with universities, state superintendents, and county clerk election administrators.



Another popular game GDC created was the ID Catch online game, which was incorporated into our digital media buy. The game was accessed via a digital banner ad, with the player trying to catch all seven approved photo IDs.



This game and other content were critical to a social media strategy that targeted an 18-24 demographic with Facebook, Twitter, Instagram, and Snapchat, with filters and other engaging content.

At GDC, we understand the importance of engaging directly with the target audiences to inform and prompt them to act. Our PR and experiential teams created an integrated plan of pitching news media,

booking lifestyle talk shows, and grassroots outreach events to maximize campaign impact by being able to interact directly with our target audiences and answer questions. Even in the time of the COVID-19 pandemic, we were creative in how our outreach was executed with strong results.



Finally, measurement is critical to ensuring your messages are heard and acted upon. GDC leveraged poll tracking across the state so we could be certain our messages were not only effective but resonated.

Project Results

Despite a pandemic, there were more voters in Texas who went to the polls than in previous elections. Many of our tactics exceeded expectations and industry standards. For example, our click-thru rate (CTR) on the gamification of the Voter ID concept reached nearly 800,000 people with an astounding 22% click-thru-rating (CTR) which well-exceeded the industry standards. Our grassroots outreach efforts were shared on social media sites across the state and the client was thrilled with the outreach efforts and success of the campaign.

E.4 PUBLIC RELATIONS

- A. Describe how you collaborate with other account areas within your company on a client’s roster to help develop a cohesive public relations plan.

GDCs PR team works collaboratively with all departments to ensure the public relations plan is in synch with all other campaign tactics by conducting the following steps:

- Ensure GDC’s PR team meets regularly internally with the full team working on the KAB project
- Ensure all GDC team members internally know PR timelines, efforts, updates, and next steps

5 points

<ul style="list-style-type: none"> • Ensure all PR projects are tracked on client status sheet and internal GDC project management software • Ensure the GDC PR team attends all client meetings for client updates and to share GDC PR updates with the full team 	
<p>B. Describe the role and responsibilities of the public relations program (including how you develop the strategic approach and bring to execution in market, including outbound media exposure).</p> <p>GDC's approach to public relations is about bringing the brand experience to life by leveraging the voice of the media, brand advocates and the community. With a team of experts that thrives on shaping perceptions, triggering actions, creating lasting impressions and educating the community on behalf of clients, GDC has vast experience working in both the public and private sectors.</p> <p>Our public relations expertise encompasses:</p> <ul style="list-style-type: none"> • Reputation assessment and management • Communications strategy and implementation • Strategic written communications • Internal communications • Broadcast, print and digital media relations • Blogger and influencer relations • Podcast development • Media events and media tours • Bilingual services • Special events • Digital/social media strategy and implementation • Crisis planning and management • Media interview training and workshops • Media measurement and monitoring • Public affairs and consensus building • White papers • Proofreading and editing, as needed <p>We believe an effective strategy must be proactive with a goal of establishing positive community engagement that builds trust. We begin with a discovery session to identify goals, pain points, target audiences, and existing/previous efforts. Then, we build out a PR plan including appropriate media and community partners, experiential/events, press kit development, crisis management, pitching opportunities, and the use of owned channels like social media to complement earned media efforts. This plan leads to content calendars, status meetings, and earned media reports summarizing coverage.</p> <p>Our team is equipped to generate bilingual press kits and utilize our media connections to execute a highly targeted and customized approach. GDC will also leverage our software platform to monitor and analyze the content and conversations taking place across online news, social media, print, broadcast and podcasts about Keep Arkansas Beautiful.</p> <p>Crisis Communication</p> <p>Our team has an insider's perspective on how to pitch the media. GDC is adept at crafting strategies and communications materials to address immediate, real-time crises as well as long term, ongoing issues. Given this experience, GDC will help anticipate what challenges might come, while setting out plans to mitigate those challenges and crafting the messaging that will enable an organization to respond swiftly and concisely.</p>	<p>5 points</p>
<p>C. What key metrics do you use most often with your clients to gauge effectiveness and return on investment?</p>	<p>5 points</p>

<p>For all media relations efforts, we put into place tracking mechanisms to evaluate media coverage that is generated throughout the life of the campaign. GDC measures impressions and earned media value for all PR efforts. Earned media is any coverage we receive from a source that we do not purchase. Earned media can include media outlets, websites, and blogs. GDC develops media coverage reports to showcase the results of our campaigns. GDC also utilizes a tool which will show the sentiment of the coverage we are able to secure, and whether an article had a positive, negative or neutral sentiment.</p>	
<p>D. Describe your company’s experience and knowledge of best practices in PR campaign management.</p> <p>GDC has extensive experience in both public relations and crisis communications arenas. Please see examples below that highlight some of our experience:</p> <p>H-E-B Crisis communications:</p> <ul style="list-style-type: none"> • Diffused a number of sensitive issues including product recalls, death of a customer, protests and store boycotts, etc. • Coordinated during times of natural disasters: Organized and communicated relief convoy arrival in the community and available resources to the public and news media. <p>Public relations/public affairs:</p> <ul style="list-style-type: none"> • Implemented multi-faceted public relations work including press conferences, product launches, media tours, special event planning, new store builds, etc. • Launched a plan to communicate and create awareness for H-E-B’s commitment to the communities and customers it serves. Example: H-E-B Excellence in Education Awards program. <p>Result: A strong reputation as an outstanding community partner; well-regarded by elected officials, its customers and the community.</p> <p>TDECU Assisted the credit union with announcing the \$10 million purchase of naming rights to the new football stadium on the campus of the University of Houston. Prior to the announcement, a student tragically ended their life by jumping from the football stadium’s upmost seating area. GDC provided guidance in navigating the issue and was asked to also provide counsel to the University of Houston.</p> <p>Result: TDECU and UH would be commended in the news media and in the online sports websites for their rapid and considerate response. Leadership and board members from both TDECU and the University of Houston also expressed their satisfaction with how the situation was handled and the portrayal of TDECU and the University of Houston as caring community partners.</p> <p>Bill and Melinda Gates Foundation The foundation invested over \$1 billion as an effort to improve the nation’s low high school graduation rates and expand educational opportunities for all high school students. Of this, over \$70 million was invested in Texas schools.</p> <p>GDC was hired to created a strategic communication plan that included public affairs outreach in the four counties that make up the Rio Grande Valley in South Texas.</p> <p>At first, the communication outreach was met with joy and positive anticipation. Over time teachers, parents and education advocates balked at the changes and false rumors spread. A group of teachers took their complaints to the media. GDC listened to the concerns of the community and set up meetings, town halls and deskside briefings with stakeholders, the media, and naysayers to dispel resistance to change and false narratives regarding the contributions. We armed those who believed in the program with talking points and presentations to address the concerns. We also wrote op-eds and</p>	<p>5 points</p>

<p>columns in support of the programs and stated facts in an effort to combat the rumors (without repeating the rumors).</p> <p>Result: Tide shifted, the programs were put in place and the naysayers moved on.</p> <p>Don't mess with Texas® Our public relations scope since 2017 has included press conferences, developing press releases, media advisories, talking points, special event planning, promoting grassroots tour events and contest launches, and coordinating mural unveiling events and announcements. During COVID, we also developed a plan to continue reaching Texans via Facebook Live videos with announcements for the Don't mess with Texas® Scholarship Contest winners</p> <p>Result: A strong reputation as an outstanding community partner; well-regarded by the community.</p> <p>Throughout the entire Keep Arkansas Beautiful campaign, GDC's proactive media relations activities and complete communications support will include:</p> <ul style="list-style-type: none"> • Drafting of all written press materials (English and Spanish) for campaign initiatives: press releases, media advisories, talking points, agendas, emcee scripts, interview questions, partnership letters of agreement, etc. • Disseminating press materials to all Arkansas media outlets and wire service • Pitching and conducting media follow-up in collaboration with KAB Media Relations and PIOs • Coordinating media appearances in collaboration with KAB Media Relations and PIOs • Working with KAB PIOs to support and publicize events and programs they are overseeing • Supporting KAB social media channels and activities with event photos and content from activations • Assembling and making available electronic press kits to KAB Media Relations for distribution to KAB PIOs • Leveraging the campaign's media buy to secure added-value opportunities for advertorial and editorial space and media interviews (such opportunities will be discussed ahead of time with the Keep Arkansas Beautiful team to determine how they would like to use the available opportunities) • Handling of all logistics related to planning a press event or special event which includes but is not limited to securing a location, arranging for AV and entertainment, coordinating guest arrival and parking, lining up emcee and speakers and providing scripts and talking points, planning event decor and signage and more. 	
E.5 SOCIAL MEDIA	
<p>A. Describe your strategic and creative process in the development of social media content. How do you ensure that content is on strategy and maintains a strong linkage to the brand?</p> <p>Before we start working on any social media content, we develop a Social Media Strategy, Content Pillars, Mindset Calendar, and a Content Calendar. We make sure that all of these match the company's brand voice and brand guidelines. Once these are finalized internally, we meet with the client to present and make edits from there to ensure that we're matching our clients voice and brand. We then create our content and send that to the client for approval, which is then scheduled through Content Management Software (CMS), like Sprout Social, Hey Orca, Hootsuite, or others. Taking the time in the beginning to work with the client to ensure that the social voice matches the brand voice and overall goals ensure that we maintain a strong linkage to the brand and stay on track with our strategy plan.</p>	5 points
<p>B. Describe your company's understanding of various platforms and their potentials.</p>	5 points

<p>GDC Marketing and Ideation is made up of a team of people who know a lot about a lot. This means that we understand social media is constantly evolving, so it's up to us to continuously educate ourselves. We work with Facebook, Instagram, Twitter, LinkedIn, and TikTok and make sure that our approach aligns with what the goals are for our client. We are not afraid to recognize when we need to shift tactics to produce the best results for our clients' success.</p>	
<p>C. Describe your company's ability to deliver meaningful strategic insights.</p> <p>We believe in measuring campaign activity through metrics to make sure that we're achieving and exceeding our clients goals. We utilize tools such as Sprout Social, Hey Orca, Hootsuite, Google Analytics, LinkedIn Insights, Twitter Analytics, Snapchat Analytics, StackAdapt, and META Analytics to analyze social media marketing efforts. These tools allow us to check campaign performance for all tactics and pivot our efforts if we start experiencing follower fatigue, a decrease in engagement, reach, impressions, or followers, a negative reaction, and more.</p>	<p>5 points</p>
<p>D. What is your approach to data, research, and measurement?</p> <p>Similar to the answer above, we utilize tools such as Sprout Social, Hey Orca, Hootsuite, Google Analytics, LinkedIn Insights, Twitter Analytics, Snapchat Analytics, StackAdapt, and META Analytics to measure our social media marketing efforts, both paid and organic. We also utilize Meltwater for certain situations to make sure our social presence aligns with our PR efforts through media and press.</p> <p>1. What key metrics do you most often use with your clients?</p> <p>We measure success with key performance indicators such as impressions, reach, engagement, click-thru rate, clicks, frequency rating, and more.</p> <p>2. How does this data influence the client's overall initiative, both online and offline?</p> <p>Once we gather all of this information, we create monthly, quarterly, and/or yearly reports to ensure we're reaching the clients goals. We also utilize that data to tweak/pivot our social efforts, as well as other marketing efforts, whether that means print, digital, or streaming.</p>	<p>5 points</p>
<p>E. Provide a social media campaign from the past 24 months that demonstrates the creativity, innovativeness, and strategic capabilities of your company. It should include any insights and lessons learned that have resulted in the improvement and enhancement of subsequent initiatives. The campaign should be pertinent to the content of this RFP.</p> <p>Don't mess with Texas®, a Texas Department of Transportation initiative, is the most relevant campaign we continue to work on that embodies creativity, innovativeness, and strategic capabilities of GDC Marketing & Ideation. Don't mess with Texas® has been teaching Texans the real cost of littering, and how they can keep our roads clean. Whether our messaging appears on a billboard, TV, or a screen (most relevant for this RFP), we're proud of our advertising efforts and the impact it's had on dramatically helping reduce litter in Texas. Through our social media efforts, we glean more than an average of 8.4 million organic impressions per month across all platforms (Facebook, Instagram, and Twitter), and over 101k clicks. We follow a fluid but set content strategy when planning out content weekly that allows us to pivot when needed, but still make sure that we're delivering content that their audience base wants and responds to.</p> <p>Social Media Samples and Metrics <i>Please click each screenshot to view the actual post.</i></p>	<p>5 points</p>



Did you know that if every Texan picked up just two pieces of litter a month, we'd be fully litter-free in a yea...

Published by HeyOrca · December 29, 2022

Post Impressions ⓘ

8,644

Post reach ⓘ

8,352

Post Engagement ⓘ

1,397



Whether you drive across Texas or across the country, we like to keep our roadways clean. Check out how you...

Published by HeyOrca · January 11

Post Impressions ⓘ

5,822

Post reach ⓘ

5,822

Post Engagement ⓘ

572



Traveling across our beautiful Texas highways? Don't toss your trash out the window, dispose of it properly a...

Published by HeyOrca · January 20

Post Impressions ⓘ

15,038

Post reach ⓘ

14,166

Post Engagement ⓘ

1,762



Texas high school seniors, the Don't mess with Texas Scholarship Contest is going on now! Visit the link toda...

Published by HeyOrca · January 31 at 10:21 AM

Post Impressions ⓘ

8,296

Post reach ⓘ

8,296

Post Engagement ⓘ

284



Hey Texas, it's rodeo season! What better way to celebrate with this #DontmesswithTexas #RetroRewind...

Published by HeyOrca · February 13 at 7:22 PM

Post Impressions

5,767

Post reach

5,668

Post Engagement

535



Keeping it trendy and litter-free since the 80s! 😎 MSCHF #DarrelTheBarrel #BigRedBoots #DontmesswithTexas

Published by HeyOrca · February 16 at 3:00 PM

Post Impressions

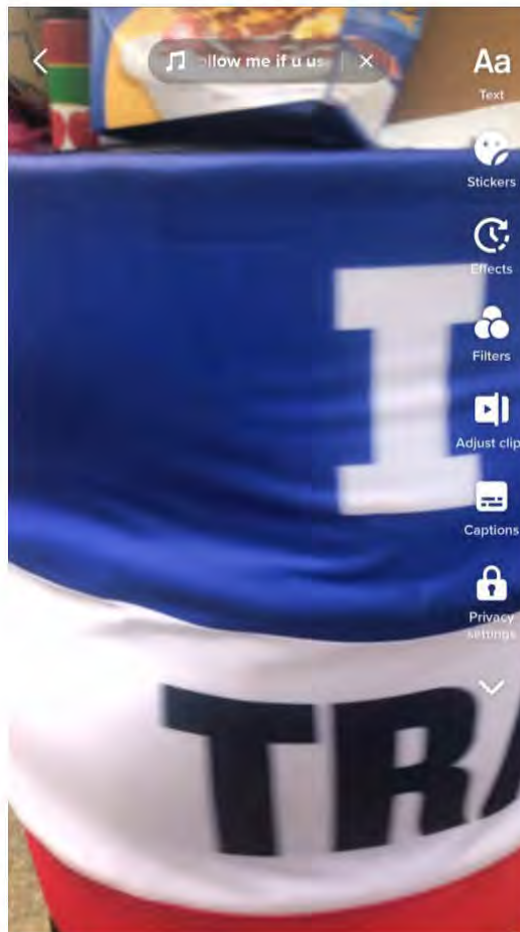
7,986

Post reach

7,908

Post Engagement

342





donmesstexas

Fall Sweep is happening now, and runs to November 20th.

107 views · Liked by chantelnasits

donmesstexas From now until November 20th, you can register for the @keepTXbeautiful #FallSweep - a program created to support the efforts of community groups to organize fall cleanups and beautification projects. Learn more: <https://bit.ly/3qwLCSG> #DontmesswithTexas

September 21, 2022



donmesstexas

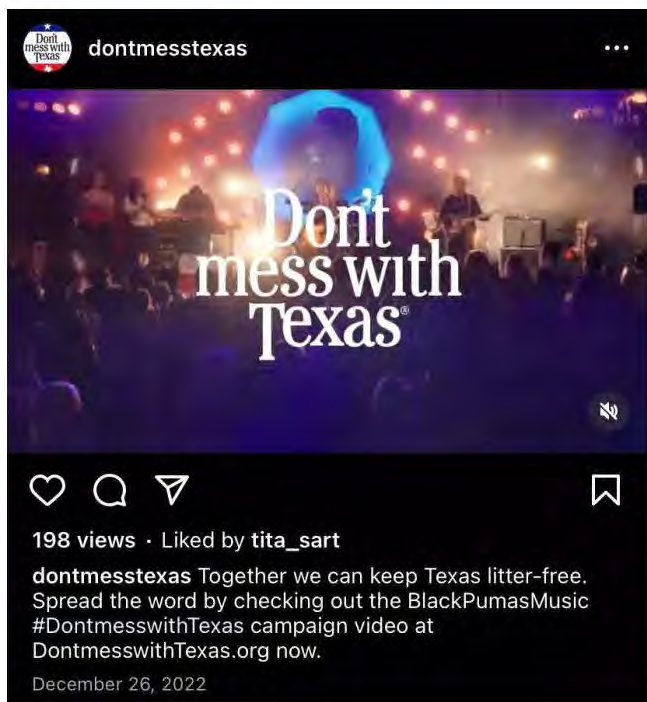
If Texans picked up two pieces of litter

0:12

244 views

donmesstexas Did you know that if every Texan picked up just two pieces of litter a month, we'd be fully litter-free in a year. We can all make a dent in a big problem, so... more

December 29, 2022



donmesstexas

Don't mess with Texas

198 views · Liked by tita_sart

donmesstexas Together we can keep Texas litter-free. Spread the word by checking out the BlackPumasMusic #DontmesswithTexas campaign video at DontmesswithTexas.org now.

December 26, 2022



donmesstexas

1,242 views · Liked by chantelnasits

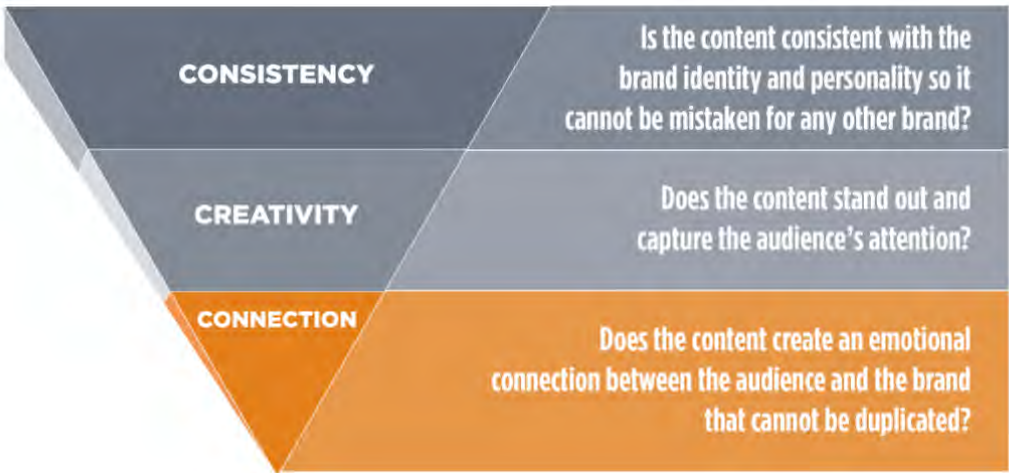
donmesstexas Congratulations to the @astrosbaseball for winning the 2022 World Series! In honor of bringing the championship back to Texas, here's a retro favorite #DontmesswithTexas spot featuring Astros pitcher Mike Scott! #HoustonAstros

View all 3 comments

November 7, 2022

E.6 DIGITAL	
<p>A. What do you believe is the most significant/important development in the digital arena to date, and how is your company set to capitalize on it?</p> <p>The most significant and important development aside from platform capabilities and innovative creative approaches lies in the ability to track, measure, and optimize data, analytics, and insights across online and offline mediums in a way that has never before been available. This real-time view into audience behavior both in their digital activity and also in the way they are engaging with the campaign and real-time attributed outcomes, has made possible a 360 view into campaign efficacy. Prior to the emergence of digital products, this consolidation of and availability of data was previously limited and reliant on DMA and household query. Through increasing technology, we are able to have a direct view into campaign performance. This allows for course correction, when necessary, audience insights, and data that can inform an entire campaign strategic approach.</p>	5 points
<p>B. Describe your process for content development and how you ensure content is strategic and maintains a strong linkage to the brand.</p> <p>GDC's content development process is most simply broken down into three stages: planning, ideation, execution and evaluation.</p> <p>Planning During the planning phase, GDC will work with KAB to identify content needs for the campaign based on the objectives we are seeking to achieve. A master content framework will be created to identify the following:</p> <ul style="list-style-type: none"> • Content need • Content intent (what is the content trying to accomplish/what is the call to action) • Audience of the content • Content format (video, audio, written, infographic, etc.) • Content delivery channel • Content timing and duration <p>Using this framework, GDC will develop a creative brief for each content need that will be approved by the KAB team before it is passed on the GDC's content development team for ideation.</p> <p>Ideation Working within the parameters of the creative brief, GDC's content creation team will collaborate to establish high-level concept options for the content needs. These ideas will be rooted in a strong understanding of the content's intent and the audiences that the content is targeting. GDC will present several concept options to the KAB team for discussion, collaboration and feedback before moving into the execution phase.</p> <p>Execution Once a concept is selected, GDC's team will begin to execute on the creation of the content. We offer most content creation services in house through our team of writers, designers, illustrators, social media specialists, producers, videographers and photographers.</p> <p>Evaluation In order to ensure that all content developed for KAB is strategic and will maintain a strong linkage to the brand, we run it through our evaluation process: The Three Cs of Content Creation.</p>	5 points

**Three C's of
CONTENT CREATION**



Once it is agreed upon that a content asset meets the “Three Cs” criteria, GDC will finalize and deliver the content to the proper channels for distribution.

C. Provide two campaigns from the previous 24 months, clearly identifying the challenges, goals and objectives of the campaign and the company's role.

1. Example 1 should involve a situation where the vendor was responsible for web design and personalization strategies.

Project Overview
 One Hour Heating & Air Conditioning is a leading home service provider operating through franchise-owned locations across the nation. In the spring of 2021, GDC Marketing & Ideation began our national partnership with One Hour Heating & Air Conditioning brand to manage media planning and purchasing for non-traditional digital media tactics including connected TV, streaming audio and YouTube advertising. While the brand's target audience focused on established homeowners age 35 and up, the nation's homeowner demographics was rapidly changing, with millennials being the fastest growing homebuyer during this time. GDC quickly identified the need to expand the brand's target audience into the millennial market and was challenged with developing and executing a new strategy by the fall of 2021 to introduce and raise brand awareness among this new homeowner demographic.

Project Approach
 Using established research, GDC found the following key audience insights that would be crucial in developing and executing a new strategy for the millennial homeowner market:

- Millennials love social media; they spend an average of 2.7 hours more than the average online visitor each week. Their favorite social platform is Facebook, followed closely by Instagram
- This audience is more digital-savvy and less trustworthy of advertising than older demographic groups. Decision-making is instant with online research: reviews, web content and social media
- Millennials made up 47.9% of homeowners in 2021, up from 40% the three years prior. Also, 67% of millennials looking to purchase a home would put an offer on a fixer-upper. The age of these preferred fixer-upper homes identifies a need for HVAC services in the immediate to near future

5 points

GDC concluded that One Hour Heating & Air Conditioning would need to effectively engage a millennial demographic with cutting-edge interactive activations using native functionality on Facebook and Instagram that position the brand as a millennial-friendly service for their increasing HVAC needs. Highlighting reviews and prompt service would also be a crucial driver for this demographic’s quick decision-making personality.

A phased approach would allow One Hour Heating & Air Conditioning to first establish the brand among this new millennial audience, followed by a second phase focused on engaging this now-established audience through trusted content and bringing them deeper down the funnel.

Phase 1: The first phase starts with a brand-level introduction to drive awareness through engagement. Facebook and Instagram offer cutting-edge activation opportunities like augmented reality ads and “click to message” ads that position the brand as tech-savvy. These activation opportunities provide easy ways to drive engagement without relying on the hard sell that comes with a push to website calls-to-action that can be a turn off for this “anti-advertising” generation.

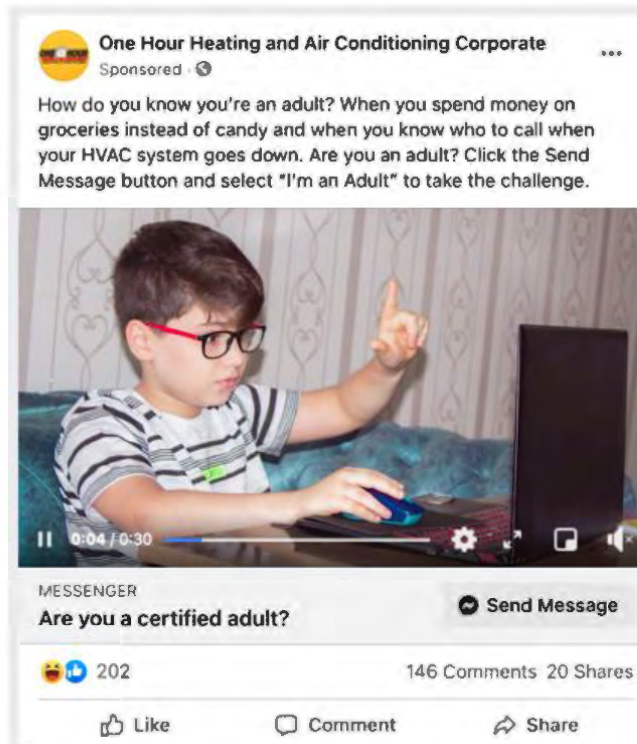
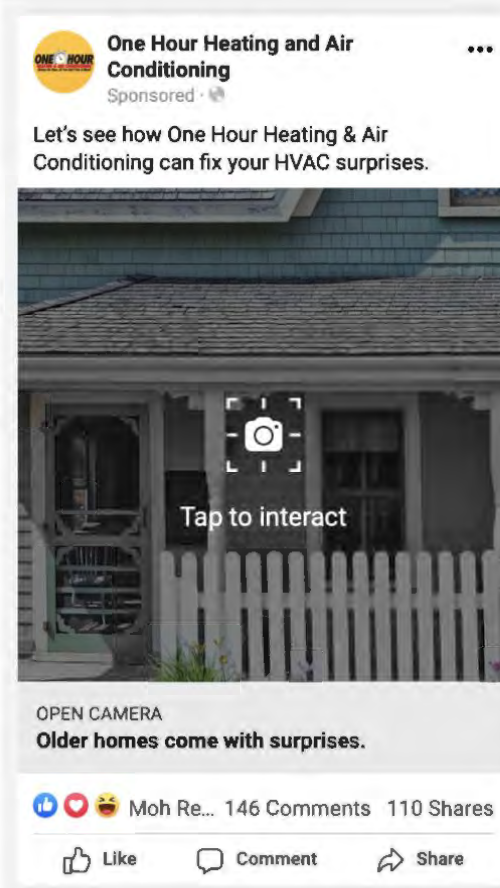
Augmented Reality Creative

- **Surprises:** Using Facebook’s augmented reality ad capabilities, this “Surprises” ad challenges users to find the fixer upper surprise that One Hour Heating & Air Conditioning can help a new homeowner with.

[\(Click to watch the augmented reality experience\)](#)

“Click to Message” Creative

- **Adulting 101:** This concept (on the following page) invites millennial homeowners to speak to an “adulting” expert implemented as a bot that answers common questions on home improvement and HVAC needs.





Being an adult is tough even when you make good choices. You find this out the hard way when you come home to find your HVAC system is no longer working. What do you do?

Call One Hour

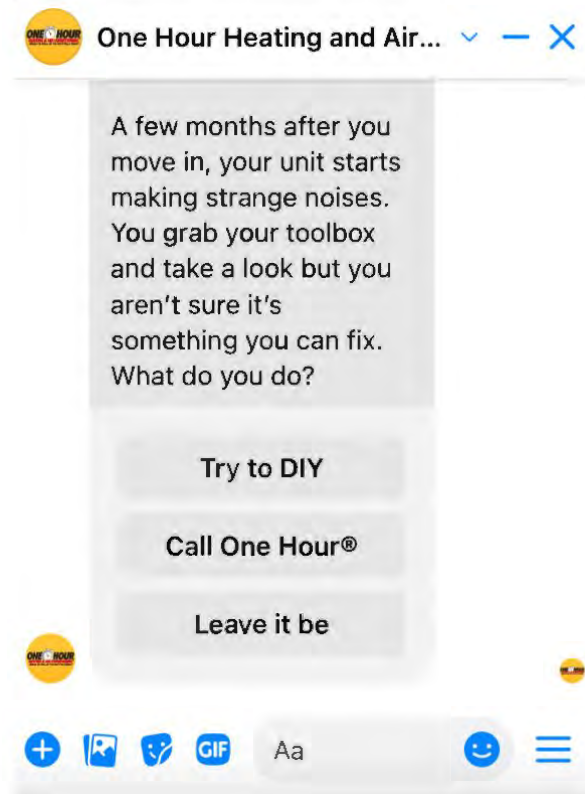
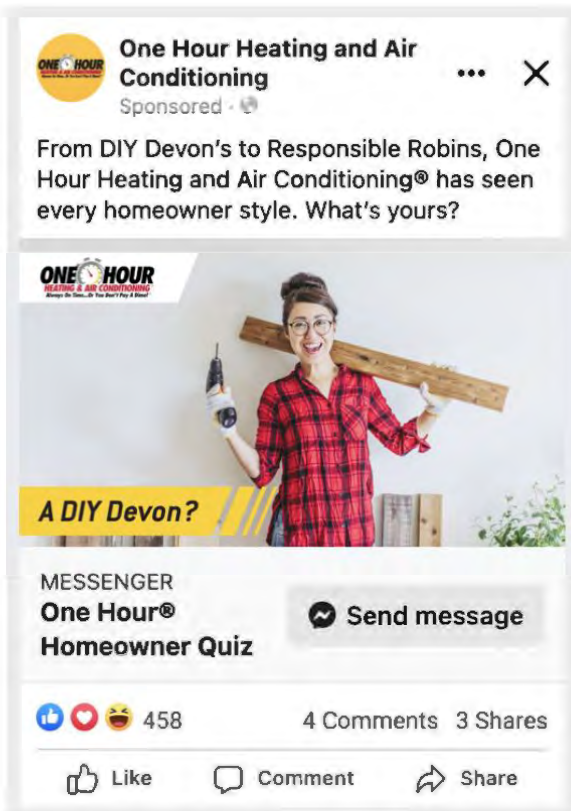
DIY via Youtube

Move

Move

You're so close! You may think you're an adult but real adults admit when they can't do things on their own. They call professionals like the ones at One Hour Heating & Air Conditioning to deal with the big problems. Learn that lesson and you'll be an adult in no time.

- Homeowner Persona Quiz:** In this bot messaging experience, users are asked to answer a series of questions focused on home maintenance scenarios. At the end of the quiz, they will be presented with one of three personality profiles that best fit their homeownership style: Responsible Riley, DIY Devon or Seat-of-Your-Pants Sam.



Phase 2: The second phase focused on retargeting this now-established millennial audience to further increase awareness through advice and loyalty messaging and drive to a **new landing page** personalized for this demographic.

Review-Focused Video Ads



Personalized Landing Page



Project Results

One Hour Heating & Air Conditioning’s millennial campaign ran for 16 months from September of 2021 through December of 2022. Creative was updated throughout the campaign with the addition of the Homeowner Quiz in 2022 and new reviews featured on the retargeting video ads and landing page.

Overall, the campaign earned the following results from this previously untapped audience prioritized by GDC:

- Over 121 million impressions from the Phase 1 brand awareness approach
- Over 29 million impressions from the Phase 2 retargeting approach
- 230,820 Total unique landing page visits
- 17,385 “Request an appointment” clicks
- 7.53% Landing page attribution rate (compared to industry standard rate of 2.4%)

The combined Phase 1 executions of Surprises, Adulting 101 and the Homeowner Persona Quiz garnered the following social media post engagement metrics for One Hour Heating & Air Conditioning’s Facebook and Instagram accounts:

- 2,861 Post reactions

- 416 Post comments
- 218 Post shares

Retargeting video ad efforts of Phase 2 achieved the following social media metrics for One Hour Heating & Air Conditioning’s Facebook and YouTube accounts:

- Facebook: 859 post reactions, 28 post comments and 21 post shares
- YouTube: 905 earned views* & 165 earned likes**

**An earned view occurs when someone views your video ad, then later watches another video on your linked YouTube channel, within seven days of the initial ad view.*

***An earned like occurs when someone views your video ad, then later likes your linked YouTube channel, within seven days of the initial ad view*

Seeing the value and engagement from this new demographic approach, One Hour Heating & Air Conditioning has added a new millennial persona to their overall target audience and in 2023 has expanded marketing efforts to reach this demographic beyond paid social tactics.

2. Example 2 should demonstrate the vendor’s ability to contribute to an integrated campaign.

Project Challenge

Approximately 435,000,000 pieces of visible litter accumulate along Texas roads and highways each year, costing taxpayers millions of dollars for cleaning efforts. For over 35 years, TxDOT has provided education and anti-littering messaging to the State of Texas through its Don’t mess with Texas® (DMWT) campaign.

The success of the awareness campaign led to other entities appropriating the tagline, tying it to a number of other causes. As the brand moved forward, two new tasks emerged: re-establish that Don’t mess with Texas® means don’t litter, and make the campaign more relevant to a younger audience. GDC was hired to launch a multi-channel media campaign to support the effort.

Our Approach and Results

Since 2017, GDC has led the planning efforts around a state-wide campaign to achieve the following overarching goals:

- Reduce litter on Texas roads.
- Increase awareness and participation in TxDOT’s litter prevention efforts.
- Leverage and nurture the brand equity and value in the DMWT brand.

Understanding the need to reach a younger audience with the campaign messaging, GDC identified the target audience for the campaign as Texans (with an emphasis on Texas motorists) between the ages of 16 and 29. With a media spend between \$1.5 million and \$2 million year-over-year, GDC has planned and executed annual media campaigns that extend into all major DMAs across Texas utilizing:

- Out-of-home billboards
- Television (network and cable)
- Digital
- Radio (traditional and streaming)
- Sports team sponsorships (Houston Astros, College Sports with Learfield, Amature Sports)

In order to appeal to a younger audience demographic and produce favorable association with the Don't mess with Texas® brand, GDC leveraged our relationships with media partners to secure a [number of celebrity endorsements](#) for the campaign.

We utilized celebrity endorsements across digital and social media platforms including Ally Brooke from Fifth Harmony, Las Fenix, and Maggie Lindemann providing these celebrities with a Don’t mess with Texas® charm by James Avery Jewelry.

In 2022, GDC produced an epic TV/radio and social media campaign with superstar Joe Jonas. In this *Office* inspired video, [Joe](#) is seen cleaning up around the “TxDOT” office and taking his job seriously as the new face of Don’t mess with Texas® ... perhaps *too* seriously. With this partnership, Don’t mess

with Texas® saw an incredible increase to their PR value with earned media print valued at \$575,426 and earned media online valued at an impressive \$178,038,896.

GDC was also able to leverage our partnership with iHeartMedia for added-value radio spots. Justin Furstenfeld of Blue October ran in fiscal year 2022 and up-and-coming singer Gayle, whose audio is currently running in this fiscal year. Also through this partnership, iHeartMedia and Don't mess with Texas® shared messaging for spring break that ran as a paid social media effort across Snapchat, Facebook and Instagram as well as hosted a Gamer sweepstakes. The spring break campaign received over 1.7 million impressions and the gamer sweepstakes had over 2.5 million impressions.

LEVEL UP YOUR GAME. TxDOT

KEEP TEXAS LITTER-FREE.

CLICK HERE TO WIN!

Here in Texas, you don't get points for littering, but you can get rewards for spreading our anti-litter message with your friends.

We want to reward you for spreading that message to your friends. Click the button below to share our litter-free message and earn the chance to win one of five \$300 gaming gift cards to apply towards some of the hottest pre-release games, headsets, and game controllers.

PRIZING:
One of five \$300 gift cards

Take the pledge to keep Texas clean and share our message with your friends. If we all remember that Don't mess with Texas means don't litter, we'll all win.

Our digital and social media efforts cover a variety of topics and projects. In fiscal 2022, we utilized digital media via the following:

- Desktop, mobile and tablet
- Demo targeting
- WAZE
- Rich media gaming
- Twitch
- Facebook/Instagram, Snapchat, TikTok and YouTube

One of our targeted projects included our 2022 Scholarship contest. We received over 350 entries from our digital display ads and social media efforts, and were able to award three scholarships — one for \$5,000 and two for \$2,000 — to three deserving students in the Dallas, Houston and Corpus areas.



Another project we loved collaborating on was our 2022 Reusable Bag Contest. By using digital display ads and social media, we announced a call to students of all grade levels to participate. Over 250 students submitted hand drawn DMWT artwork online or via mail. We had four winners, one each from elementary school, middle school and high school with an additional overall grand prize winner in elementary school.



Through GDC's combined media planning, buying and negotiating efforts, overall, the campaign was able to leverage bonus spots, celebrity influencer networks and bonus impressions to exceed the required 1:1 ROI on the overall media spend.

E.7 MEDIA PLANNING AND BUYING

A. Describe how you collaborate with other account areas within your company on a client's roster to develop a cohesive marketing plan.

A benefit to a partnership with GDC Marketing & Ideation is that our workflow and process is rooted in multi-discipline collaboration. The process is led by a designated account supervisor who engages C-suite thought leadership including a dedicated chief strategy officer and pulls in department experts regularly to ensure collaboration and alignment. GDC's capabilities extend beyond full-service offerings, but rather an interdisciplinary approach to any marketing effort for all clients. GDC's workflow process is detailed below to demonstrate our interdisciplinary approach for all clients and campaigns.



5 points

Research & Discovery

As a data-driven agency, GDC's approach begins with research. This includes any tools at the agency's disposal and will rely heavily on client collaboration to define overall goals and success.

Development of Creative, Strategic, Media & Communications Briefs

With goals in mind, a subset of goals is identified that will drive the development of briefs across the various disciplines to ensure end-to-end cohesion.

Media Planning, Creative Development & Communication Initiatives

Once briefs are developed, each discipline will begin its process of planning and development. The architecture of media plans, creative assets, and strategic communication initiatives begin.

Media Buying & Stewardship

Upon plan approval, buys and value are negotiated to maximize every dollar. Approved creative assets will be trafficked and distributed to all vendors and tracked via Google Documents. Lastly, the calendar of communication initiatives will be executed. The stewardship process of measurement, tracking, and optimization begins and will run through the end of the campaign.

Campaign Measurement & Optimizations

Once the campaign is complete, a full evaluation of elements will be quantified, verified and reviewed for goal alignment and refinement to be considered for future efforts.

B. List the company's primary analytic and planning tools you will use to service this account, indicating those which have additional out-of-pocket costs and those which are accessible to the client without additional costs.

GDC's data-driven approach means that the agency will employ the use of any and all tools at our disposal for the success of the campaign. Aside from formalized primary research, all tools for analytics and planning are extended to the client to create informed strategies and trackable measurement. GDC will at any given time utilize any of the below along with the use of our proprietary dashboard to which the client will have access to for major metric tracking.



5 points

C. Provide samples of reports or dashboards for E.5.B above, where appropriate.

Sales Funnel

One Hour - October (Major Metrics)

Category	Ordered Impressions	Delivered Impression	Over Delivery	Frequency	Reach
OTT	600,000	618,415	18,415	7.20	64,831
Streaming Audio	700,000	852,353	152,353	9.80	87,077
Mirrored Display	250,000	250,596	596	12.00	20,515

One Hour - October (Audience Insights)

Segment	Impressions	Percentage
Segment 1	327,325	50%
Segment 2	602,967	50%
Segment 3	379,008	50%


KEY FINDINGS

- we overdelivered by 172,764 impressions, a value of \$6,944.
- we saw a 35% increase in our 45-54 year olds.
- our audience is showing signs of becoming very political 3 in 5 households researched a politically charged topic and/or read multiple political articles in october.
- we overdelivered by 172,764 impressions, a value of \$6,944.
- we overdelivered by 172,764 impressions, a value of \$6,944.

Inferred Brand Impact Study

Brand	Average Increase
One Hour	3%
Heater	-14%
Furnace	39%
Heating Companies	-55%
Service	-1%
Heating	-7%
Duct Cleaning	-42%
Furnace Cost	-22%
Furnace Repair	-29%

5 points

<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #4a6984; color: white; padding: 10px; text-align: center;"> <p>301,341 IMPRESSIONS</p> <p><small>(Impressions = Total number of times our ad was served)</small></p> </div> <div style="background-color: #76c74a; color: white; padding: 10px; text-align: center;"> <p>162,954 REACH</p> <p><small>(Reach = Unique number of people served)</small></p> </div> <div style="background-color: #808080; color: white; padding: 10px; text-align: center;"> <p>21,286 CLICKS</p> <p><small>(Clicks = Number of people who clicked through to website)</small></p> </div> </div> <div style="text-align: center; margin-top: 20px;">  <p>Targeting</p> <ul style="list-style-type: none"> • Age - 21+ • 20-mile radius around location • Wine lovers/wine enthusiasts </div>	
<p>D. Provide an overview of your company’s philosophy regarding strategic media planning and channel planning.</p> <p>Even the most strategically sound creative material cannot change behavior if nobody sees or hears it. That’s why paid media planning and placement isn’t an afterthought at GDC, it is a focus. And in today’s world, where consumers are encountering more messages than ever before in increasingly niche channels, smart media placement is more vital than ever. GDC utilizes a media planning and buying system that incorporates full client input, collaboration, and consideration in every step to ensure a responsible and strategic use of client media dollars. It considers all aspects of the media planning, buying, reconciliation and reporting processes to include billing and vendor payment. These measures ensure end-to-end support as an extension of the collaboration with the client as well as any other involved entities.</p> <p>Our process is distinct, transparent, and rooted in accountability. The planning and development process of any campaign begins with research and ends with measurement.</p> <p>Media Planning</p> <p>Our paid media process starts with our media team working with our research team to understand the target audience and where we can reach them. This research can include findings that come out of Certitude™ as well as subscription-based research from Nielsen, Simmons, Scarborough or any of the other resources GDC has available. As part of our strategic assessment via the initial research findings, the media team can begin to understand target audience behavior including identifying the media channels they utilize and the geographic areas they reside and frequent.</p> <p>With an understanding of the audience, our media team analyzes the total media budget and develops a strategy for the most efficient utilization of resources that maximizes the return of investment. This includes applying any key learnings and insights the team extracts from previous campaigns, research reports, etc. What makes this model even more reliable and agile is the digital data insights gathered directly from our own efforts from planning, execution and reconciliation of digital campaigns through our in-house collaboration between GDC and partner agency Recon Digital Media.</p> <p>Once initial research is complete and we’ve aligned on client goals and directives, GDC’s media team analyzes the total media budget and comes up with the most efficient utilization of resources that maximizes return on investment. With budget in consideration, media vehicles are carefully researched, and proposals are requested to ensure proper reach and frequency can be achieved that align with budget and goals. This typically involves a multi-channel approach where every channel aids in the amplification of others. Flighting may be utilized to stretch dollars throughout the year while maximizing message recall and penetration. By leveraging the strength of our relationships with media vendors across all channels, GDC negotiates the best placement opportunities and works to achieve as much added value as possible for our clients' media spend. With over two decades of media experience, our</p>	<p>5 points</p>

team expertly knows how to leverage paid media to maximize efficiency and harvest creative outreach solutions with no budgetary impact.

Ultimately, GDC offers full-service digital capabilities through an in-house and partner relations synergy that allows us to bring best-in-class digital services with enhanced conversion tracking and reporting. With decades of experience in digital marketing, we navigate through the digital landscape showcasing our ever-growing knowledge and expertise.

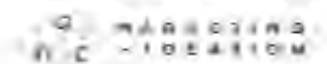
From traditional digital tactics like behavioral targeting, SEO and PPC to cutting edge experiential digital elements, GDC not only brings experience in the known digital environment but also works diligently to test emerging areas of digital technology as they become available. We have seen success in virtual reality gaming, social engagement and more, all with the goal of capturing attention in the micro-moment.

Media Buying

With a solidified set of client goals and directives, the team begins reaching out to preferred media vendors and partners to request proposals that meet client needs. Once all proposals are reviewed for client goal alignment, we begin the negotiation process. Keeping budget in mind, cost is negotiated with vendors to guarantee the client's investment in each paid element warrants proper value in the elements proposed. There are several rounds of revisions that go into the proposals to ensure we are providing the most efficient and cost-effective proposals. At this point in the negotiation process, we are also requesting additional value to the proposal that increases the overall value to the client. Creating relationships and partnerships with the vendors is a crucial part of how GDC approaches media buying to be able to foster equal efforts by the vendor and client to meet mutually beneficial goals.

	NOVEMBER									DECEMBER					JANUARY					Qty	DATE Net
	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26			
OUTDOOR																				\$0.00	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>		1									1								3	\$ -	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>	1	1			1	1	1	1	1	1	1	1	1	1					11	\$ -	
DIGITAL																				\$0.00	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>																			Imps	\$ -	
<i>Medium/Tactic - Media Specifics/Description</i>																			Imps	\$ -	
PRINT																				\$0.00	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>																			1	\$ -	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>																			1	\$ -	
VIDEO & RADIO																				\$0.00	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>																			1	\$ -	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>																			1	\$ -	
Vendor																					
<i>Medium/Tactic - Media Specifics/Description</i>	16	16			16	16	16	16	16	16	16	16	16	16	16	16	16	16	192	\$ -	
EXISTING																					
Vendor																					
<i>Medium - Media Specifics</i>																			1	\$ -	
<i>Medium - Media Specifics</i>																			1	\$ -	
MEDIA GRAND TOTAL																				\$ -	

The final proposals are then placed into a media flowchart document (sample above) that details vendor, media specifics, timing and flighting, quantity, and cost. The media flowchart is presented to the client for review, feedback, and approval. Once the client approves, the details of the media flowchart are then transferred to a media authorization document (sample follows) which is submitted to the client for signature for approval to secure elements at their specified cost. These media authorizations are stored and utilized to support billing documents for GDC, track spending, and document media that has been secured. From this point, insertion orders and contracts are sent out to partners and vendors to execute. This process is closely followed by the team to ensure proper execution.



MEDIA AUTHORIZATION

CLIENT: _____	MEDIUM: _____
PRODUCT: _____	FLIGHT PERIOD: _____
CAMPAIGN: _____	DEMO: _____
UNIT LENGTH: _____	DATE PREPARED: _____
REVISION #: _____	REVISION DATE: _____

MEDIUM & DETAILS	PLANNED	PURCHASED	DIFFERENCE +/-
VENDOR			
<i>Package/Purchased/Medium</i>			
Media specifics (dates, place, etc)	\$	-	
Elements in package (i.e., imps, spots, flight)			
Artwork Deadline:			
BUDGET TOTAL:	\$	\$	\$

COMMENTS:

CLIENT APPROVED: _____	DATE: _____
AGENCY APPROVED: _____	DATE: _____
TOTAL BUDGET: _____	PO #: _____

This signed estimate authorizes GDC Marketing & Ideation to purchase media on behalf of Client.

Traffic

While we're waiting for those signed contracts to come back to us, the traffic manager creates a spreadsheet (following) that lists all the deliverables needed for each vendor for the entire campaign. As the signed contracts come in, the traffic manager reaches out to the respective contact(s) for specs and deadlines. Once that information is received, the traffic manager adds the detailed information into the spreadsheet which is sent out to the account service team so they can begin to generate work orders for each individual asset, or request the assets from the client if applicable. When an asset is received, the traffic manager checks it off the list and notes the date the asset is sent to the vendor. Periodically, the traffic manager will revise the spreadsheet when materials and/or deadlines change and resend it to the team so they are aware of which materials are still due and when.

Client - Campaign - Fiscal Year
Traffic Deadlines

Elements	Traffic Due Date	Sent to Vendor	Start Date	Specs/Upload Info, etc.
TV/Cable				
NCC				:30 GRPs English and Spanish
Univision TV				:30 Spanish
Radio				
iHeart Radio				:30 English & Spanish
iHeart Total Traffic Weather News				:15 English & Spanish Scripts (iHM translated for us, Tita revised)
Univision Radio				:30 Spanish, audio streaming with companion banner ad - 300x250, URL
Digital				
Punchdrunk				Streaming Audio - :15 & :30 English and Spanish Spots Streaming TV - :15 & :30 English and Spanish Spots
				Behavior Targeting - target users searching for game tickets to Texas Pro & College football, purchasing tailgating, football equipment, scores/highlights and fantasy football. Include previous learnings - gaming, dating, amazon purchases.
				Mobile GeoFence - build radius around stadiums & tailgating locations
				Video - target online behaviors within our target demo
				Gaming - target Twitch platform on original web gaming content and top major gaming platforms as xbox, playstation, YouTube gaming etc.
				Mirrored Display - companion tactic to OTT will allow targeting to mobile devices with a banner ad at the exact time the OTT video ads are being played on their Smart TV, Computer or Tablet.
OOH				
All Over Media				In-Bar - Posters, Coasters & Table Tents
Football Sponsorships				
University of Texas				Concourse Signage - 4ft H x 8ft W (See specs deck attached 10/12) Radio - :10 Script for Live Read TV - :30 ENG Digital - 728x90, 160x600, 300x250, 320x50, 970x66 + URL (See specs deck attached 10/12)
University of Texas A&M				In-Stadium LED static signage - (see spec sheet for all signage) Pre-Game PA w/ visual on video board Halftime PA w/ visual on video board N Plaza Signage - LED doublesided monitors Radio - :30 ENG, mp3 Digital - 728x90, 160x600, 300x250, 320x50, 970x66 + URL (Static File Format: PNG, GIF, JPEG Static Max File Size: 40K—Rich Media/HTML5/Animation: Max File Size: 150K initial load, 2MB polite download—Animation: 30 sec max, Frame Rate: 24 fps max) Social - FB/Twitter graphics: 1200x627, Instagram: 1080x1080 Street Furniture - 192w x 240h (jpg or png)
University of Houston				In-Stadium Video board :45 feature that includes 360 signage 1920x1080 + :30 copy for PA LED Ribbon: North Sideline Ribbon: 8784(w) x 48(h), South Sideline Ribbon: 10560(w) x 48(h) West End Zone Ribbon: 2688(w) x 48(h), East End Zone Ribbon: 4512(w) x 48(h) Format: Static: in .jpeg format or Animated: in uncompressed .avi format Radio - :30 ENG TV - tagline + logo (.eps) Digital - 728x90, 300x250 (40 k max file size) +URL Social - FB/Twitter graphics: 1200x627, Instagram: 1080x1080 L Bar TV Sponsor - Creative Ad in 318 x 1080, Format: .jpg or PDF
University of Texas Tech				In-Stadium LED Ribbon (pdf of spec sheet sent via email) South LED Ribbon (pdf of spec sheet sent via email) Digital - 728x90, 300x250 +URL Social - FB/Twitter graphics: 1200x627, Instagram: 1080x1080
University of El Paso				In-Stadium signage - 1 LED Ribbon, 1 full board (pdf of spec sheet sent via email) North Ribbon Board: 1920 x 72, South Ribbon Board: 1800 x 120 Radio - :30 ENG & SPAN Digital - 300x250 +URL Social - FB/Twitter graphics: 1200x627, Instagram: 1080x1080 Logo + :10 script for PA

The traffic spreadsheets remain on the server for future reference so that we have as many specs on hand as possible.

Media Monitoring

Paid media channels require fine-tuning and optimization in response to sometimes quickly changing data trends. GDC monitors channels frequently to ensure there are no drastic peaks or dips in the key metrics that dictate eventual campaign success. Our team, in coordination with our partners, work hourly on optimizations that go beyond the click and into the conversion, measuring creative performance alongside multiple demo and sociological behaviors to ensure our ideal audience is seeing our ideal creative to produce ideal results. Digital allows us the ability to quickly pivot by working with our brands to establish success metrics along the way and ensure our digital strategies are working hand in hand with our traditional approaches to bring overall campaign success. In this way, GDC ensures media channels work together, not in competition; in other words, we think analytically about every purchase decision we make and how it fits into the overall plan or challenge our clients have.

<p>As previously mentioned, GDC employs a research-driven approach that is rooted in transparency, accountability, and agility. Taking into account all preliminary data, GDC will then look to media specific tools, such as Nielsen, Scarborough, media groups, etc., to determine the most effective mediums and leveraging overall value. During the planning phase, client collaboration and agency transparency is to be expected with detailed flowcharts and media authorization documents. Buying softwares and tracking documents are created to ensure accountability at every level. From a programmatic approach, Data Management Platforms and Demand Side Platform expertise are utilized to maximize platform capabilities and leverage target audience densities. Ongoing stewardship of buys throughout the length of the campaign can include, broadcast posting, media vehicle quality control processes, and continuous refinements and optimizations.</p>	
<p>F. What are the primary factors you use to gain a competitive buying advantage for your clients?</p> <p>GDC’s approach to competitive buying begins with understanding the overall goal and defining the sub goals necessary to achieve that. Previous research and insight are then applied to better understand how to leverage and maximize platforms to achieve, track and measure these. In addition, GDC’s use of competitive learning tools, will provide an overview of competitors. Armed with knowledge, GDC can now apply this to the overall strategic approach. Aside from that, our team of experts across multi-disciplines will be leveraged throughout the length of the campaign.</p>	<p>5 points</p>
<p>E.8 TRANSITION AND IMPLEMENTATION</p>	
<p>A. Describe how your company will ensure a smooth and expedient transition from the current contract to a new one.</p> <p>Once awarded, we'd like to meet with your team to do introductions, discuss procedures, establish meeting cadences, and clarify the desired scope of services. We'll also have discovery meetings to download us on previous projects (particularly what worked and didn't work), ongoing campaigns, and objectives going forward including what you would like to see that maybe hasn't yet been implemented or achieved to the desired results. You will work with your designated account service representative, Hannah Glasser, to guide you through this process as well as serve as your direct point of contact for any and all needs throughout the duration of the contract term. She will also bring in and disseminate information to a much larger team of support at the agency, ensuring all discipline experts are contributing to the overall strategy and execution and providing quality, timely client service.</p> <p>One of our core values is to foster respectful relationships, so we like to say we “play nice in the sandbox.” Either directly or through KAB, we will facilitate the transfer of any necessary files and information that will carry into or inform our campaign. We have subscriptions to Google Workspace and Dropbox and can even set up a designated FTP for file transfer. We'll also have clear, frequent communication with the project team to ensure there is no disruption in service and that any marketing campaigns in the field continue without missing a beat.</p>	<p>5 points</p>
<p>B. Provide a detailed proposed Implementation Plan, with timelines, addressing the following:</p> <ul style="list-style-type: none"> • Project Initiation • Project Planning • Actual Implementation • Testing • Release/Go Live <p>To be clear, a finalized timeline that GDC will commit to will be developed during step one of our engagement with Keep Arkansas Beautiful and delivered with the finalized project plan along with key milestones and concrete deliverables. However, to give an idea of a realistic, yet accelerated cadence for this project, we offer up the high-level timeline below that is subject to change based on early conversations and discovery that will take place.</p>	<p>5 points</p>

Week(s)	Description/Deliverable
1-2	Onboarding, transfer of files/information, brand guide and other asset delivery, establish meeting cadence, discovery meeting
2-4	Internal project ideation and plan development
Ongoing	Regular campaign update emails, status and other required reports, alignment meetings
4-5	Strategic plan presented, feedback and revisions
6	Based on overall strategic plan approval, more in-depth grassroots (if applicable), social media, PR, media and research (if applicable) plans presented. Creative concepts presented
7-8	Revised plans submitted, to be revised as necessary in order to seek approval
9-14	If budget/team approves, creative concepts to be tested. Analyze and present research findings, revise creative as needed
9 or 15 depending on testing	Social media, digital media, and outreach campaigns launch
12 or 18 depending on testing	Additional tactics with larger production lead time deploy in market
Ongoing	Throughout the campaign, we will monitor performance of creative, tactics and placement to analyze, optimize, switch out creative as needed, report on key metrics and provide additional recommendations.

C. Describe an implementation challenge that was faced by your client, and how your company successfully completed the plan.

The Don't mess with Texas® campaign faced a major challenge in March 2020 when the COVID-19 worldwide pandemic hit. When the pandemic hit schools closed for extensive periods of time, events shut down, and litter statewide skyrocketed, and rather than going out, Texans stayed home.

GDC knew we could still reach our target audiences, we just needed to reach them in a new way. For students and children, we developed an educational Don't mess with Texas® activity book and posted the pages on our social media channels and website so children, parents, teachers, and caregivers could download the content and provide the activity pages to children safely in their homes. We also uploaded the entire Don't mess with Texas® activity book on our Don't mess with Texas® website so educators, parents, and caregivers could download the entire resource and print it at home. We continued to have our K-12 Don't mess with Texas® Art Contest and we invited educators and art instructors to either mail in the art entries or upload the entries electronically. We continued the Don't mess with Texas® Scholarship Contest for Texas high school seniors. Rather than gathering in-person, we conducted a Facebook Live awards announcement video to announce and celebrate our four winners and their accomplishments. We recognized their accomplishments in their communities on social media and on the Don't mess with Texas® website.

When the COVID-19 pandemic hit, events shut down across the state. Therefore, we could not reach Texans where they played, worked or went for entertainment. We shifted our interactive efforts significantly to online social media contests and activities. The same Don't mess with Texas® swag items that we would have handed out at our in-person events, we mailed out to Texans who won our online contests. We even developed Don't mess with Texas® branded masks to distribute. We increased our frequency of online social media content as well, since we knew all Texans were online, on mobile devices consuming content and working to still stay connected during this time of staying home.

We also knew PPE litter became a major issue, with Texans tossing wipes, gloves and masks all over the ground. Our messaging on social media, digital ads, and even in our radio and PSAs included messaging to remind Texans to toss their PPE litter in the trash can.

5 points

<p>Even though the COVID-19 pandemic changed our daily routines and habits significantly, we continued to reach Texans with our anti-littering message and we continued to educate Texans of all ages that Don't mess with Texas® means don't litter.</p>	
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EXCEPTIONS FORM

Prospective Contractor **shall** document all exceptions related to requirements in the RFP Solicitation and terms in the “Standard Services Contract” and “Solicitation Terms and Conditions” located on the OSP website. All columns **must** be filled in for the exception to be considered.

ITEM #	REFERENCE (SECTION, PAGE, PARAGRAPH)	DESCRIPTION	PROPOSED LANGUAGE	RATIONALE FOR LANGUAGE CHANGE
1.		N/A		
2.				
3.				

EXECUTIVE ORDER E0-98-04
EXECUTIVE ORDER DISCLOSURE FORM

NAME: F. Guerra DeBerry, LLC dba GDC Marketing & Ideation

ADDRESS: 221 W. Poplar St San Antonio Texas, 78212 Bexar County
Street City State/Zip County

CONTRACT NO: RFP #ADPHT-23-001 FEDERAL NO: _____

CONTRACT EFFECTIVE DATE: July 1, 2023

B. DISCLOSURE REQUIREMENTS

Agencies shall require, as a condition of obtaining or renewing a contract, lease, purchase agreement, employment, or grant with any state agency, that any individual desiring to contract with, be employed by, or receive grant benefits from, any state agency shall disclose whether that person is a current or former; member of the general assembly, constitutional officer, board or commission member, state employee, or the spouse or immediate family member of any of the persons described in this sentence. Agencies shall require that any non-individual entity desiring to contract with, or receive grant benefits from, any state agency shall disclose (1.) any position of control, or (2.) any ownership interests of 10% or greater, that is held by a current or former member of the general assembly, constitutional officer, board or commission member, state employee, or the spouse or immediate family member of any of the persons described in this sentence.

As a condition for obtaining funding through a contract, lease, purchase agreement, or a grant with the Department of Health and Human Services, the following information must be disclosed:

Individual contractor indicate below if you are: **N/A, non-individual entity**

	Current	Former	Term(s) of service
1. A member of the general assembly	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)	
2. A constitutional officer	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)	
3. A state employee	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)	
4. Serving as a commission or board member	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)	

Individual contractor indicate below if you are a spouse or immediate family member of an individual that is;

	Current	Former	Term(s) of service	Relative's name and relationship
1. A member of the general assembly	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)		
2. A constitutional officer	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)		
3. A state employee	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)		
4. Serving as a commission or board member	Yes <input checked="" type="radio"/> No (circle one)	Yes <input checked="" type="radio"/> No (circle one)		

Non-individual entity list any individual who holds a position of control or ownership interest of 10% or greater in the entity if the individual is:

	Current	Former	Relative's name & Term(s) of Service	Relationship	Individual
1. A member of the general assembly	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			
2. A constitutional officer	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			
3. A state employee	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			
4. Serving as a commission or board member	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			

Non-individual entity list any individual who holds a position of control or ownership interest of 10% of greater in the entity if the individual is a spouse or immediate family member of:

	Current	Former	Term(s) of service	Relative's name & Relationship	Individual
1. A member of the general assembly	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			
2. A constitutional officer	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			
3. A state employee	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			
4. Serving as a commission or board member	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>	Yes/No (circle one) <input checked="" type="radio"/> <input type="radio"/>			

Failure of any person or entity to disclose under any term of Executive Order 98-04 shall be considered a material breach of the terms of the contract.

Bohn Wammack
Signature

March 1, 2023
Date

Partner/CEO
Title

THIS FORM MUST BE COMPLETED AND RETURNED PRIOR TO EXECUTION OF THE CONTRACT

NAME: GDC Studios, subcontractor for F. Guerra DeBerry, LLC dba GDC Marketing & Ideation

ADDRESS: 225 W. Poplar St San Antonio Texas, 78212 Bexar County
Street City State/Zip County

PHONE: 210-538-2831 FAX: _____

CONTRACT: RFP # ADPHT-23-001, Marketing and Advertising

CONTRACT EFFECTIVE DATE: July 1, 2023

DISCLOSURE OF SUBCONTRACTORS

Agencies shall require, as a condition of obtaining or renewing a contract, lease, purchase agreement, or grant with any state agency, that any individual or entity desiring to contract with any state agency shall require that any subcontractor, sub-lessor, or other assignee (hereafter "Third Party"), shall disclose whether such Third Party is a current or former; member of the general assembly, constitutional officer, board or commission member, state employee, or the spouse or immediate family member of any of the persons described in this sentence, or if any of the persons described in this sentence hold any position of control or any ownership interest of 10% or greater in the Third Party, and shall report any such disclosure by the Third Party to the agency. The disclosure requirements of this paragraph shall apply during the entire term of the contract, lease, purchase agreement, or grant, without regard to whether the subcontract, sublease, or other assignment is entered into prior or subsequent to the contract date.

Third Party shall indicate below if he/she is:

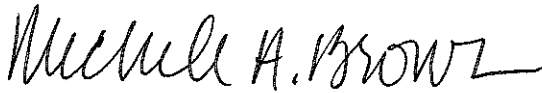
	Current	Former	Term(s) of Service	Relative's name & relationship	Third Party
1. A member of the general assembly	Yes/No (circle one)	Yes/No (circle one)			
2. A constitutional officer	Yes/No (circle one)	Yes/No (circle one)			
3. A state employee	Yes/No (circle one)	Yes/No (circle one)			
4. Serving as a commission or board member	Yes/No (circle one)	Yes/No (circle one)			

Third Party shall indicate below if he/she is a spouse or immediate family member of an individual that is

	Current	Former	Term(s) of service	Relative's name & relationship	Third Party
1. A member of the general assembly	Yes/No (circle one)	Yes/No (circle one)			
2. A constitutional officer	Yes/No (circle one)	Yes/No (circle one)			
3. A state employee	Yes/No (circle one)	Yes/No (circle one)			
4. Serving as a commission or board member	Yes/No (circle one)	Yes/No (circle one)			

Agencies shall require, as a further condition of obtaining or renewing any contract or agreement with any state agency, that the individual or entity desiring to contract shall incorporate into any agreement with a Third Party, previously defined, the below stated language, and any other necessary language as provided by rules and regulations promulgated to enforce Executive Order 98-04, which provides that failure of the Third Party to disclose the identity of any person or entity described previously shall be considered a material breach of the agreement.

The failure of any person or entity to disclose as required under any term of Executive Order 98-04, or the violation of any rule, regulation or policy promulgated by the Department of Finance and Administration pursuant to this Order, shall be considered a material breach of the terms of the contract, lease, purchase agreement, or grant and shall subject the party failing to disclose or in violation to all legal remedies available to the Agency under the provisions of existing law.



Signature of Third Party

THIS FORM MUST BE COMPLETED AND RETURNED PRIOR TO EXECUTION OF THE CONTRACT

NAME: Recon Digital Media, subcontractor for F. Guerra DeBerry, LLC dba GDC Marketing & Ideation

ADDRESS: 225 W. Poplar St San Antonio Texas, 78212 Bexar County
Street City State/Zip County

PHONE: 210-568-7627 FAX: _____

CONTRACT: RFP # ADPHT-23-001, Marketing and Advertising

CONTRACT EFFECTIVE DATE: July 1, 2023

DISCLOSURE OF SUBCONTRACTORS

Agencies shall require, as a condition of obtaining or renewing a contract, lease, purchase agreement, or grant with any state agency, that any individual or entity desiring to contract with any state agency shall require that any subcontractor, sub-lessor, or other assignee (hereafter "Third Party"), shall disclose whether such Third Party is a current or former, member of the general assembly, constitutional officer, board or commission member, state employee, or the spouse or immediate family member of any of the persons described in this sentence, or if any of the persons described in this sentence hold any position of control or any ownership interest of 10% or greater in the Third Party, and shall report any such disclosure by the Third Party to the agency. The disclosure requirements of this paragraph shall apply during the entire term of the contract, lease, purchase agreement, or grant, without regard to whether the subcontract, sublease, or other assignment is entered into prior or subsequent to the contract date.

Third Party shall indicate below if he/she is:

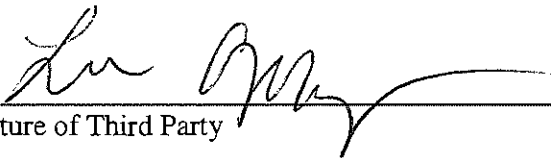
	Current	Former	Term(s) of Service	Relative's name & relationship	Third Party
1. A member of the general assembly	Yes/No (circle one)	Yes/No (circle one)			
2. A constitutional officer	Yes/No (circle one)	Yes/No (circle one)			
3. A state employee	Yes/No (circle one)	Yes/No (circle one)			
4. Serving as a commission or board member	Yes/No (circle one)	Yes/No (circle one)			

Third Party shall indicate below if he/she is a spouse or immediate family member of an individual that is

	Current	Former	Term(s) of service	Relative's name & relationship	Third Party
1. A member of the general assembly	Yes/No (circle one)	Yes/No (circle one)			
2. A constitutional officer	Yes/No (circle one)	Yes/No (circle one)			
3. A state employee	Yes/No (circle one)	Yes/No (circle one)			
4. Serving as a commission or board member	Yes/No (circle one)	Yes/No (circle one)			

Agencies shall require, as a further condition of obtaining or renewing any contract or agreement with any state agency, that the individual or entity desiring to contract shall incorporate into any agreement with a Third Party, previously defined, the below stated language, and any other necessary language as provided by rules and regulations promulgated to enforce Executive Order 98-04, which provides that failure of the Third Party to disclose the identity of any person or entity described previously shall be considered a material breach of the agreement.

The failure of any person or entity to disclose as required under any term of Executive Order 98-04, or the violation of any rule, regulation or policy promulgated by the Department of Finance and Administration pursuant to this Order, shall be considered a material breach of the terms of the contract, lease, purchase agreement, or grant and shall subject the party failing to disclose or in violation to all legal remedies available to the Agency under the provisions of existing law.



Signature of Third Party

THIS FORM MUST BE COMPLETED AND RETURNED PRIOR TO EXECUTION OF THE CONTRACT

GDC — Equal Opportunity Employment Policy

GDC Marketing & Ideation is an equal opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. GDC Marketing & Ideation prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. GDC Marketing & Ideation conforms to the spirit as well as to the letter of all applicable laws and regulations.

Scope

The policy of equal employment opportunity (EEO) and anti-discrimination applies to all aspects of the relationship between GDC Marketing & Ideation and its employees, including:

- Recruitment
- Employment
- Promotion
- Transfer
- Training
- Working conditions
- Wages and salary administration
- Employee benefits and application of policies

The policies and principles of EEO also apply to the selection and treatment of independent contractors, personnel working on our premises who are employed by temporary agencies and any other persons or firms doing business for or with GDC Marketing & Ideation.

Dissemination and Implementation of Policy

Employer Flexible, a vendor of GDC Marketing & Ideation, will be responsible for the dissemination of this policy. Directors, managers and supervisors are

responsible for implementing equal employment practices within each department. The partners of GDC Marketing & Ideation are responsible for overall compliance and, through the support of Employer Flexible, will maintain personnel records in compliance with applicable laws and regulations.

Procedures

GDC Marketing & Ideation administers our EEO policy fairly and consistently by:

- Posting all required notices regarding employee rights under EEO laws in areas highly visible to employees.
- Advertising for job openings with the statement "*We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.*"
- Posting all required job openings with the appropriate state agencies.
- Forbidding retaliation against any individual who files a charge of discrimination, opposes a practice believed to be unlawful discrimination, reports harassment, or assists, testifies or participates in an EEO agency proceeding.
- Requires employees to report to a member of management, an HR representative or the general counsel any apparent discrimination or harassment. The report should be made within 48 hours of the incident.
- Promptly notifies the general counsel of all incidents or reports of discrimination or harassment and takes other appropriate measures to resolve the situation.

Harassment

Harassment is a form of unlawful discrimination and violates GDC Marketing & Ideation policy. Prohibited sexual harassment, for example, is defined as unwelcome sexual advances, request for sexual favors and other verbal or physical conduct of a sexual nature when:

- Submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment.
- Submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individuals.
- Such conduct has the purpose or effect of substantially interfering with an individual's work performance or creating an intimidating, hostile or offensive working environment.

Harassment also includes unwelcome conduct that is based on race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Harassment becomes unlawful where:

- Enduring the offensive conduct becomes a condition of continued employment, or
- The conduct is severe or pervasive enough to create a work environment that a reasonable person would consider intimidating, hostile, or abusive.

GDC Marketing & Ideation encourages employees to report all incidents of harassment to a member of management or Employer Flexible. Employer Flexible, on behalf of GDC Marketing & Ideation, investigates all complaints of harassment promptly and fairly, and, when appropriate, takes immediate corrective action to stop the harassment and prevent it from recurring.

Remedies

Violations of this policy, regardless of whether an actual law has been violated, will not be tolerated. GDC Marketing & Ideation will promptly, thoroughly and fairly investigate every issue that is brought to its attention in this area and will take disciplinary action, when appropriate, up to and including termination of employment.



GDC — Voluntary Product Accessibility Template

GDC complies with all state and federal requirements when it comes to making digital assets, like websites, fully compatible for all. Our VPAT and W3C standards include designing sites where image ALT values are used to describe content, using prioritized focus order when tabbing through a site and navigating with a keyboard, ensuring for fields have accessible fields and labels, providing video transcripts and closed captions, ensuring the site is accessible on all devices and each site is color contrast compliant.

If there are other needs, we will be happy to further discuss and accommodate.

Submission of Written Questions

Instructions

This Response Template must be used for submission of written questions. All questions should provide the requested information. Those that do not, may not be answered by ADPHT. The Prospective Contractor may add as many lines as needed. ADPHT would strongly prefer the Prospective Contractor to ask multi-part questions as individual questions on separate lines. Instructions: Complete all cells of each question asked in the Table below. Clearly identify the referenced section or text.

Question	Reference (page number, section number, paragraph)	Specific RFB Language	Question	Response
<i>Example</i>				
1	Entire Bid		Can companies outside the USA apply and bid on this proposal?	Only US-based marketing firms may apply for this bid.
2	Entire Bid		Does vendor need to meet us for the meetings?	Unless specifically requested by Keep Arkansas Beautiful staff to attend meetings, the vendors may provide the marketing firm with information about vendor products and services to disclose with Keep Arkansas Beautiful.
3	Entire Bid		Can the vendor perform the tasks related to the RFP outside the USA?	The company applying for the bid must be headquartered in the U.S. If the company has employees or contractors that may be outside of U.S. territories, the company/vendor must disclose information about the employee/contractor that is completing work on behalf of Keep Arkansas Beautiful such as location, duration of time anticipated employee/contractor will spend working on the Keep Arkansas Beautiful marketing account, role, etc.
4	Entire Bid		Can vendor submit proposals via email?	See RFP item 1.7.A
5	1.10 Pricing		Has a specific budget for this project been determined?	The marketing budget for all projects in upcoming fiscal years is at a base rate of approximately \$469,000. Final budget will be determined based on approved appropriations through the 94th General Assembly, which will not be available until after the contract has been put into place.
6				
7				
8				
9				

Beckham 2/28/23

Amendment 1



STATE OF ARKANSAS
DEPARTMENT OF PARKS, HERITAGE AND TOURISM
PROCUREMENT DIVISION
One Capitol Mall, Suite 4A-900
Little Rock, Arkansas 72201

Amended Language Appears in Red
REQUEST FOR PROPOSAL
SOLICITATION DOCUMENT

SOLICITATION INFORMATION			
RFP Number:	ADPHT-23-001	RFP Issued:	January 24, 2023
Description:	Marketing and Advertising		
Department:	Keep Arkansas Beautiful, Division of Arkansas Department of Parks, Heritage and Tourism		

SUBMISSION DEADLINE AND DELIVERY OF RESPONSE DOCUMENTS			
Proposal Opening Date:	February 9, 2023	Proposal Opening Time:	2:00 PM, Central Time
Proposal submissions for this Request for Proposal must be submitted to adpht.procurement@arkansas.gov designating the RFP number and "Response" in the subject line of the email. A public opening will be conducted through Teams. The link can be found in section 1.2 of this RFP.			

ADPHT CONTACT INFORMATION			
ADPHT Buyer:	Cara Bono	Buyer's Phone Number:	501-682-6910
Email Address:	Cara.bono@arkansas.gov	ADPHT's Main Number:	501-682-7777
Bid Posting Website:	https://www.arkansas.gov/tss/procurement/bids/index.php		
Note: The RFP is listed under Current Solicitations – Other Procurement Units.			

Beth Wammacher 3/1/23

Amendment 2



STATE OF ARKANSAS
DEPARTMENT OF PARKS, HERITAGE AND TOURISM
PROCUREMENT DIVISION
One Capitol Mall, Suite 4A-900
Little Rock, Arkansas 72201

Amended Language Appears in Red
REQUEST FOR PROPOSAL
SOLICITATION DOCUMENT

SOLICITATION INFORMATION			
RFP Number:	ADPHT-23-001	RFP Issued:	January 24, 2023
Description:	Marketing and Advertising		
Department:	Keep Arkansas Beautiful, Division of Arkansas Department of Parks, Heritage and Tourism		

SUBMISSION DEADLINE AND DELIVERY OF RESPONSE DOCUMENTS			
Proposal Opening Date:	March 1, 2023	Proposal Opening Time:	2:00 PM, Central Time
<p>Proposal submissions for this Request for Proposal must be submitted to adpht.procurement@arkansas.gov designating the RFP number and "Response" in the subject line of the email. A public opening will be conducted through Teams. The link can be found in section 1.2 of this RFP.</p>			

ADPHT CONTACT INFORMATION			
ADPHT Buyer:	Cara Bono	Buyer's Phone Number:	501-682-6910
Email Address:	Cara.bono@arkansas.gov	ADPHT's Main Number:	501-682-7777
Bid Posting Website:	https://www.arkansas.gov/tss/procurement/bids/index.php		
<p>Note: The RFP is listed under Current Solicitations – Other Procurement Units.</p>			

Beth Wammace 3/1/23

Amendment 3



STATE OF ARKANSAS
DEPARTMENT OF PARKS, HERITAGE AND TOURISM
PROCUREMENT DIVISION
One Capitol Mall, Suite 4A-900
Little Rock, Arkansas 72201

Amended Language Appears in Red
REQUEST FOR PROPOSAL
SOLICITATION DOCUMENT

SOLICITATION INFORMATION			
RFP Number:	ADPHT-23-001	RFP Issued:	January 24, 2023
Description:	Marketing and Advertising		
Department:	Keep Arkansas Beautiful, Division of Arkansas Department of Parks, Heritage and Tourism		

SUBMISSION DEADLINE AND DELIVERY OF RESPONSE DOCUMENTS			
Proposal Opening Date:	March 1, 2023	Proposal Opening Time:	2:00 PM, Central Time
Proposal submissions for this Request for Proposal must be submitted to adpht.procurement@arkansas.gov designating the RFP number and "Response" in the subject line of the email. A public opening will be conducted through Teams. The link can be found in section 1.2 of this RFP.			

ADPHT CONTACT INFORMATION			
ADPHT Buyer:	Cara Bono	Buyer's Phone Number:	501-682-6910
Email Address:	Cara.bono@arkansas.gov	ADPHT's Main Number:	501-682-7777
Bid Posting Website:	https://www.arkansas.gov/tss/procurement/bids/index.php		
Note: The RFP is listed under Current Solicitations – Other Procurement Units.			

Beth Vanmace 3/1/23