Scope of Work -

2.1.4

Vendors are to include with their proposal:

2.1.4.5

Include a sample plan that outlines recommended media buys to help businesses learn and understand the significant positive impacts of hiring individuals with disabilities.

Below is a sample plan to address only businesses as asked. However, based on the goals and objectives listed in section 1.1, the actual media plan we would recommend for you would look very different as we would need to reallocate a portion of the budget to reach your second audience of clients with disabilities. We would also be taking into consideration the following factors.

Before building any plan we take into consideration

- ***Client goals***
- ***Target audience***
    - ***What are their media usage habits?***
    - ***When are they most likely to listen or engage?***
- ***Seasonality***
    - ***Are there better times of year to recruit new employees?***
    - ***Are their times of year potentials clients are more likely to engage?***
- ***Time of Year***
    - ***Q4 is generally more expensive on traditional channels due to "Fall Sweeps" and the push for Holiday retail messaging.***
    - ***Q1 is generally less expensive as vendors are trying to get as much revenue on the books as possible to start setting goals for the year.***
    - ***Summer is generally more expensive on radio and less expensive on TV as more people are out and about.***
    - ***Is it a political year? With Nevada being a swing state, we have outside interests that spend nauseating amounts of money to influence our voters, regardless of what side of the aisle you might be on. If we see engagement lagging during this time, we may suggest turning off the spend and simply posting organic messages for the time being.***

We never go into "set it an forget it" mode. As your campaign runs, we'll continually evaluate to ensure

- *Media vendors are delivering as ordered.*
- *Are media vendors helping with opportunities that are of value to us (they can offer "value added" items that are of value to them, but if they aren't adding value to our campaign, then we'll ask for something else.)*
- *Optimizing social/digital media to always reach audiences most efficiently and effectively.*

For this challenge, we pulled date from the Scarborough Las Vegas Syndicated Nov16-Sept17 survey specifically looking at a Small Business Owner and/or White Collar Worker profile. We selected these two audiences as to only include Small Business Owners gave us such a small sample the data is considered unstable and would exclude data from hundreds of White Collar workers who are influential in the recruiting, but not necessarily owners, such as HR personnel.

We recognized these habits in this target audience:

- *85.9% spend are on social media every day.*
- *73.7% spend more than 5 hours on the internet each week. 49.3% spend more than 10 hours per week and 26.6% are on the internet 20 hours or more per week.*
- *49.3% consider themselves heavy to heaviest users of Digital Video.*
- *62.9% consider themselves heavy to heaviest users of Radio.*
- *76.2% indicate they haven't read a single newspaper in the past 7 days.*
- *They report accessing these Sites/Apps in the past 30 days*
    - *72.6% Facebook*
    - *38.6% Instagram*
    - *18.3% Twitter*
    - *58.2% YouTube*

Given this data and our experience, we would recommend a heavy digital/social media campaign including online video.

We would like to include radio and television, however, for it to be effective, it would require spending beyond our budget. We believe in running one medium and doing it well before introducing the next. If we spread it too thin, then nothing works. We will still submit radio scripts and videos to our radio and TV partners to be placed in PSA rotation.