PART II –
COST PROPOSAL

RFP TITLE:	***Multi-Media Outreach Services***
RFP:	***3510***
VENDOR NAME:	***Deitz Media & Marketing, LLC***
ADDRESS:	***770 Trademark Drive, Suite 201 Reno, NV 89521***
OPENING DATE:	***February 13, 2018***
OPENING TIME:	***2:00 PM***

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.

Cost Proposal -

Deitz Media & Marketing

RFP 3510 Media Outreach Services

FY 2019 Media Plan

Option A

BROADCAST WEEKS BEGIN MONDAY	JULY					AUG				SEPT				OCT				NOV				DEC				JAN				FEB				MARCH				APRIL				MAY				JUNE				TOTAL
	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	24	
											Political Window 9/7 - 11/6																																									
Radio Placement																																																				**$0**
Will submit script written to appeal to Business Owners to stations to run in PSA Rotation																																																				
Television																																																				**$0**
Will submit script written to appeal to Business Owners to stations to run in PSA Rotation																																																				
Digital/Social																																																				
FB/YouTube/Twitter/Instagram (the specific costs for each of these will vary. As we see better engagement on one channel than another, we'll shift those dollars until we have an accepptable balance of spend and engagement.																																																				$24,275
Retargeting																																																				$6,000
MEDIA TOTAL																																																				***$30,275***

4. COST

Vendors must provide detailed fixed prices for all costs associated with the responsibilities and related services. Costs must be submitted in a manner which breaks down items such as advertising into units (i.e. cost per radio ad played, cost per billboard per month, etc.). Clearly specify the nature of ***all*** expenses anticipated including a breakdown of all costs submitted (refer to ***Attachment G, Cost Schedule).***

The State reserves the right to modify the media plan from year to year, based on submitted pricing and as the State's needs change.

Deitz Media & Marketing works to provide quality products and services at competitive pricing, while maintaining the financial integrity of our agency.

Each client is unique in their planning and billing and we work with clients accordingly. We will put together official estimates for each component of the marketing plan and have those approved by you prior to embarking on any project to ensure we're on target, on budget and you know exactly how it's being allocated.

We recognize as is noted in Section 2.2 Budgetary Information, we will be required to provide a progressive multi-media outreach platform that spans a four year period, all the while delivering the VR brand message statewide targeting the business community as well as potential VR clients with disabilities. We fully recognize and anticipate modifying the plan not only based on the State's needs, but also based on how quickly digital and social media trends change, based on the changing media usage habits of your target audiences and based on the economic and political climates of our communities.

We have completed the cost proposal and budget justification sheets as instructed and realize a good portion of this RFP will be evaluated on how we price various media assets. That being said, we're compelled to caution against evaluating the value of media based solely on cost.

We can buy cheap radio spots, cheap billboards and cheap digital impressions just as well as the next guy. In fact, we did, in our younger years, before we knew any better and we got what we paid for.

We bought a Radio Fire Sale once where they promised and delivered hundreds of spots, only to find out through billing reconciliation the majority of the spots ran after prime or overnight when audiences are a fraction of the size they are during prime. We also considered a program with Nevada Broadcasters Association until we discovered we couldn't target a specific audience and couldn't guarantee stations or dayparts.

A cheap outdoor board is cheap for a reason. Is it behind a building? Does it look like a good board in winter then summer vegetation obscures half the board?

We can buy cheaper digital impressions and post on cheaper social media channels. But who are we reaching? The beauty of digital and social media is that we can create highly customizable audiences. The cost will likely be higher, but so will the effectiveness.

That's not say we don't negotiate hard. If we didn't, how would we have secured $44,000 in added value outdoor for Zero Fatalities on a $10,000 buy? We negotiate, we just don't buy cheap media.

The idea of proposing a media channel or position simply because it's cheap isn't how we work. We believe in strategy, thoughtful work, and setting our clients up for success.

We also need more control over the message. Rather than writing copy to adhere to strict public radio guidelines, craft a message that will compel business owners, potential clients and their caregivers to go to VRNevada.org.

Advertising veteran David Ogilvy said "It's not about counting the people you reach, it's about reaching the people who count." This is our guiding principle with every marketing plan we develop.

Cost Proposal -

Request for Proposal 3510 - Multi-Media Outreach Services

DESCRIPTION	DESCRIPTION OF COST		ANTICIPATED ANNUAL COST
Agency Fees	Per Hour	$75.00	$15,000.00
PR Campaign	Per Hour	$	
Ad Hoc Graphic Design Fee	Per Hour	$75.00	$10,125.00
Maintenance/Management	Per Hour	$	

ADVERTISING BREAKOUT	NUMBER PER YEAR	COST PER EXPENSE TYPE	
Write copy/content	N/A		
Television	N/A		
Radio	N/A		
Video - Promotional	4	$3,400.00	$3,400.00
Print	N/A		
NCSAs	N/A		
Outdoor	N/A		
Public Transit	N/A		
On-line/Social Media		$28,800.00	$30,275.00
Media Campaign Report	N/A		
Media Campaign Production	N/A		
Other - Define Website Update		$1,200.00	$1,200.00
		TOTAL ANNUAL COST	$60,000.00

Request for Proposal 3510 - Multi-Media Outreach Services

DESCRIPTION / EXPENSE TYPE	***EXPENSE CALCULATION / JUSTIFICATION***
Agency Fee	$75. per hour. We estimate 200 per year for account management.
PR Campaign	N/A
Ad Hoc Graphic Design Fee	$75. per hour. We estimate 135 per year for creative services.
Maintenance/Management	This cost is included in the Agency Fee
ADVERTISING BREAKOUT	
Write copy/content	This cost is included in the Ad Hoc Design and/or Social Media Fee.
Television	We do not recommend allocating your budget toward traditional television at this time. The budget is very conservative when looking at it from a statewide spend. We would run so little or spend a nominal amount with Nevada Broadcasters that would run at sub obscure times or on irrelevant stations it would be a wasteful, even though small, spend of your advertising dollars. Additionally, we consider it a wasteful spend when this medium reaches the masses and we're looking for two niche audiences. We can, however submit any produced videos to stations statewide to add to their PSA rotation.
Radio	We do not recommend allocating your budget toward radio at this time. The budget is very conservative when looking at it from a statewide spend. We would run so little or spend a nominal amount with Nevada Broadcasters that would run at sub obscure times or on irrelevant stations it would be a wasteful, even though small, spend of your advertising dollars. Additionally, we consider it a wasteful spend when this medium reaches the masses and we're looking for two niche audiences. We can, however submit A simple script we can write in-house, pro bono, to the radio stations to run as part of their PSA rotation.
Video - Promotional	We would like to produce a campaign of videos using VR clients and business owners. To keep production costs down we recommend partnering with students looking to earn educational credits.
Print	We do not recommend print as part of this campaign due to it's exceptional costs and limited reach and frequency.
NCSAs	N/A
Outdoor	We love the idea of doing outdoor, but find it cost prohibitive at this time.
Public Transit	N/A
On-line/Social Media	We've allocated a robust amount of your budget toward social media campaigns including Facebook, Twitter, Instagram and YouTube. In our effort to reach new audiences, simply posting to your current platforms won't deliver the impact we're looking for. We recommend boosting and sponsoring posts/content to reach our target audiences. We can A/B test which channel(s) is performing better and optimize accordingly. We recommend using LinkedIn organically, rather than a paid program. LinkedIn can be very expensice, somethimes as high as a $46 PM. We like the idea of LinkedIn InMail, but for now the other media channels are more efficient.
Media Campaign Report	The cost of the media campaign report will is included in the hours dedicated to Agency Fees
Media Campaign Production	The cost of media campaign production is included in the hours for Ad Hoc Creative and the online/social media costs.
Other - Define	We recommend updating the current website to display more of the WORK IT campaign and it's assets.