

**ITEMS REQUIRING BOCC APPROVAL**  
**May 12, 2022**  
**(8 ITEMS)**

**1. MEDIA BUYER -- MANAGER'S OFFICE**

**FUNDING -- MANAGER'S OFFICE / AMERICAN RESCUE PLAN ACT (ARPA)**

(Request sent to 99 vendors)

RFP #22-0014 Contract

	Copp Media Services, Inc	<b>J2Design Solutions, LLC dba Lifeboat Creative</b>
Media Buyer	Fee structure is standard 15% of overall media budget for traditional media vendors. Digital and Social Media Outlets do not work the 15% into their rate structure. In these instances, the 15% will be removed from the gross budget.	<b>Digital Strategy &amp; Management</b> <b>Digital Strategy &amp; Setup: \$2,500.00</b> <b>Audio Strategy + Setup: \$625.00 (5 hours)</b> <b>Audio Script Production: \$120.00</b> <b>Strategy &amp; Management: \$1,250.00/month</b> <b>Traditional Add Production &amp; Coordination</b> <b>Traditional Strategy &amp; Setup: \$1,250.00</b> <b>Strategy &amp; Management: \$750.00/month</b>
	Nye & Associates, Inc.	Stealth Agency, LLC dba Stealth Creative
Media Buyer	Project Manager: \$65.00/hour x 24 hrs. Media Buyer: \$65.00/hour x 120 hrs. Creative Director: \$65.00/hour x 4 hrs. Television: \$25,000.00 Radio: \$20,000.00 Billboards: \$20,000.00 Social Media: \$15,000.00 Internet Search: \$10,000.00 Print Ads: \$10,000.00 Project Total: \$109,620.00	\$18,750.00 fee as part of the overall \$125,000.00 budget. All future media above \$125,000.00 will be billed as a 15% commission
No Bid	Amy Geiszler-Jones	Armstrong Chamberlin Strategic Market
	Balefire Marketing + Advertising	Bothner & Bradley, Inc.
	Candid, LLC dba Candid Marketing	CML Collective LLC
	Cohlma Marketing	Community Connections Consulting SE
	Exhibit Arts, LLC	Gardner Design, Inc.
	Greteman Group, Inc.	Iboss Well, Inc.
	Justin McClure Creative	Kansas Action for Children
	Kansas Livestock Association	Lamar Advertising Company
	Mammoth Creative Co.	Kansas Nonprofit Chamber
	Watkins & Schneider Consulting, LLC	

On the recommendation of Joe Thomas, on behalf of the Manager's Office, Tim Myers moved to **accept the proposal from J2Design Solutions, LLC dba Lifeboat Creative for a contract period of one (1) year with two (2) one (1) year options to renew.** Jennifer Blasi seconded the motion. The motion passed unanimously.

A committee comprised of Stephanie Birmingham - COVID Public Information Officer; Akeam Ashford - Director of Strategic Communications; Lorien Showalter Arie - Budget Director; and Joe Thomas - Purchasing evaluated all proposal responses based on the criteria set forth in the RFP. The committee unanimously agreed to accept the proposal from J2Design Solutions, LLC dba Lifeboat Creative.

The media buyer works with the client to identify the target audience for an advertising campaign and then decides the most effective way to use the budgeted amount to reach the maximum number of people with the county's commercial/message.

The media buyer then negotiates the price of the ads and placements on the most relevant and popular media sites for that demographic, including television, radio, print, and digital.

Notes:

This is a proposal and not a bid. Proposals are scored based on criteria set forth in our RFP. There were five (5) components to evaluate:

Component	Points
A. Total number of media buys, clicks, ROI of digital spend	20
B. Access to preferred pricing/discounts and relationships with relevant advertising partners in key markets	20
C. Experience in providing media buying services for government agencies	20
D. Experience integrating Google Analytics and other digital analytics tools into media buying campaigns	20
E. The most advantageous and prudent methodology and costs as determined by the county.	20
Total Points	100

Notes:

Partial funding for this project will be provided by the American Rescue Plan Act (ARPA).

### Questions and Answers

Tim Myers: How is this funded? Are we using ARPA funds for some of this?

Joe Thomas: Yes. Some of this is ARPA funded and some of the media is just regular budget funds. ARPA stands for American Rescue Plan Act for the record.

Greg Gann: Can we discuss a little bit how the target audience is achieved? How do you learn that information?

Akeam Ashford: So the target audience is actually achieved with the help of our media buyer. We figure out exactly who we are speaking to, for instance, during Covid-19 we knew we had to speak to those who spoke Spanish as well as Vietnamese. So that in turn became our target audience. We hope to continue to do more messaging, that is really what we need the media buyer for. That personal relationship here in the community, to be able to get us rates, and then also additional media buys that will help to communicate the public.

Greg Gann: Is there a tool to determine measurement of your effectiveness?

Akeam Ashford: Yes. That's a good question. So our media buyers that we've used in the past do have tools. You have Google Analytics for instance which has internal software that can track number of clicks, number of likes, number of posts, number of engagements. So we're asked that for every media campaign that we push out. What is our target audience? Who do we actually reach? What was the actual feedback from those groups?

Tim Meyers: Do we have a target amount that we anticipate spending? I realize that there are going to be different costs associated based on what we're trying to accomplish and what outlets we are using, but do we have an anticipated annual cost?

Akeam Ashford: I don't think we do.

Joe Thomas: I know at one point they mentioned a figure of \$125,000.00. That's going by memory.

Akeam Ashford: I think so and that's going by memory as well. I know that Tania Cole, the Assistant County Manager, had mentioned about \$150,000.00 asked from the County Commissioners so that will be broken out in between several different campaigns.