

BOCC APPROVAL OCTOBER 4, 2023
BOARD OF BIDS AND CONTRACTS SEPTEMBER 28, 2023

2. ON-CALL MEDIA BUYER -- STRATEGIC COMMUNICATIONS
FUNDING -- STRATEGIC COMMUNICATIONS

(Request sent to 108 vendors)

RFP #23-0047 Contract

	CAS Corporation dba Cohlmlia Marketing	Cox Media	J2 Design Solutions, LLC dba Lifeboat Creative
On-Call Media Buyer	\$150.00 per hour Discounting and markup details presented in proposal	\$125.00 per hour Additional pricing details presented in proposal	\$125.00 per hour Additional pricing details presented in proposal
	PS Strats, Inc. dba Mosaic Media		
On-Call Media Buyer	No hourly rate provided Pricing details in proposal (include per campaign and monthly charges)		
No Submission	Armstrong Chamberlin Stragic Market	Bother & Bradley, Inc.	CML Collective LLC
	Greteman Group, Inc.	Heartland Credit Union	Howerton + White
	Iboss Well, Inc.	Imagemakers, Inc.	Johnston & Associates
	Justin McClure Creative	Kansas Beer Wholesalers Association	Lamar Advertising Company
	Mammoth Creative Co.	Market Decisions	Overflow LLC
	RSM Marketing Services	Signal Theory, Inc.	Tony Blake Design
	Tower Systems South Inc.	Venice Communications, Inc.	Watkins & Schneider Consulting, LLC
	WSU Public Policy & Mgmt. Center		

On the recommendation of Joe Thomas, on behalf of Strategic Communications, AnnaMeyerhoff-Cole moved to **accept the proposals from Cox Media and J2 Design Solutions, LLC dba Lifeboat Creative for the hourly rates shown above and additional pricing as detailed in the proposals 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 Nicole Gibbs - Director of Strategic Communications; Stephanie Birmingham - Community Relations Specialist; Chantele Crossman - IT Webmaster; Susan Erlenwein - Environmental Resources Director; and Joe Thomas - Purchasing reviewed and scored the proposal responses based on the criteria set forth in the RFP. The committee unanimously agreed to accept the proposals from Cox Media and J2 Design Solutions, LLC dba Lifeboat Creative.

Strategic communications is seeking a firm to assist the county in media buying services on an on-call basis to help plan, negotiate, place, reconcile, and report on advertising opportunities. These opportunities include but are not limited to: print ads, billboards, digital ads, radio spots, television ads, and paid search campaigns. The On-Call Media Buyer will work for Sedgwick County as needed, not continuously.

Notes:

This is a proposal and not a bid. Proposals are scored based on criteria set forth in the RFP. There were four (4) components to this RFP.

Component	Points
A. Examples of past work for advertising campaigns and their key performance metrics	40
B. Overall pricing – to include setup fees, labor costs, and access to discounts from media partners	30
C. Experience integrating digital analytics tools into media buying campaigns	20
D. Experience in providing media buying services for government agencies	10
Total Points	100

Questions and Answers

Tim Myers: Have we used a vendor like this before?

Nicole Gibbs: We currently have a vendor for our COVID-19 media buys. It has saved us a lot of time internally since we are stretched so thin and so we wanted to give an opportunity to do for other campaigns that we have. That is why we went down this path for on-call. Yes, we have done this before just with ARPA dollars and for COVID-19.