



Notice of Intent to Award
November 21, 2025

Procurement Type and Number	Request for Proposal, RFx 3120003221, Revised and Amended
Procurement Title	Communications and Marketing Consultants
Opening Date and Time	November 17, 2025, 2:00 PM (CST)

The following vendors submitted responses to the above solicitation, and are ranked according to their responses below:

- The Gibbes Company, Ridgeland, Mississippi
- Amplify, Inc., Washington, DC
- Fahrenheit Creative Group, LLC, Jackson, Mississippi
- MadGenius, Inc., Ridgeland, Mississippi
- Frontier Strategies, Ridgeland, Mississippi
- Ad5 Partners, Ridgeland, Mississippi
- Victory Enterprises, Inc., Davenport, Iowa
- Moore Media Group, Jackson, Mississippi
- Rich Perspectives, Jackson, Mississippi
- BrandSavor Media & Marketing, Atlanta, Georgia
- Creative Direct Marketing Group, Inc., Nashville, Tennessee
- Davel Creative Agency, Glendale, California
- GR0, LLC, Los Angeles, California
- Hawke Media, Santa Monica, California
- Leap Group Network, Louisville, Kentucky
- Media Rep Global Strategies, Knoxville, Tennessee
- Mel B Enterprises, LLC, Huntsville, Alabama
- Moburst US, Inc., Parkland, Florida
- Precision Consulting Firm, LLC, Las Vegas, Nevada
- Roads Consulting Group, LLC, Seattle, Washington
- Thesis Agency, Portland, Oregon

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Responses were evaluated according to the criteria stated in the solicitation. We announce our intent to award a contract to the following vendors upon approval by the Public Procurement Review Board:

- The Gibbes Company
- Amplify, Inc.

Pursuant to PPRB OPSCR Rule 6.9.3, Reconsideration of the Intent to Award requests must be submitted in writing to the Office of the Mississippi State Treasurer **and** the Department of Finance and Administration Director of the Office of Personal Service Contract Review within three (3) business days following issuance of the Notice of Intent to Award, on or before November 26, 2025, 3:00 PM (CST). To expedite handling of reconsiderations, all written reconsideration correspondence should be emailed to Theresa.Abadie@treasury.ms.gov and labeled "Reconsideration – Communications & Marketing Consultants-RFx 3120003221.

A copy of the Agency Procurement File is available on the Agency's website at www.treasury.ms.gov. Refer to PPRB OPSCR Rule 6.9.3 for reconsideration instructions that are REQUIRED. It shall be the sole responsibility of the requesting respondent to ensure the request is timely **received** by all required parties. Failure to timely request reconsideration in compliance with PPRB OPSCR Rule 6.9.3 results in waiver of any claim a Respondent may have as to the Agency's decision to award the contract.

Sincerely,



Theresa Abadie, Comptroller