

Management Proposal for Mississippi Office of the State Treasurer

November 3, 2025



RFP #3120003221

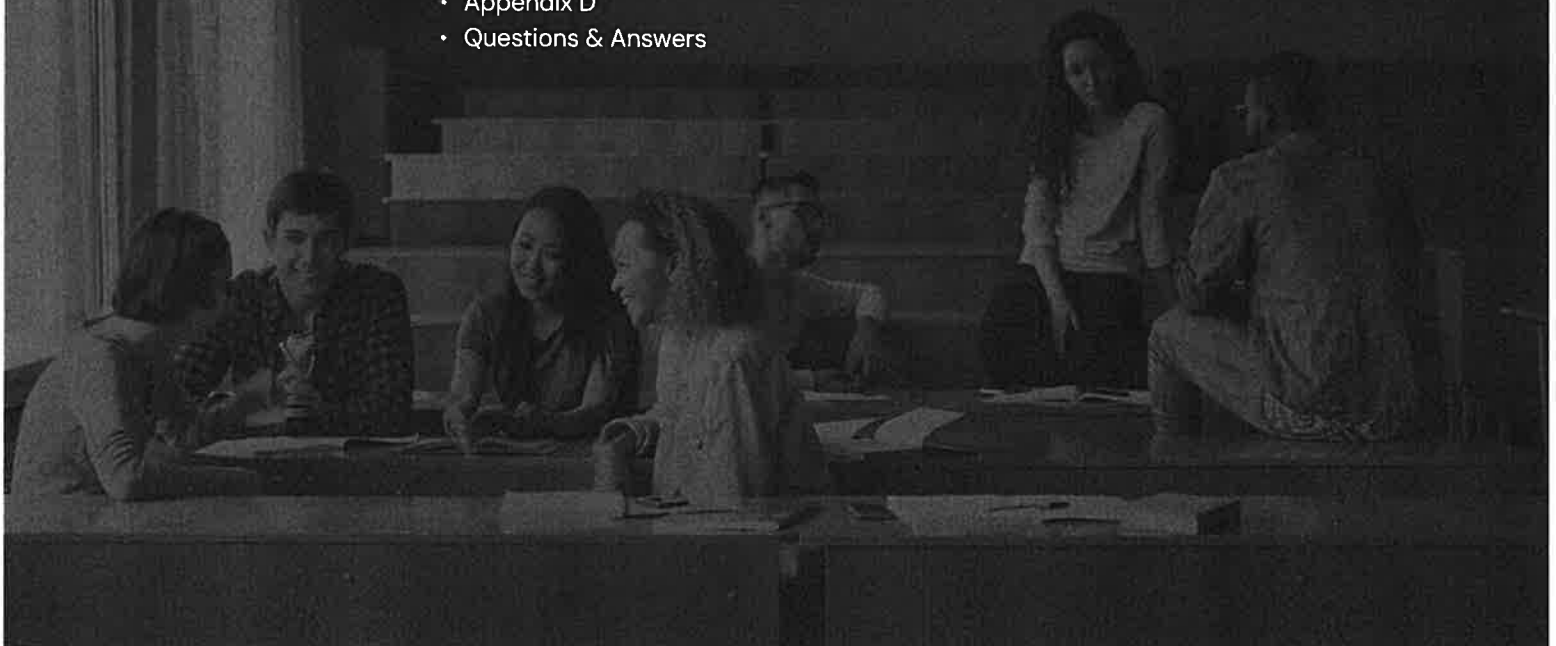
Communications and Marketing Consultants

Submitted by Ad5, A Princeton Partners Group Company

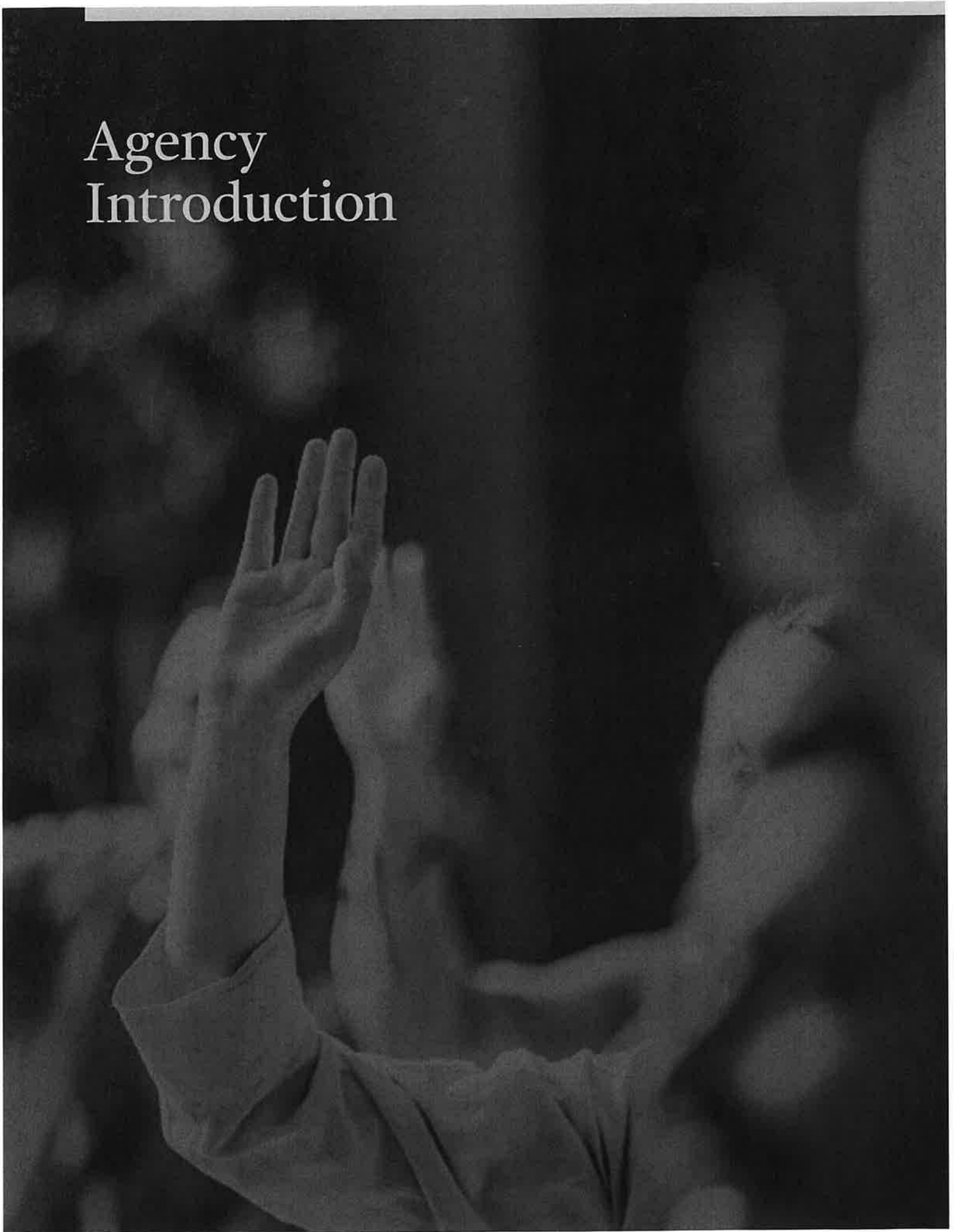
Ad5
PRINCETON PARTNERS GROUP

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Agency Introduction



Agency Introduction

Ad5

Ad5 is a Mississippi-incorporated full-service advertising, consulting, digital marketing, media, and PR agency. The company operates as a division of the Princeton Partners Group (PPG), a national marketing company with offices in Mississippi, New Jersey, and Massachusetts. Ad5 is a new company that was thirty years in the making. When a long-time Mississippi agency closed on a Friday in 2024, the entire management and staff immediately started working without missing a day on Monday morning under a new name and with new partners we had worked with for over 30 years. Two dozen clients moved their business to the new Mississippi company immediately, and six more have since retained Ad5 as their marketing firm.

The three local Mississippi partners (of five total) have more than a century of combined experience in Mississippi managing successful advertising and marketing firms focused on education, banking, tourism, state agencies, utilities, and healthcare.

Our team combines local expertise of a staff averaging over 20 years of marketing and advertising in Mississippi with national resources, bringing proven results for Mississippi public-sector clients. We understand the Mississippi Office of the State Treasurer's (OST) mission to build awareness and participation in Mississippi College and Career Savings (MACS & MPACT), Unclaimed Property, and broader Treasurer's Office programs.



Organizational Structure & Staffing

Name & Locations

Ad5 (Headquarters)

Renaissance at Colony Park
1000 Highland Colony Parkway, Suite 5203
Ridgeland, MS 39157

Princeton Partners

103 Carnegie Center, Suite 300
Princeton, NJ 08540

Principal Ownership

Jeff Russell

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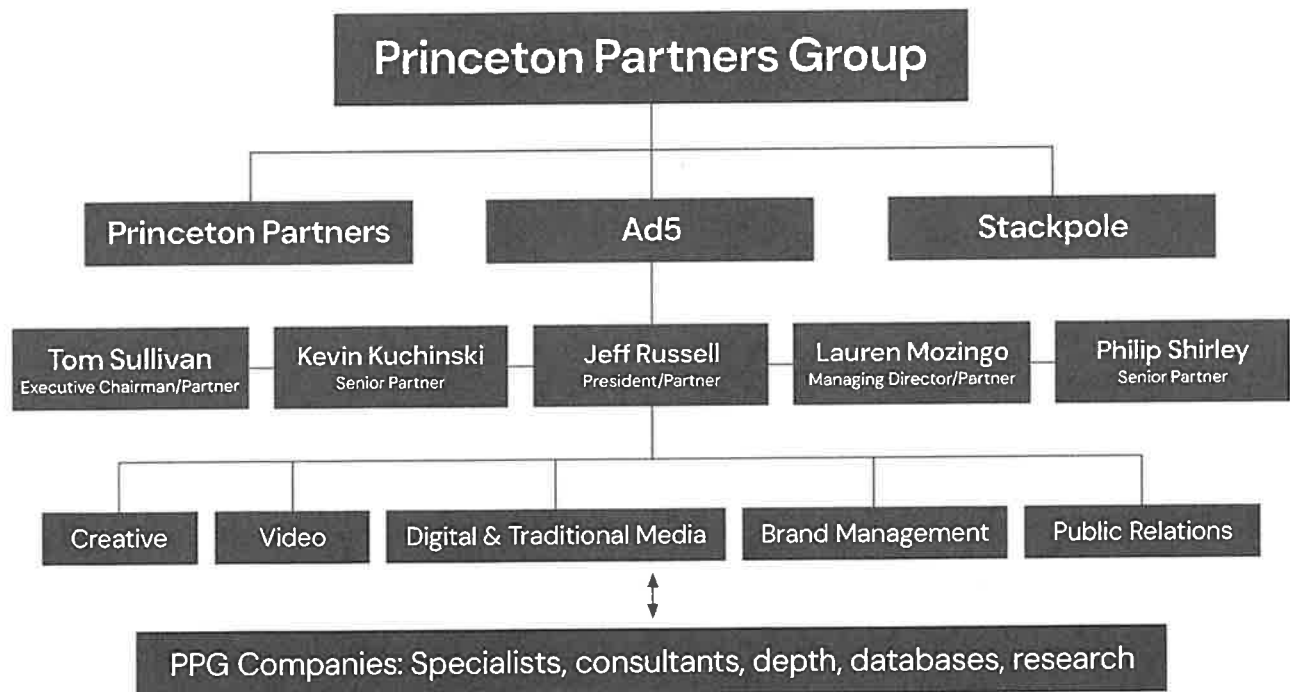
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Tom Sullivan

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Organizational Structure & Staffing

Core OST Team Assigned

Ad5 has a philosophy to employ a staff of seasoned, proven veterans with more than 25 years experience combined with young, smart, aggressive digital natives to help keep ideas and creative fresh and on the leading edge of new marketing techniques.

Partner Leads/Senior Strategists: Jeff Russell/Philip Shirley

35+ years experience each, specialists in financial and education marketing, advertising, PR and events, available as needed. Relevant client experience includes Trustmark, Hancock Whitney, Office of Nursing Workforce, IHL, Keesler Federal Credit Union, Mississippi Community College Board, Mississippi State, Mississippi College and Phi Theta Kappa Honor Society, 5%.

Team Leader: Lauren Mozingo

Planning & account management, 25+ years experience with numerous financial/banking and education clients, including Trustmark, Mississippi State, Thurgood Marshall College Fund, 2-5% as needed.

Project Manager: Lauren Acosta

Project tracking and reporting, 8 years experience, including Mississippi State, Phi Theta Kappa Honor Society for Community Colleges, 10-15% as needed.

Creative Director & Writer: Tal McNeill

40 years as writer, experience with banking and education accounts including Trustmark, Mississippi State and Phi Theta Kappa, Mississippi Gulf Coast Community College, creative director, >5%.

Video Production: Drew McKercher

Director of video. 15 years experience filming, editing and direction, 2-5% as needed.

Media/Analytics Lead: Chris Sullivan

Manages \$35 million digital marketing annually, 20 years investment banking, community bank and higher education experience, 5-7% or as needed.

Media Specialists: Lisa Adams, Pete Vasquez, Nick DeNinno, Kayla Maddox

Average 10 years experience each, 5-10%.

Senior Art Director: Joe Barnes

30 years experience. Many design awards and Addys. Experience designing for MEC, Trustmark, Mississippi State and dozens of clients. 10% or more.

Public Relations: David Sprayberry

20 years experience with media relations, 5-10%.

Support Team:

Designers, copywriters, media planners and buyers, account coordinators and PR professionals as needed.

Subcontractors:

None.

NOTE: Percentages available could be misleading. During peak times of planning and production of materials, any of these team members could be practically full-time as needed.

Resumes provided in Appendix, under Team Qualifications.

Experience & Qualifications

- **60+ years** in full-service marketing and communications.
- Nationally recognized as a **digital marketing leader and major brand storyteller**.
- **A staff with hundreds of Addy Awards, Telly Awards, PRISM Awards** and recognition as Copywriter of the Year, Practitioner of the Year, CEO of the year and other recognitions.
- **Extensive Mississippi public-sector work** (state agencies, destination marketing organizations, museums, utilities, education).
- **Proven success in large, statewide consumer campaigns**, such as launching the Two Mississippi Museums with record-breaking crowds surpassing all goals.
- Our agency team created and executed the **"In God we Trust" statewide campaign to change our state flag achieving a 73% positive vote**.
- **Full corporate support from Princeton Partners**, such as the Ad5 branding advertising for Mississippi State University supported by both agencies.

Contracts of Similar Size & Scope

- Mississippi Economic Council
- Mueller Industries (Memphis)
- Office of Nursing Workforce (MS Board of Nursing)
- Veritex Community Bank (Dallas)
- Phi Theta Kappa (Jackson)
- Thurgood Marshall College Fund (Washington, D.C.)
- Baptist Memorial Hospital (Jackson and Memphis)
- Visit Columbus
- Mississippi State University
- Sage Health (five markets in four states)
- Visit Grenada Tourism
- Associated Electric Cooperatives (Missouri)

State & Local Entities Currently Served

- Office of Governor Tate Reeves
- U.S. Army Research & Development Center ERDCWERX
- New Jersey Fish and Wildlife
- Mississippi Forestry Commission
- Mississippi Gulf Coast Community College
- Mississippi State University
- New Jersey Department of Environmental Protection
- Office of Nursing Workforce (MS Board of Nursing)
- Philadelphia-Neshoba Tourism
- Visit Columbus
- Visit Grenada

Previous Staff Experience with State & Local Government Agencies

- Mississippi Department of Archives and History
- Mississippi Development Authority (Tourism and Economic Development)
- Mississippi Insurance Department
- Harrison County Tourism Commission (all advertising for 15 years)
- Gulfport-Biloxi Regional Airport
- Jackson-Evers International Airport
- Visit Mississippi
- Gulf Coast Regional Tourism Partnership (three-year assignment to restore Gulf Coast Tourism after Deepwater Horizon Incident)

Experience & Qualifications

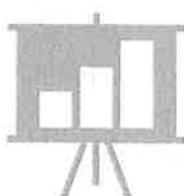
Services

We offer five service lines that are fully integrated—operationally and seamlessly—to fulfill client objectives



Brand Strategy Development

- Brand Positioning
- Art, Design and Content
- Website Design and Construction
- Print and Digital Production
- Video Production
- Photography
- Graphic Identities
- Motion Graphics



Digital Marketing

- Digital and Social Strategy
- Audience Discovery and Modeling
- Predictive ROI
- Campaign Launch, Optimization with ROI Attribution
- Digital Asset Creation
- Social Content Creation
- Social Media Monitoring



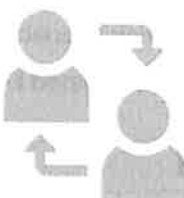
PR & Crisis Management

- Media Training
- Crisis Communication
- Issues Management
- Reputation Management
- Publicity
- Events and Trade Shows



Strategic Media

- Omni-Channel Traditional and Digital Advertising Campaigns
- Marketing and Media Planning with Pro Forma ROI
- Promotions Planning
- Sponsorship Evaluation



Business Consulting

- Strategic Marketing Plan Development
- Product Profitability Analysis
- Customer Perception Research
- Consumer/Prospect Research
- Data Portrait Analysis
- Go-to-Market Strategy
- Training and Consulting
- M&A Communications
- Brand Audit

Experience & Qualifications

Executive Summary of the Ad5 Data-driven Strategic Approach

Our overall strategy is to utilize an omnichannel digital media campaign for advanced targeting. The omnichannel campaign includes five specific channels: social, search, YouTube, high impact display and Streaming TV.

Utilizing the strength of each of these channels combined in one advertising campaign, we can target our audiences based on their interests, behaviors, intent signals, demographics and geographies which enables our campaign to be as effective and efficient as possible. The media mix allows us to take advantage of each the channel's strengths for best overall outcome.

Experience & Qualifications

Audience Segmentation & Campaign Structure Overview

Our media strategy segments campaigns based on audience distinctions to ensure each initiative delivers tailored messages aligned with the media habits, values, and decision-making timelines of our core audience.

While there is some overlap across audiences, segmentation allows us to:

- Align messaging with specific audience motivations and seasonal behaviors.
- Optimize individual campaign performance independently, without disrupting the momentum of other concurrent initiatives.
- Monitor and manage cross-initiative ad delivery and frequency to avoid oversaturation and maintain message effectiveness.

This structured approach enables both strategic clarity and operational flexibility across all campaigns.

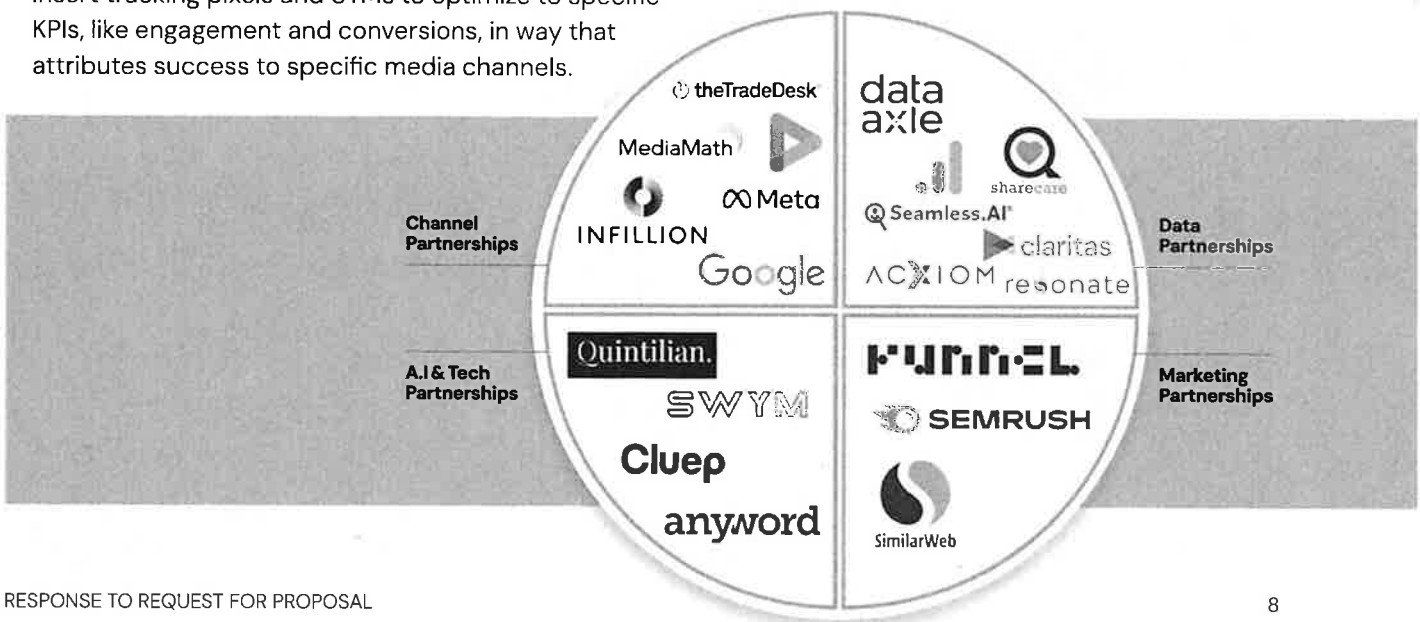
Digital Campaign Innovation and Negotiation

What makes our digital campaigns innovative are the platforms that we use for targeting and optimization. Our AdTech stack ensures that we are getting the most competitive pricing, removes duplicated auction bids and optimizes performance against the highest propensity audiences that are converting.

Ad5 treats media spend like a financial instrument, that when informed by business data, makes "Return on Ad Spend" possible and even predictable. We will work with you on a weekly basis – even daily if necessary – to understand where to reinvest and where to divest media investments based on sales and park-level data.

We've invested heavily in an AdTech tech stack that allows us to accomplish the following:

- Ensure campaigns are running effectively and efficiently. Through our AI optimization partner, SWYM.ai, our clients have experienced 5% – 15% campaign lift against control audiences, with zero fees added!
- Utilize modern data segments that reduces costs. Our partnership with Resonate allows us to use their AI-infused data segments, which takes out 3rd party data costs that many platforms charge.
- Quick and quality-assured implementation so that creative and investments are easily swapped in and out of market.
- Insert tracking pixels and UTMs to optimize to specific KPIs, like engagement and conversions, in way that attributes success to specific media channels.



Marketing Strategy

Market Plan Overview

We develop strategy by first listening to OST in a kick-off marketing planning session. We base strategy on market research, data, our decades of marketing to Mississippians, and our client's knowledge. We will combine OST data with Ad5's financial and education experience. We will develop an annual and multi-year strategic marketing plan that will include an action plan and timeline to achieve specific measurable objectives.

Our marketing plans typically include the following content:

Situation Analysis

Goals and Objectives

Strategies

Target Audiences & Competition

Key Messages

Traditional and Digital Media Recommendations

Marketing Tactics

Key Performance Indicators

Timeline

Budget

Executive Summary of the Ad5 Data-driven Strategic Approach

A. Advertising through Radio & Television

Strategic Media Buying – Ad5's media division is familiar with our state's radio and television station ratings in each Designated Market Areas (DMAs). We have media research that guides the best and most efficient choice of stations to reach your target audiences.

Ad5 has media intelligence and audience analysis research that most other agencies do not have. We have invested in Resonate – AI-powered consumer data to build intelligent personas and to guide strategic media decisions. Resonate provides detailed audience analysis and media consumption habits for specific target audiences in every DMA in the U.S. thus making your OST media purchases more effective and efficient.

Ad5 will prepare an annual media plan that includes radio, television and other channels. Once OST approves the plan our team will negotiate with individual stations to get the best price possible for OST. We will place the media buy and monitor it. We reconcile the media buy frequently during the campaign and create a strategic structure for "make goods" if the station did not perform or deliver the impressions promised. Because of our media professionals' negotiating skills, our clients frequently receive added value media including bonus spots.

B. Creation of Commercials & Production of Spots

Ad5 will create radio and television commercials with the end goal in mind of awareness, education and a call to action. Television works well for sight and sound emotion and will be a good channel to share real people's testimonials who have benefited from Mississippi College and Career Savings offers. Radio is known as the "theatre of the mind" where we will provide information in an entertaining way. We will first develop several creative concept capsules for OST's review and approval of one direction.

Next we write radio copy, television scripts and key frames for approval before proceeding to final production that may include casting for voice talent and in-person talent. We will suggest music and film location options either in-studio or on-site across Mississippi venues. Wherever possible, we will use Treasurer David McRae for consistent branding to connect the Office of the State Treasurer to MACS, MPACT and Unclaimed Property programs.

C. Assist with Internet Marketing Campaigns

Ad5 is a leader in Internet marketing campaign best practices. Our digital media, social media, creative and video professional specialists work closely together to plan, execute and measure our statewide and regional client campaigns. We are experts in digital marketing, social media marketing, and creative asset development including static imagery, motion graphics and full-scale on location video production and promotion.

Working in collaboration with OST, we will develop an annual social media content calendar, create social media content and promotion for Google, Facebook, Instagram, X, and other social media platforms. Our team plans programmatic digital campaigns, launches the campaigns, and optimizes the plan based on daily and weekly tracking. Our reporting dashboards are available 24/7 in real time. We report monthly highlighting impressions, Click Through Rates (CTR), engagement and highest performing creative and performance by geography.

Executive Summary of the Ad5 Data-driven Strategic Approach cont'd

D. Marketing to Civic Organizations & Community Events

The Ad5 team has deep experience in civic organization marketing that was done extensively across our state during the Mississippi flag change campaign. We are specialists in event planning and activation. In the past five years we have managed over 25 events in ten states including Mississippi, Alabama, Arkansas, Missouri, Maryland, Oklahoma, Kansas, North Carolina, Texas and Nevada. In Mississippi we have supported signature events for our client Mississippi Economic Council including Capitol Day, Hob Nob and MEC Annual Meeting. Our event planners will work closely with OST to add our expertise with event planning, vendor selection and management details including catering, tents, chairs, linens, staging, sound, video, entertainment, permits and security. We know the best ways to promote an event with our digital, social media and direct mail skills.

Ad5's PR specialists secure local news media coverage by developing detailed media lists, writing releases, pitching the story to key media and deploying media advisories. We will provide event follow-up images and video news releases to the media that will grow awareness with OST audiences for MACS, MPACT and Unclaimed Property.

We have helped several of our clients design and produce engaging booths to use at events as well as promote coming to the booth while at an event. An example is our staff experience with the Mississippi Runs Deep campaign in Chicago, where we built a booth for the Chicago Blues Festival that attracted thousands of visitors to learn about the Mississippi Blues Trail.

E. Marketing to Employers in the State & Promotion of College Savings Plans as an Employee Benefit

The Ad5 team developed an employer benefit plan for our client BlueHealth Baptist. BlueHealth Baptist is a primary care provider based in Madison, Mississippi. We created a marketing plan specifically targeting Mississippi employees covered by Blue Cross and Blue Shield health insurance. We listened to company human relations leaders on what communications channels work best for their companies. We provided Blue Health Baptist information for distribution to their employees to coincide with their annual benefit enrollment timing.

Ad5 will use a similar communications model for OST so that we first reach out to employers to gain insights into what works best for them and their employees. We will combine OST's employer communication successes and challenges with Ad5's experience to guide our niche marketing efforts.

F. Marketing to Communities in the State to Bring Awareness of the Unclaimed Property Program & Help Citizens Find & Claim Their Unclaimed Property

Ad5 recommends that a mix of earned media, due to the wealth of interesting stories that can be told with high public interest, along with community partnerships offers the most efficient outreach for this program. A small amount of highly targeted paid media could also be of value, especially using video testimonials. A sample plan is included herein primarily to demonstrate our process and thinking. This plan will be revised during planning sessions with the OST internal staff as we gain additional insights. It can be found as part of the **Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7.**

Executive Summary of the Ad5 Data-driven Strategic Approach cont'd

G. Display & Booth Set Up at Conventions, Association Meetings, Fairs, Etc.

Ad5 staff has deep experience in developing booths and display materials for bank lobbies, utility payment offices, tourism conferences, the Visitors Centers for all of Mississippi, and others, such as the history wall for Baptist Medical Center Nursing. We have had success in promoting these booths with social and digital media, outdoor and radio such as the Mississippi Blues Trail booth at the Chicago Blues Festival.

H. Assist with Updates to the Treasurer Website

Ad5 has a team of website experts who routinely provide web updates. Our lead web developer has 20 years of experience creating and updating websites. Ad5 developed and maintains the official website of Governor Tate Reeves. <https://governorreeves.ms.gov/>

We have a team of three associates who are trained and available to make web updates. Many of our clients engage Ad5 for annual website Maintenance Agreements that include the following:

- **Site Management & Hosting for 12 months** – This includes nightly backups, SSL (Secure Sockets Layer) implementation, and the responsibility of keeping security measures and software up to date.
- **Standard Plugins** – These are integrated to facilitate website forms, templates, and general site functionality.
- **Premium Plugins** – Included for file replacement, media management, and enhanced security measures.

I. Public Affairs & Media Relations for the Executive Office

Media relations will play a critical role, especially in using the Treasurer as a spokesperson to help dispel concerns that the program is a scam. Our agency team has a national reputation for its experience in public affairs and media relations with clients that are highly regulated and with Mississippi associations that represent various constituents. Clients we have represented include Mississippi Medical Association, Mississippi Economic Council, Mississippi Manufacturing Association, State Farm, Chevron, Georgia-Pacific, BP America, Mississippi Power, Cooperative Energy, Mississippi Baptist Medical Center, Trustmark, Mississippi College and dozens more.

Our crisis PR team was the first American PR agency selected by BP America during the Deepwater Horizon incident where we provided on-site PR counsel and media relations for over 100 days at the Corps of Engineers/BP command center on the Gulf Coast, and continuing on retainer for five years to rebuild the Coast economy. Our PR team is led by Philip Shirley, accredited by the Public Relations Society of America. After serving as president of the Southern Public Relations Federation and the Public Relations Association of Mississippi, he was inducted into the Southern Public Relations Hall of Fame and was awarded the American Advertising Federation's highest honor, the Silver Medal.

No public affairs company has been more deeply involved in helping support state agencies and private companies in Mississippi in delivering client messages through news coverage and social media for products and services in banking, healthcare, manufacturing, utilities, state agency services and many more.

Marketing Strategy

Executive Summary of the Ad5 Data-driven Strategic Approach cont'd

J. Assist with Direct Mailings to Targeted Groups

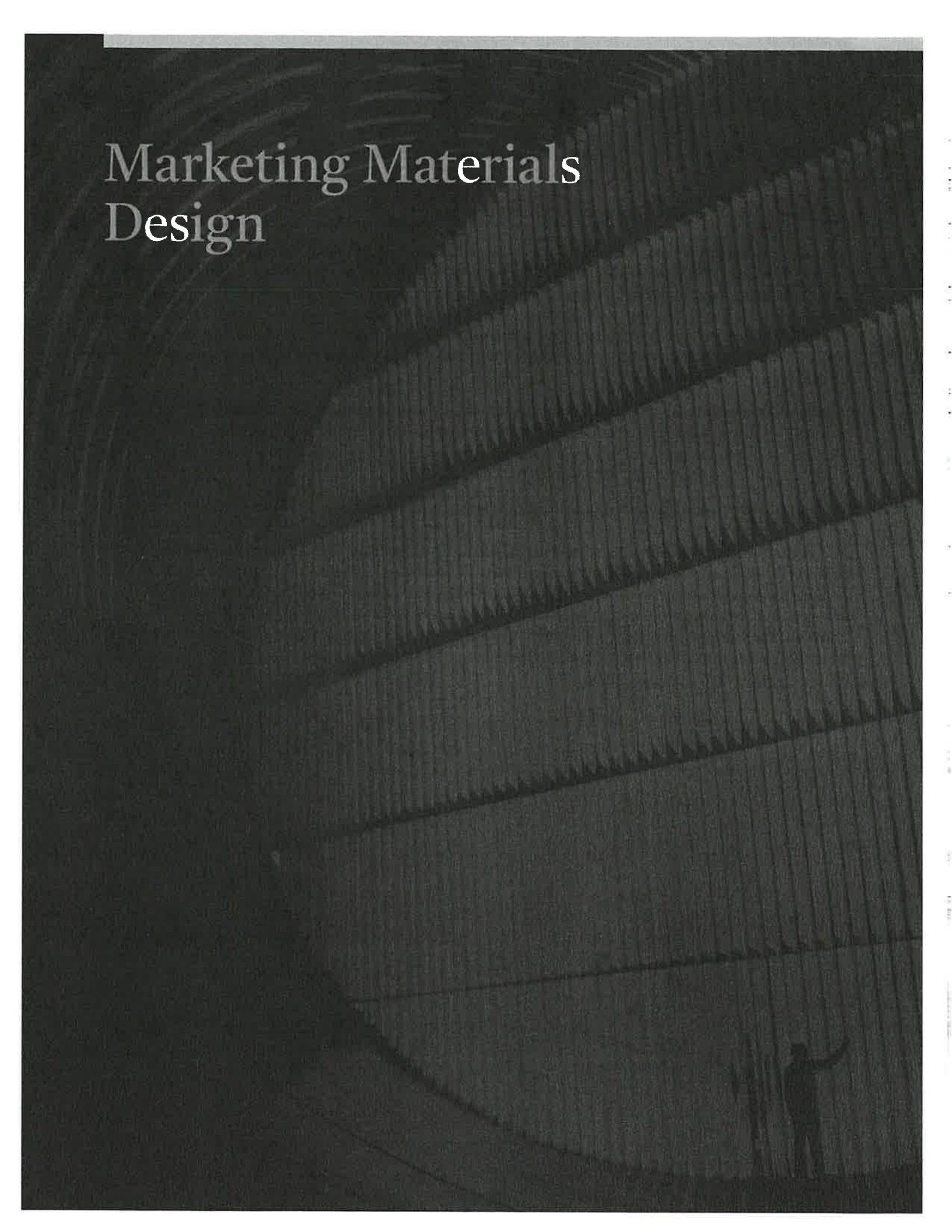
The Ad5 staff has direct mail experience mailing thousands of mailers to targeted groups in Mississippi and across the country mailing more than 100,000 pieces in some years. We are prepared to support OST with direct mail at any stage including strategy, renting mailing lists, creative writing, art direction, printing, mail services and tracking to delivery. We build targeted mailing lists from preferred list brokers. We create mailers in a variety of formats including postcards, letter packages, and three-dimensional mailers. Our production team is familiar with USPS regulations and updates. We manage our direct mail vendors to ensure quality control and on-time delivery.

We have recently executed a four-state Medicare insurance patient mailing for our client Sage Health. In-state we will mail a seasonal offer in November to homeowners in Jackson Metro and Starkville for Modern Air HVAC company. Financial mailing past experience includes deposit offers (savings, money market, CDs) for Trustmark in Mississippi and our Independent Financial client in Texas.

K. Assist with Advertising Through Sports Marketing Entities

Our media team is familiar with sports marketing including evaluation and purchasing of packages from Learfield for Mississippi State and Ole Miss. In addition, we review and make recommendations to our clients for sports marketing with other Mississippi college and high school opportunities. Our media team also has evaluated packages and created media partnerships and PR initiatives with Keesler Federal Park (Biloxi Shuckers) and Trustmark Park (Mississippi Mud Monsters). Mississippi State University is our client for brand advertising so we are very familiar with their athletic programs and opportunities.

Marketing Materials Design

The background of the cover is a dark, monochromatic abstract design. It features a series of concentric, slightly irregular circles that create a sense of depth and movement. Overlaid on these circles are numerous thin, parallel lines that appear to be layered or stacked, giving the impression of a textured surface or a series of overlapping planes. The overall effect is a complex, organic pattern that draws the eye.

Marketing Materials Design

Tag Line Creation for Each Program

Ad5's creative team has created dozens of tag lines for financial and education clients. A tagline that we created that has stood the test of time for two decades for Trustmark is, "People you trust. Advice that works." For Mississippi Department of Transportation, our staff developed a tag line for the anti-litter campaign that has become part of the local culture and is often quoted in other contexts in Mississippi: "I'm not your Mama." For Southern Miss, our staff created "The Power of the Individual" to drive a successful multi-year campaign.

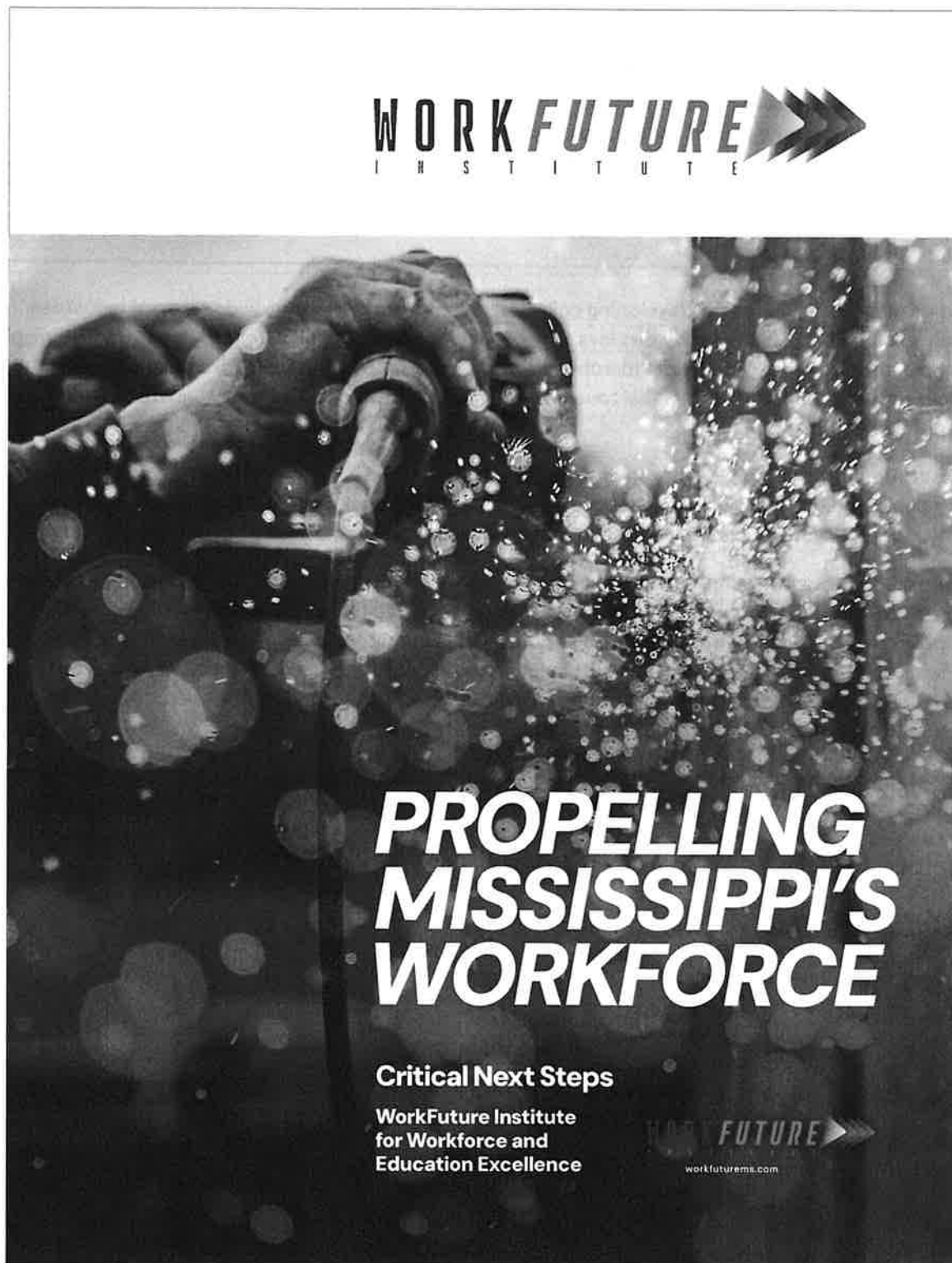
Printed Materials

Ad5 and its staff have decades of developing collateral material programs for a wide range of industries, especially financial institutions' lobby displays, for hospital rack brochures and for tourism attraction displays. For example, they developed the entire merchandising program for more than 100 Trustmark branch lobbies in multiple states. During the bicentennial tourism campaign, we developed a display and materials for all Mississippi Welcome Centers.

When Plains Capital Bank in Texas took over another bank in the Rio Grand Valley, we produced collateral for every bank product virtually overnight. After the merger of Hancock and Whitney Banks, we developed a series of posters and one-fold brochures to communicate the values and mission of the combined bank.

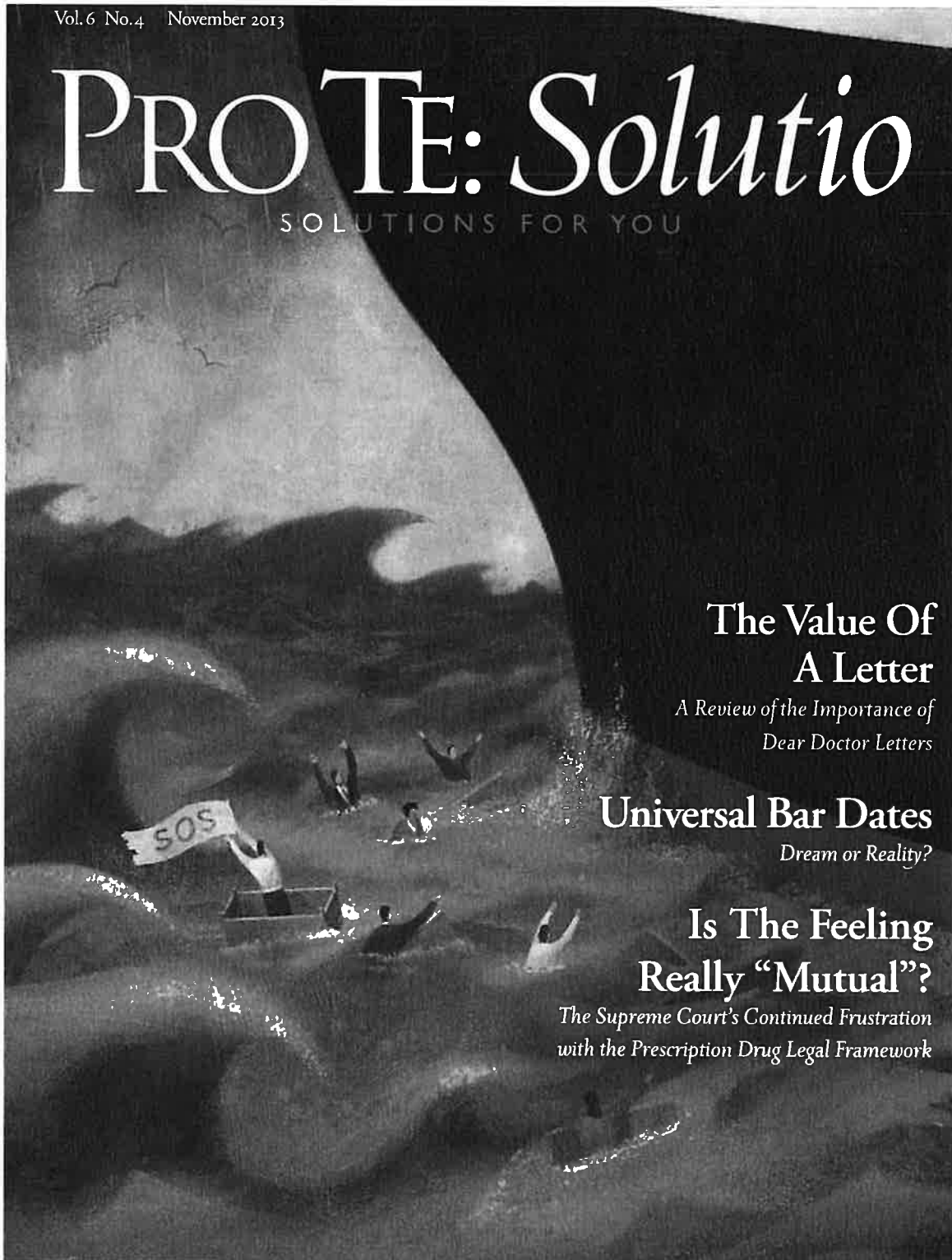
Our experience ranges from single sheets to major annual reports for numerous publicly traded companies. For Butler Snow law firm, we created a glossy magazine for their healthcare practice. Recently, for the Mississippi Economic Council, we produced and published *Securing Mississippi's Future: A Vision for Economic Growth*, which was co-written by Philip Shirley and Scott Waller and designed by our art directors. We also helped write and design a booklet titled *Propelling Mississippi's Workforce* announcing the WorkFuture Institute for Workforce and Educational Excellence.

Our typical approach is to create camera-ready artwork and files, then to allow the clients to work directly with printers when they have relationships and contractual agreements in place to maximize budgets. Should there be no such agreements, we can gather multiple bids and manage production through delivery of printed materials.



Marketing Materials Design





Marketing Materials Design

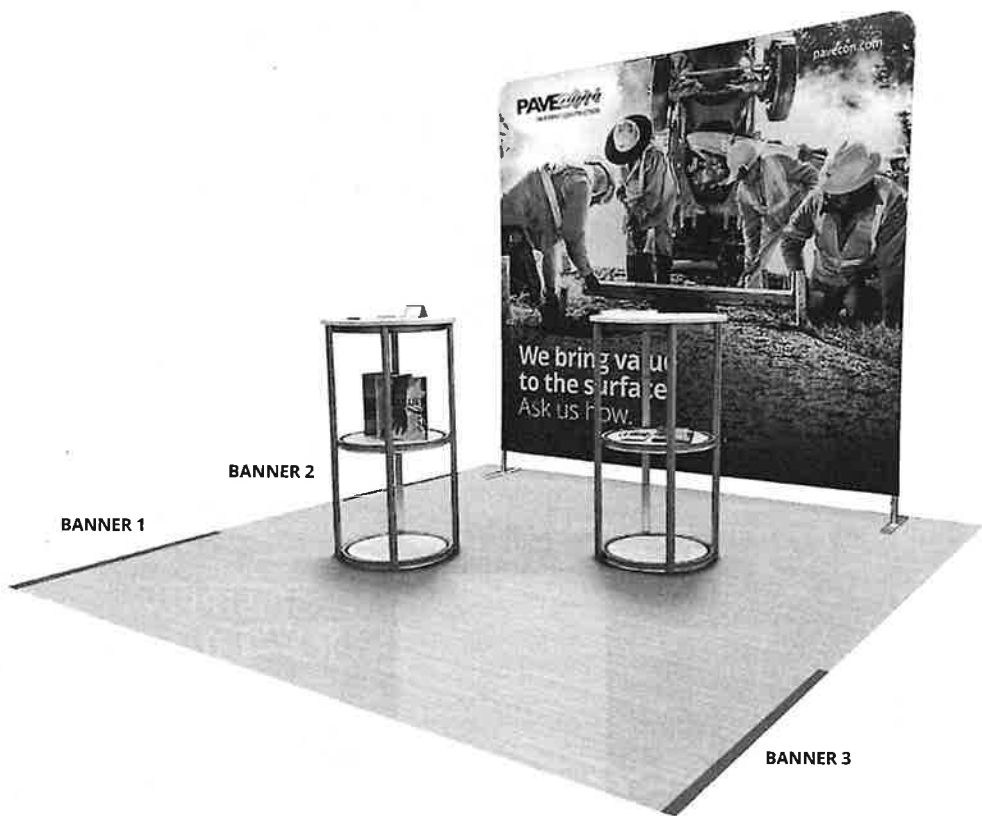


Marketing Materials Design



10' x 10' TRADE SHOW BOOTH
FLOOR PLAN

DIAGRAM



BANNER 1



BANNER 2



BANNER 3

Case Studies

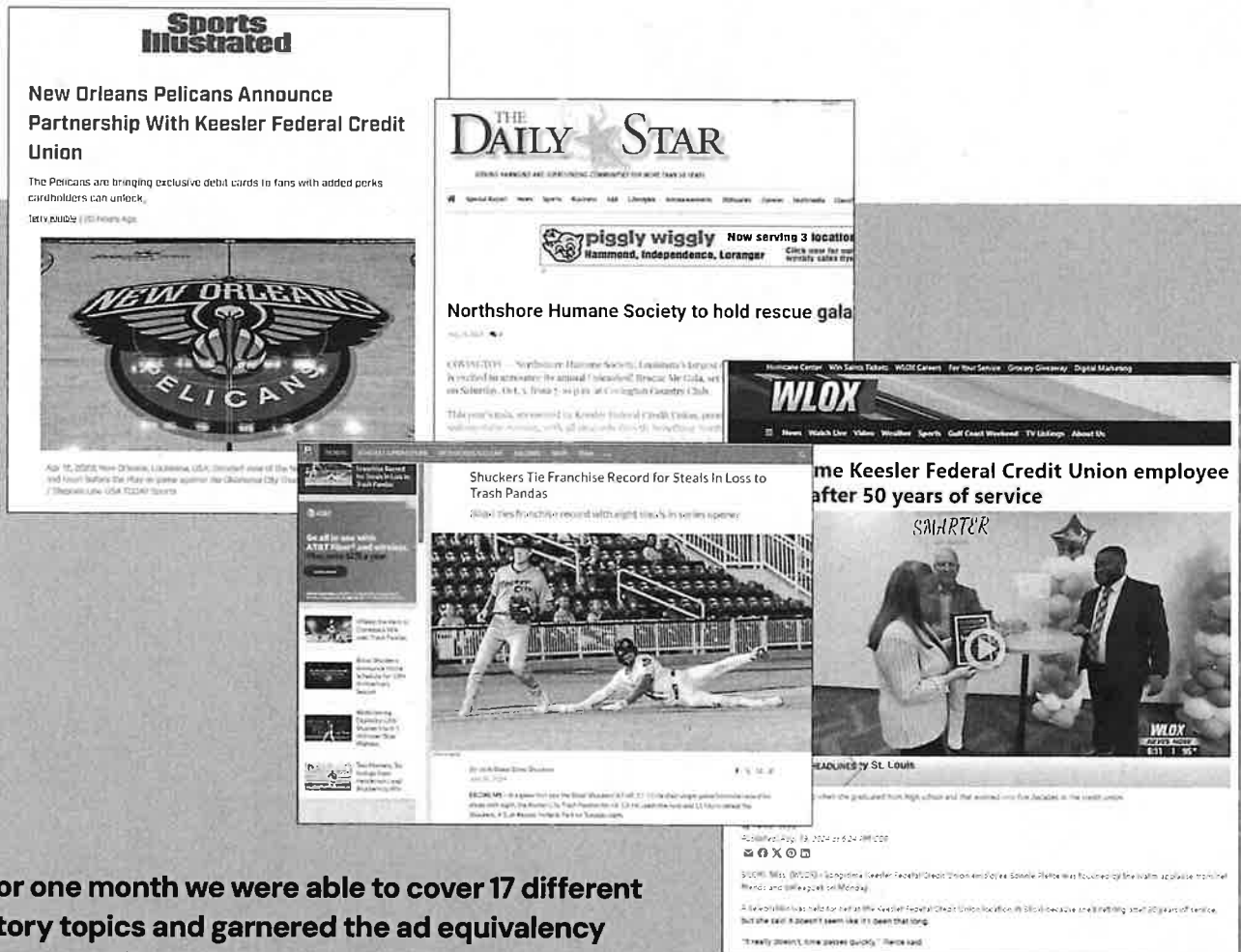


Case Studies

Keesler Federal Credit Union

Keesler Federal Credit Union's focus is people helping people. Our team pitched the good that KFCU brings to the community to the relevant media for events, sponsorships and other newsworthy stories.

We developed an ongoing PR strategy to position KFCU in the marketplace.



For one month we were able to cover 17 different story topics and garnered the ad equivalency impact of \$403,750!

Case Studies

Independent Bank

Independent Bank (now South State Bank) is a community-centric financial institution providing relationship-driven banking products and services in Texas.

They acquired NorthStar Bank and expanded into new Texas and Colorado markets.

Independent Bank needed **brand awareness in new merger markets** as well as existing legacy markets.

Created new content for both legacy and merger markets:

- Banners, videos and a new landing page were developed.
- Geo-focused and intent based digital advertising campaign using Facebook, Mobile Display and Pre-Roll Videos.



Case Studies

PlainsCapital

PlainsCapital, a financial services company operating in Texas, assumed ownership of a \$3 billion failed bank in the Rio Grande Valley that was in receivership by the FDIC.

PlainsCapital communicated that the failed bank, First National Bank of Edinburg, was being replaced by a strong, stable bank.

We developed an **integrated awareness marketing campaign** ahead of the announcement to let customers, employees and communities know about PlainsCapital. *Materials were prepared in English and Spanish.*

- **Employee Events** – Welcome FNB employees to the family.
- **Traditional Media** – Print, radio, outdoor and collateral.
- **Digital Media** – Landing page, online banner ads, Internet radio, programmatic display advertising and mobile technology.
- **Public Relations** – Media outreach, media training, interviews with FDIC, and onsite support for PlainsCapital management
- **Market Research** – Completed acquisition survey to measure risk and communications effectiveness to protect investment value.
- **Investor Communications** – Strategic planning, messaging, and implementation of shareholder communications.



Within 90 days PlainsCapital increased its brand awareness from 8% to 70% and earned positive media coverage at local, state, and national levels.

Case Studies

Hancock Whitney Bank

Hancock Whitney has \$35 billion in assets and does business in Louisiana, Mississippi, Alabama, Florida, and Texas.

Post Hancock-Whitney Bank merger, the company needed to develop and execute an **internal communications program** that united all associates of the two banks into one common culture with one common internal brand.

The assignment was complex since the Holding Company had **two external-facing bank brands**.

The plan was to communicate, inspire and energize bank associates by respecting heritage, but replacing old loyalties with shared optimism and **pride in the new culture**. The new program also introduced this culture to new hires.

Action Plan:

1. Associate research: online, focus group and Executive interviews.
2. Internal tagline, graphic and brand video.
3. Mission, Purpose and Promise icon development.
4. Core Value Icon.
5. Internal Identity graphic standards.
6. Applied internal brand to "The Source" intranet.
7. Online Launch Kit for associate communications cascade.

"The Value of Us is most certainly a success! We continue to leverage by applying the internal branding to our intranet, our associate recognition program, our recruiting materials, and all internal communications.

The agency brought our core values to life in a fresh, contemporary way that helped unify our merging cultures."

**Rudi Wetzel
EVP/Chief Human Resources Officer,
Hancock Whitney**

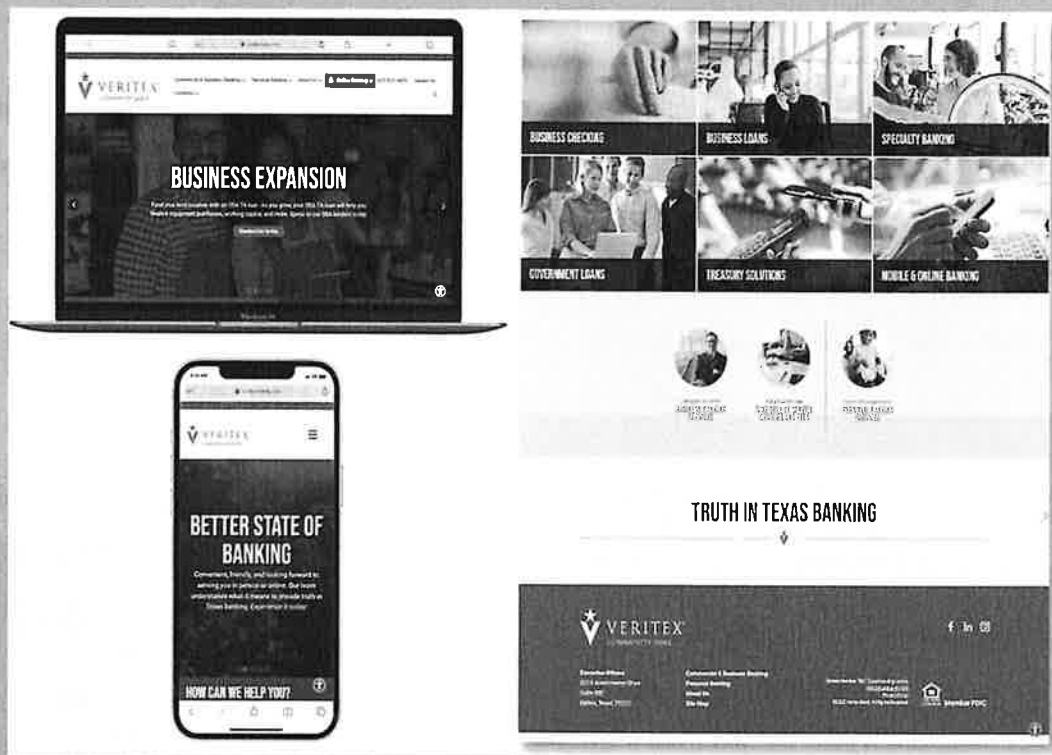


Case Studies

Veritex Community Bank

Veritex Community Bank (now Huntington Bank) came to us to help them **enhance their website** by creating a design that better reflected their brand identity.

- Created brand copy and utilized more identity focused imagery.
- Applied uniform call-to-action buttons across all pages.
- Developed a menu to showcase the broader range of products.
- Designed to be more user-friendly and easy for the internal team to edit.



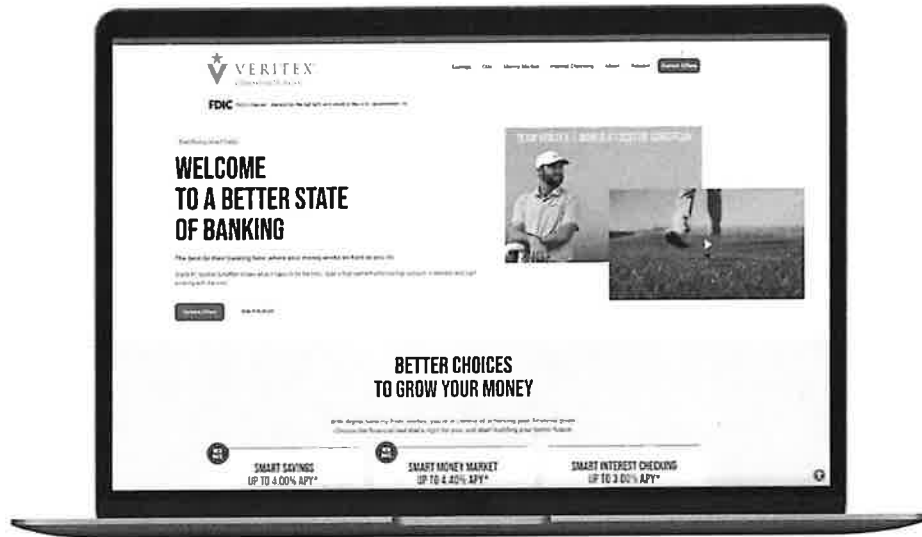
First 12 days of the site being live – 108 completed forms, 18 were for loans.

Case Studies

Veritex Community Bank (cont'd)

After enhancing the overall site, our assignment was to develop a specific digital branch website.

- Utilizing the Veritex Bank brand, created a user-friendly version for opening accounts online.
- Emphasized the better experience, choices and a better state of banking.
- Met annual deposit goal by October.

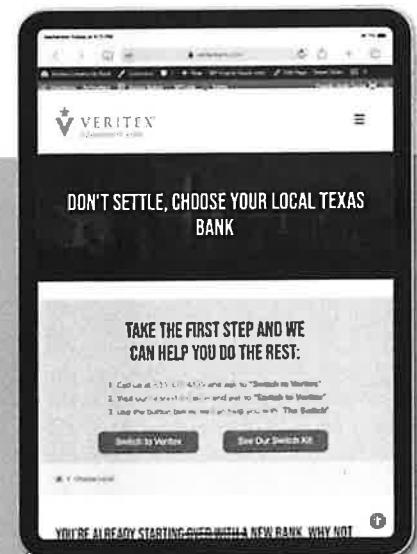


Veritex Community Bank reached out to us to help them focus on post-merger, dissatisfied PNC Bank customers after merge to get the customers to switch to a local bank.

- Geofenced PNC branch locations.
- Meta plus mobile and desktop display were used to drive traffic to the switch kit landing page.

Over 7,125 visitors went to the landing page.

108 individuals visited Veritex branches.

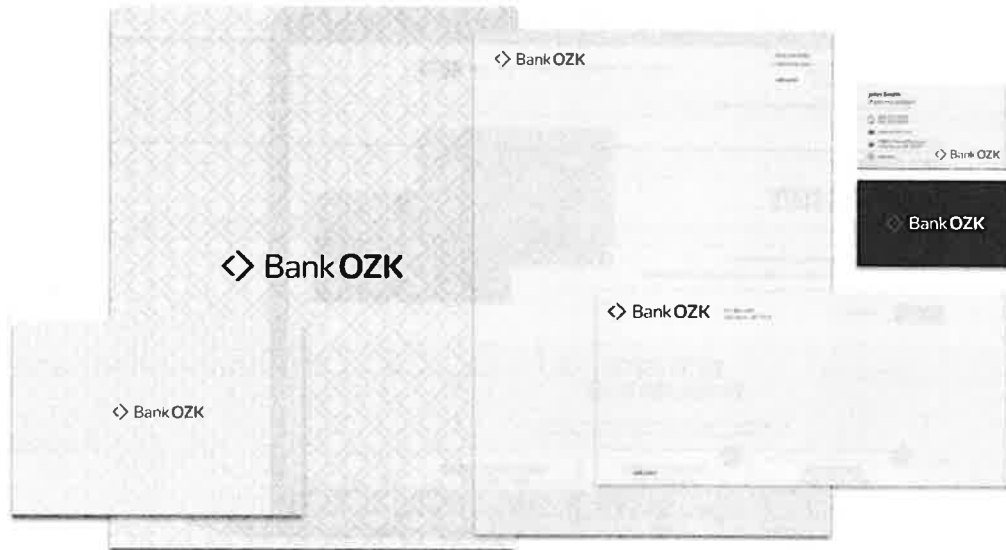


Case Studies

Bank OZK

Bank of the Ozarks a \$42 billion bank, located in 10 states, selected us to create a **national level brand identity system** and communication plan for their change to Bank OZK.

We created the three-phase communication plan, brand identity system, CEO video, stationery package, signage, debit card, Intranet design, ATM wrap, PPT template, design for corporate headquarters with a New York Times Square launch.



Case Studies

Rider University

Now in our fourth year partnering with Rider University, we've helped shift their enrollment trajectory during uncertain times. By aligning marketing with their bottom-line business goals, we've driven record-breaking open house attendance and significant application and enrollment growth across undergraduate, graduate, transfer, and continuing education initiatives.

Rider's goal: reduce graduate cost per lead.

- In January 2023, Rider University aimed to lower their Graduate Program Paid Search campaigns Cost Per Lead below \$200.
- We enhanced campaign messaging, improved the campaign structure, and resolved conversion tracking issues left by the previous agency.



We exceeded their below \$200 goal and reduced the Cost Per Lead from \$215 to \$45 by December.

By collaborating with Rider's Graduate admissionsteam, we ensured lead quality through bi-weekly monitoring.

Phi Theta Kappa

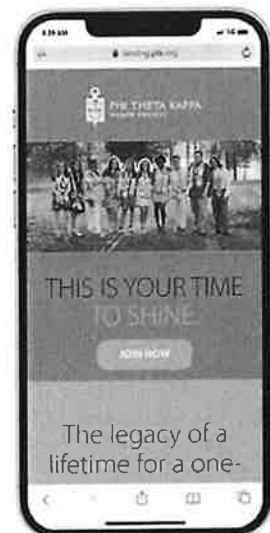
Our extensive partnership with Phi Theta Kappa (PTK), the premier honor society serving two-year community colleges nationwide, has given us specialized insight into the community college transfer pipeline.

Through **comprehensive email campaigns and custom landing pages**, we've helped PTK significantly increase their member engagement.

This relationship provides us with unique data on transfer student motivations and decision factors that enhance our targeted outreach to this key demographic.



PHI THETA KAPPA
HONOR SOCIETY



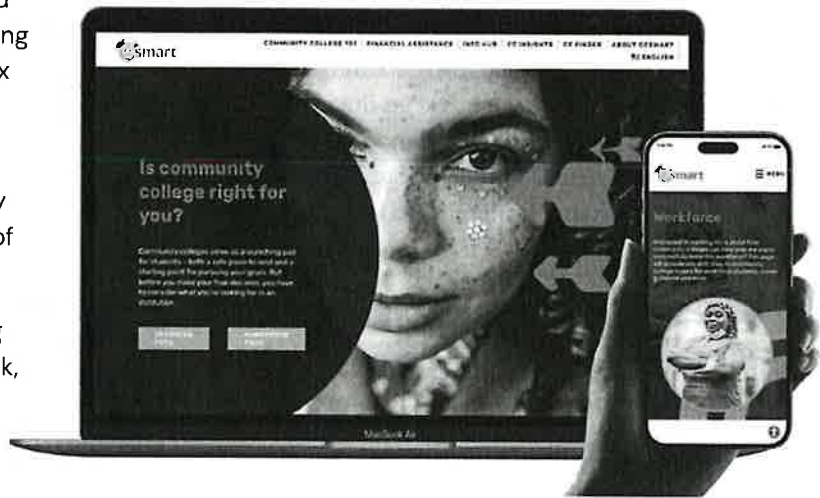
Case Studies

CCsmart

Our work launching the PTK sub-brand CCsmart focused specifically on guiding transfer students through the complex transition to four-year institutions.

The **websites, resources, and educational tools** we created directly address the concerns and questions of transfer students.

The digital and social media marketing six-state campaign including Facebook, Instagram and TikTok featuring PTK student ambassadors.



We designed and launched the CCsmart website, validated its effectiveness through comprehensive market research, and successfully executed digital campaigns across six states over the past two years.

The six-week Mississippi campaign notably outperformed industry benchmarks, delivering exceptional engagement and conversion metrics:

Meta	4.2M impressions	36.6K link clicks	.87% CTR	4.3x Industry Average
Display	3.4M impressions	4.6K link clicks	.47% CTR	4x Industry Average
Video	427K impressions	1.2K link clicks	75.5% VCR	5x Industry Average

Case Studies

Mississippi State University

For seven consecutive years of enrollment growth and counting, our team partnered with Mississippi State University to concept and design targeted student recruitment materials for one of the nation's top research and land-grant institutions.

Our data-driven approach began with **comprehensive market research** among students and parents in year one, allowing us to gauge website message effectiveness before strategically expanding to additional states in year two. This methodical geographic expansion strategy yielded exceptional results.



We helped MSU achieve the highest online summer enrollment in school history.



Ad5 Current Client List & References

Clients

- Andercorp (Gulfport, MS)
- Ascent to 55% (Propel Education Forum) (Jackson, MS)
- Associated Electric Cooperatives, Inc. (Springfield, Missouri)
- Baptist Memorial Hospital (Jackson and Memphis)
- Castilla Mediation (Jackson, MS)
- ERDCWERX (Vicksburg, MS)
- Grenada Tourism (Grenada, MS)
- Millerco (Gulfport, MS)
- Mississippi College (Clinton, MS)
- Mississippi Economic Council (Jackson, MS)
- Mississippi Forestry Commission (Jackson, MS)
- Mississippi Gulf Coast Community College (Gulfport, MS)
- Mississippi State University (Starkville, MS)
- Mueller Industries (Collierville, TN)
- North Carolina Electric Cooperatives (Raleigh, North Carolina)
- OCH Regional Medical Center (Starkville, MS)
- Office of Governor Tate Reeves (Jackson, MS)
- Office of Nursing Workforce (MS Board of Nursing) (Ridgeland, MS)
- Philadelphia–Neshoba Tourism (Philadelphia, MS)
- PowerSouth (Andalusia, AL)
- Phi Theta Kappa (Jackson, MS)
- Rosedale Distilling Company (Rosedale, MS)
- Southern Farm Bureau Life Insurance (Ridgeland, MS)
- The Town of Red Lodge (Montana)
- Thomasson Company (Philadelphia, MS)
- Three Notch Engineers (Andalusia, AL)
- Visit Columbus (Columbus, MS)
- Warren Paving (Gulfport, MS)
- Yellowstone Wildlife Sanctuary (Red Lodge, Montana)
- Zavation (Flowood, MS)

References

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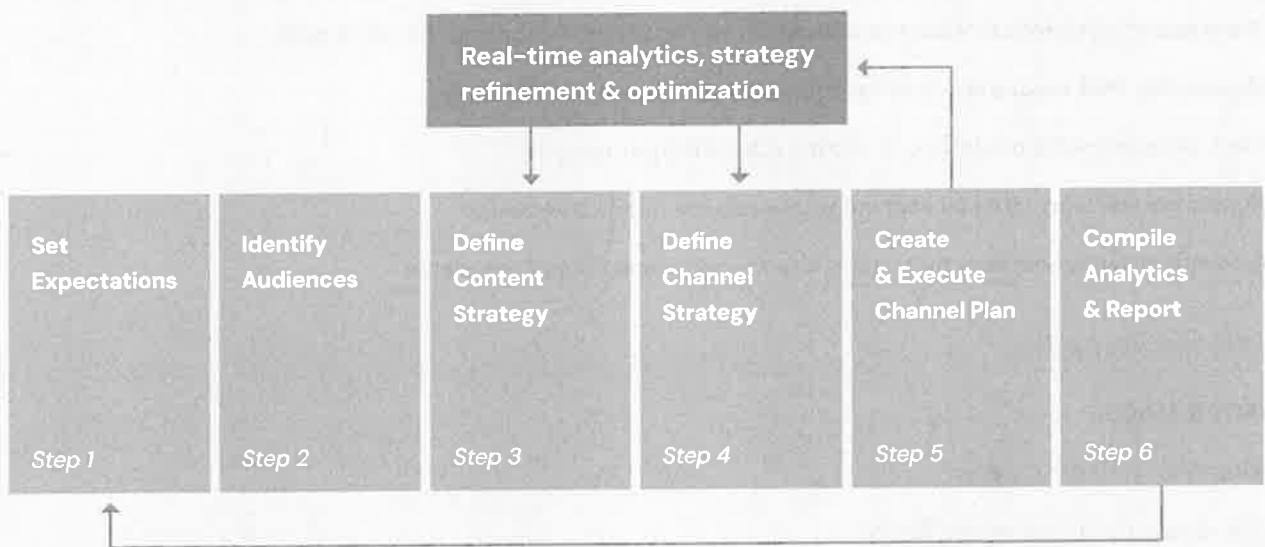
Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Overview of Project Management

Ad5 diligently **tracks and invests in emerging marketing strategies and industry best practices** through ongoing training and participation in industry seminars and conferences. Our seasoned staff has a complete understanding of the services required and detailed in the RFP. Our processes and procedures are proven to be efficient and cost effective and rely on the industry standards developed over more than half a century in business.

As an active member of the advertising community and a leading member of Marketing and Advertising Global Network (including a partner as former president of the organization) for over 30 years, **we devote enormous time and expense to training and keeping track of the latest technologies**, software, processes and best practices of the advertising and marketing industry.

Campaign Planning and Management Process



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Marketing Strategy for OST

Goal Setting

As shown above in the campaign development process illustration, once OST sets expectations Ad5 will **develop specific goals and objectives for each OST program in collaboration with OST.**

Initial Personas, By Program

Personas **provide a deep, data-driven understanding of the ideal audiences for each OST program.** These initial examples will be refined and additional personas developed after discussions with the OST team. The strategic value of personas includes:

- **Enhanced content and creative strategies** by understanding audience desires
- **More effective sales strategies** by shortening the sales cycle
- **Dramatically improved resource allocation** by focusing on channels that work best
- **Messaging that resonates** to bring people into the buying funnel faster
- **Data-driven media decisions** to reduce cost and improve KPIs
- **Higher conversion rates** by aligning with audience needs and values
- **A competitive advantage** by building brand loyalty and eliminating waste

Audience Targeting

MPACT & MACS

- Parents of younger children
- Grandparents and extended family
- Employers and HR directors

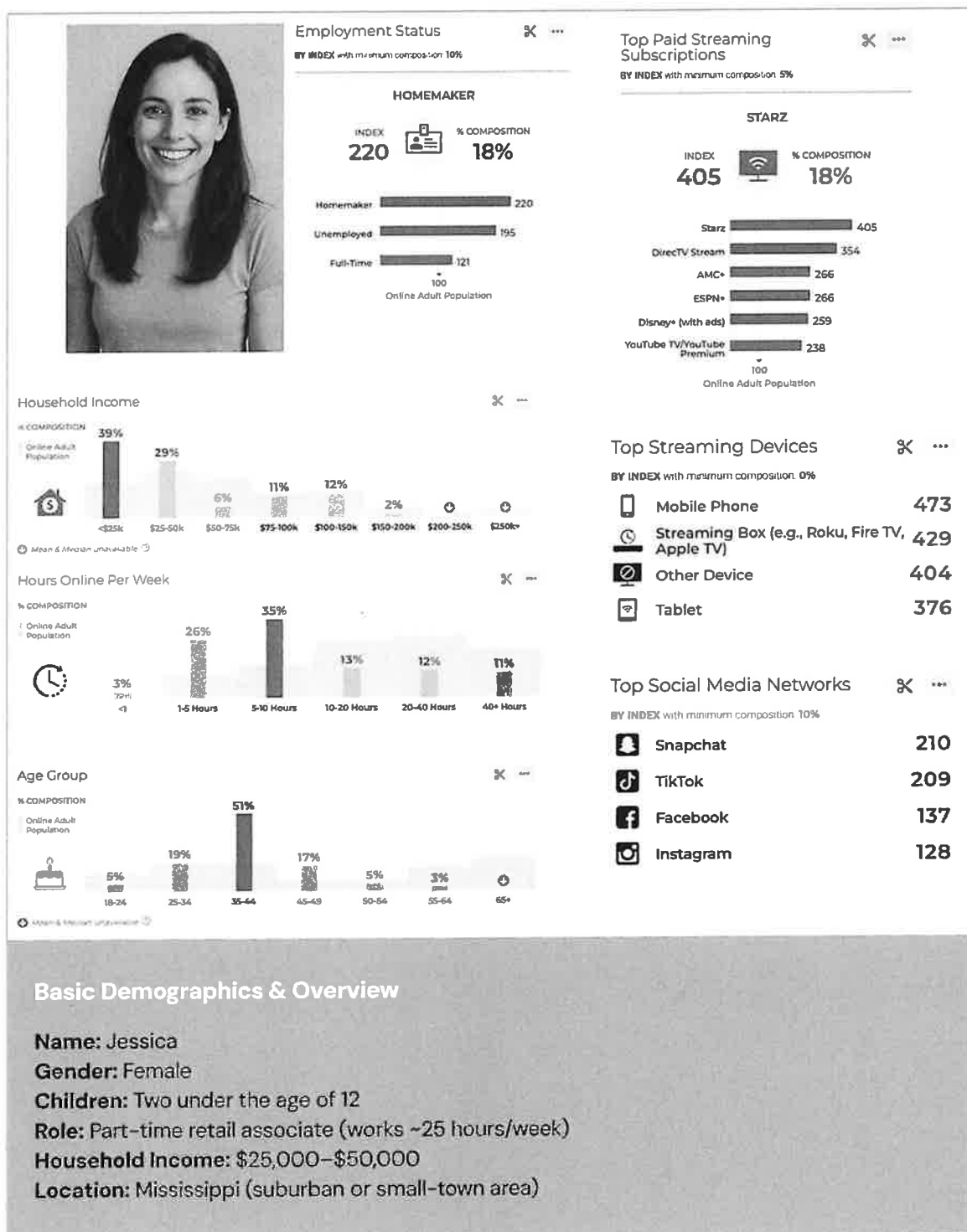
UPS

- Business owners and sellers of businesses
- Military families and veterans
- Families and Individuals who have moved, changed banks, or changed jobs

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Audience Personas

Audience #1: Parents of Younger Children



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7



Deeper Insights & Motivators

Family Protector: Jessica's primary motivation is protecting her children's educational future. Rising tuition costs worry her, and she's looking for safe, state-backed ways to start saving early.

Trust Seeker: She's drawn to institutions that feel local, reliable, and transparent programs guaranteed by the State of Mississippi hold her confidence.

Motivated by Milestones: Back-to-school season or tax time spark her motivation to make financial decisions for her family's future.

Media & Habits

Digital Engagement: Online 5–10 hours per week, mostly on mobile.

Streaming Habits: Enjoys Starz, Disney+ (with ads), and YouTube TV. Often watches family-friendly or lifestyle shows.

Social Media Use: Active on Snapchat, TikTok, and Facebook

Device Preference: Mobile-first

Messaging That Works

"Start Small, Dream Big" Appeal: Emphasize that every dollar makes a difference toward her child's education.

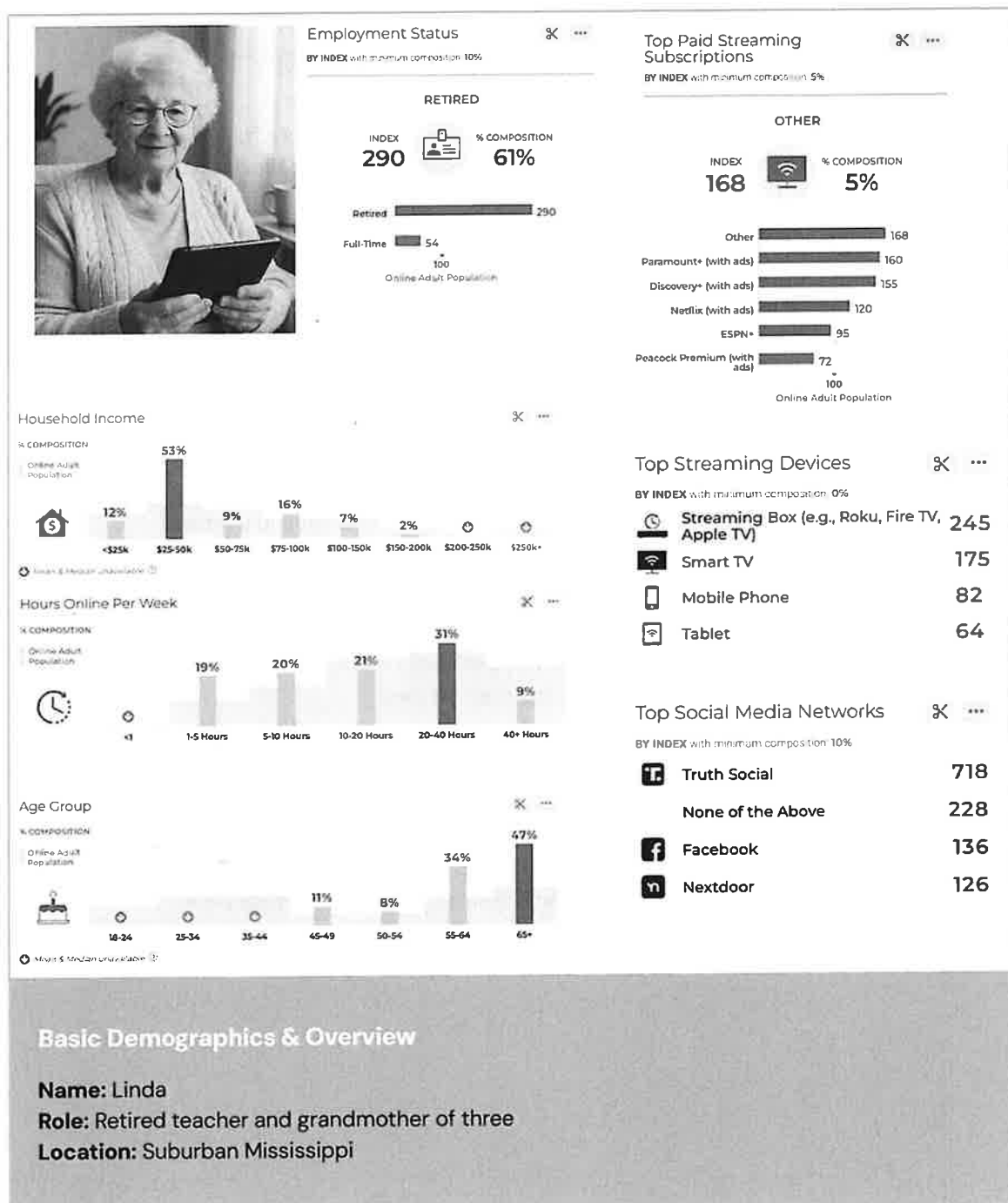
Key Trigger

When Jessica sees a simple, trustworthy message that shows she can start saving for her child's future with just \$25/month, she feels empowered to take the first step. Messages that feature real Mississippi parents or emphasize security and flexibility inspire immediate engagement.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Audience Personas

Audience #2: Grandparents and Extended Family



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7



Deeper Insights & Motivators

Legacy Builder: Linda wants to be remembered for supporting her grandchildren's education. She sees MACS as an easy, heartfelt way to contribute toward their future.

Trust in Institutions: Prefers programs backed by the State of Mississippi and appreciates clear, printed materials or personal assistance.

Gift-Giver at Heart: Sees MACS accounts as meaningful gifts for birthdays, holidays, or graduation milestones, something that lasts longer than toys or cash.

Media & Habits

Digital Engagement: Online 20–40 hours weekly; uses streaming and social platforms for news and family updates.

Streaming Habits: Enjoys Paramount+, Discovery+, and Netflix (with ads); often watches on Smart TV or Roku.

Social Media Use: Primarily on Facebook

Device Preference: Uses a Smart TV for entertainment and a tablet for browsing and email, less mobile-reliant.

Messaging That Works

"A Gift That Lasts a Lifetime" Appeal: Position MACS as an easy, meaningful way to invest in loved ones' futures.

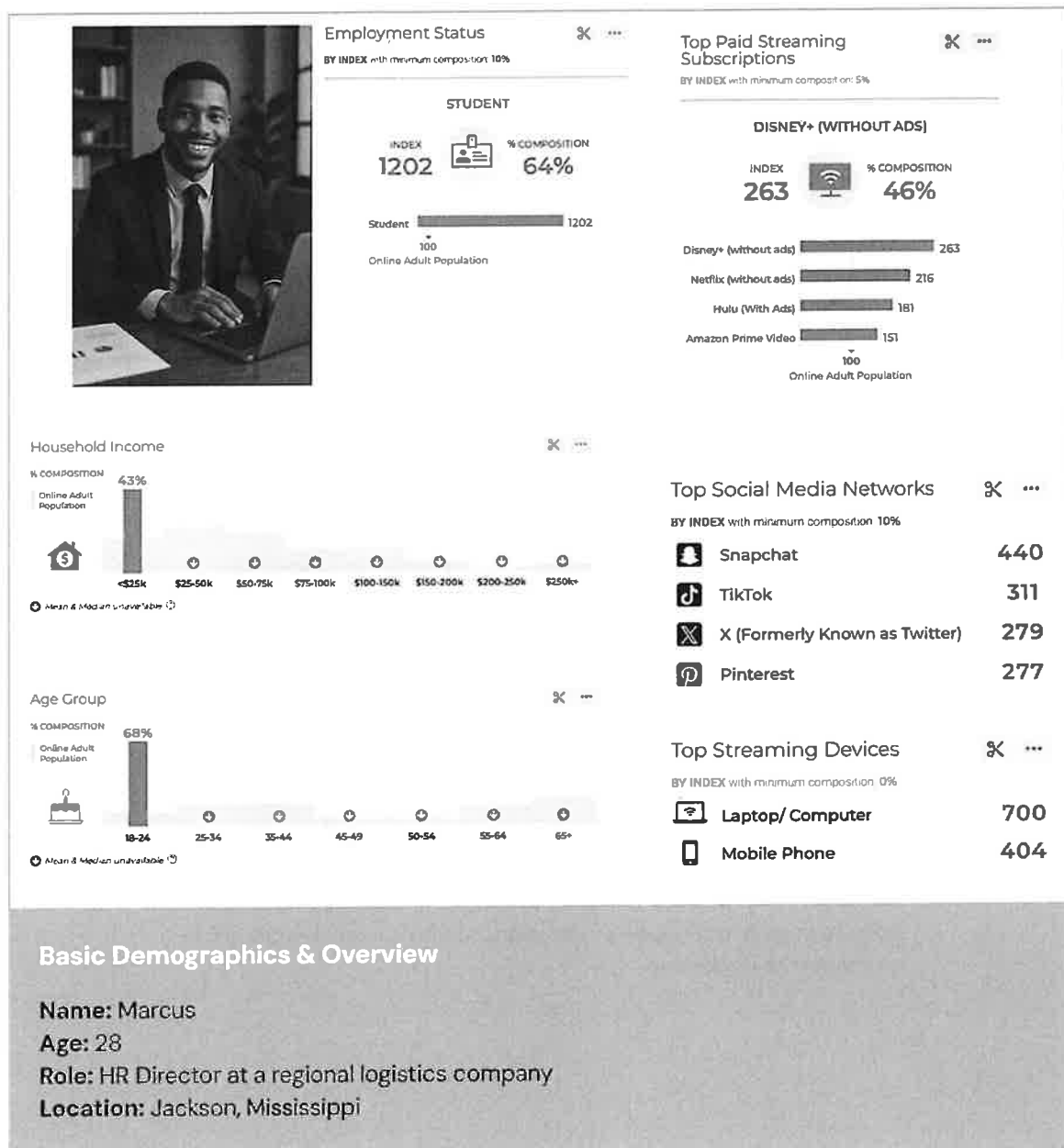
Key Trigger

When Linda learns she can open or contribute to a MACS account as a grandparent and that her investment is state-backed, flexible, and tax-advantaged—she feels empowered to act. Seeing testimonials or photos of real Mississippi families reinforces that this program is both trustworthy and impactful.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Audience Personas

Audience #3: Employers and HR Directors



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7



Deeper Insights & Motivators

Workplace Innovator: Marcus is motivated by bringing new, forward-thinking ideas to leadership. He wants to stand out as a problem-solver and advocate for employees.

Employee Advocate: Understands that financial stress impacts performance, he sees education savings to improve employees' financial wellness.

Efficiency-Minded: Prefers programs that are easy to implement and manage without requiring extra HR bandwidth.

Media & Habits

Streaming Habits: Watches DirecTV stream, ESPN+, Peacock Premium (with ads), and Showtime; primarily streams through a streaming box (Roku, FireTV, Apple TV), laptop/computer, or tablet.

Social Media Use: Active on LinkedIn, X, Snapchat, and Instagram

Device Preference: Laptop for workday research and meetings; mobile phone for quick browsing and social engagement.

Messaging That Works

"Invest in Your Employees' Families" Reassurance: Position the program as a way for employers to show real care for their teams' futures.

Professional Credibility: Include stats and short testimonials from other employers who've successfully integrated MACS/MPACT.

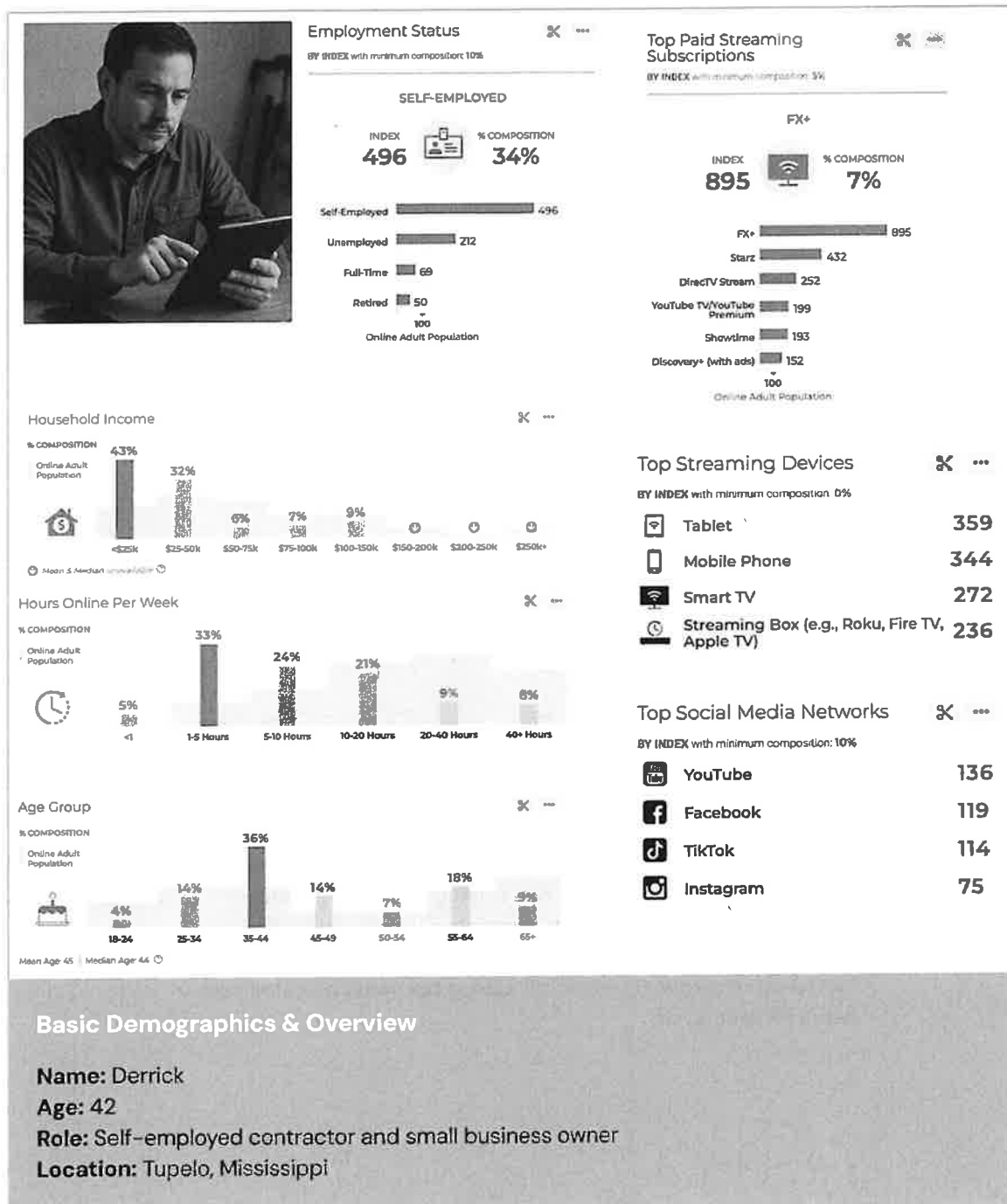
Key Trigger

When Marcus sees that **MACS/MPACT can be promoted as a voluntary, zero-cost benefit** that boosts morale and retention, he recognizes it as an easy win for both HR and employees. He's most likely to engage after seeing clear instructions or a quick-start guide to share with leadership.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Audience Personas

Audience #4: Business Owners & Sellers of Businesses



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7



Deeper Insights & Motivators

Financially Savvy, Time-Strapped: Derrick understands money management but doesn't have time for extra paperwork. He's motivated by anything that saves or recovers money quickly.

Pride in Ownership: As a business owner, he feels responsible for ensuring every dollar earned or paid out finds its rightful place.

Word-of-Mouth Believer: Derrick trusts information from credible sources—local news, state agencies, or peer testimonials—more than traditional ads.

Media & Habits

Digital Engagement: Online 5–10 hours per week; uses mobile devices for both business management and entertainment.

Streaming Habits: Subscribes to FX+, Starz, and DirecTV Stream; enjoys short-form streaming content after work.

Social Media Use: Active on YouTube and Facebook

Device Preference: Tablet and smartphone

Messaging That Works

"Fast, Free, Official" Appeal: "The State of Mississippi may be holding funds that belong to your business: Check your name in minutes."

Proof Builds Trust: Use data-driven messaging to legitimize the program.

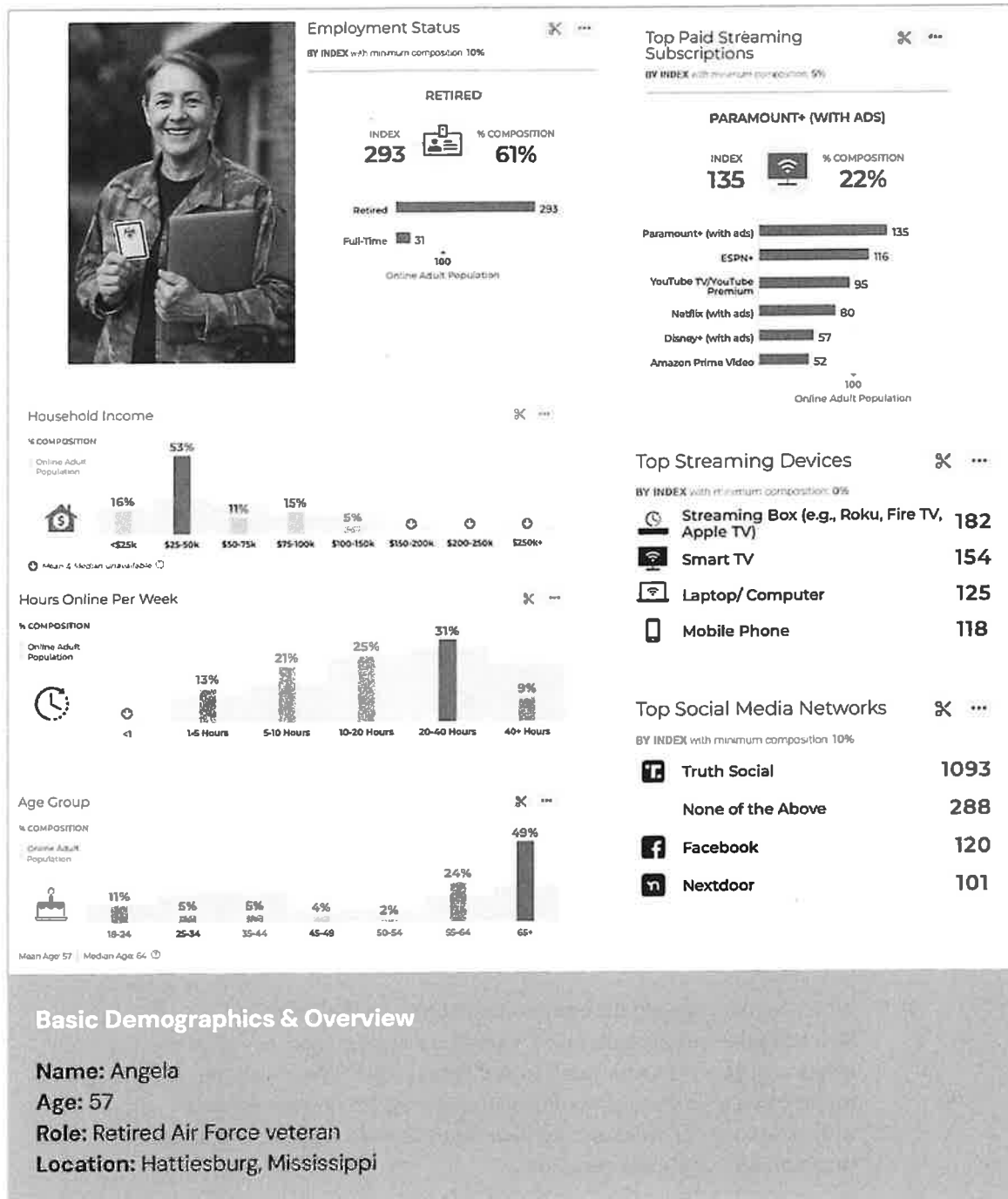
Key Trigger

When Derrick sees a credible message that features the **Mississippi State Seal**, short testimonials, or a trusted local spokesperson—he's motivated to check if his business has unclaimed funds. Clear, authoritative calls-to-action like "Search Your Name Today" drive him to act immediately, especially during **tax season** or after seeing peers recover funds.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Audience Personas

Audience #5: Military Families and Veterans



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7



Deeper Insights & Motivators

Trusts Credibility: She takes action only when messages feel official and trustworthy, especially those associated with state agencies or veteran organizations.

Community-Oriented: She values helping others, especially fellow veterans; once she claims her own funds, she's likely to share the process with others in her circle.

Privacy-Conscious: Concerned about scams, she responds to clear, secure online processes that protect her information.

Media & Habits

Digital Engagement: Online 20–40 hours weekly; uses streaming and social media to stay informed and connected.

Streaming Habits: Watches Paramount+, ESPN+, and YouTube TV; prefers factual, family, and news-based programming.

Social Media Use: Active on Truth Social, Facebook, and Nextdoor; follows veteran community pages and state news outlets.

Device Preference: Uses Smart TV and tablet for streaming, laptop for official tasks; less dependent on smartphones.

Messaging That Works

"You've Earned It" Appeal: "You served your country—now let Mississippi serve you. Check for unclaimed property that may belong to you or your family."

Secure Reassurance: Reinforce that the process is 100% free, legitimate, and managed by the State of Mississippi.

Community and Service: Show that veterans across Mississippi have reclaimed funds successfully and are sharing the word with others.

Respectful Tone: Use clear, sincere messaging—no gimmicks or overly casual phrasing.

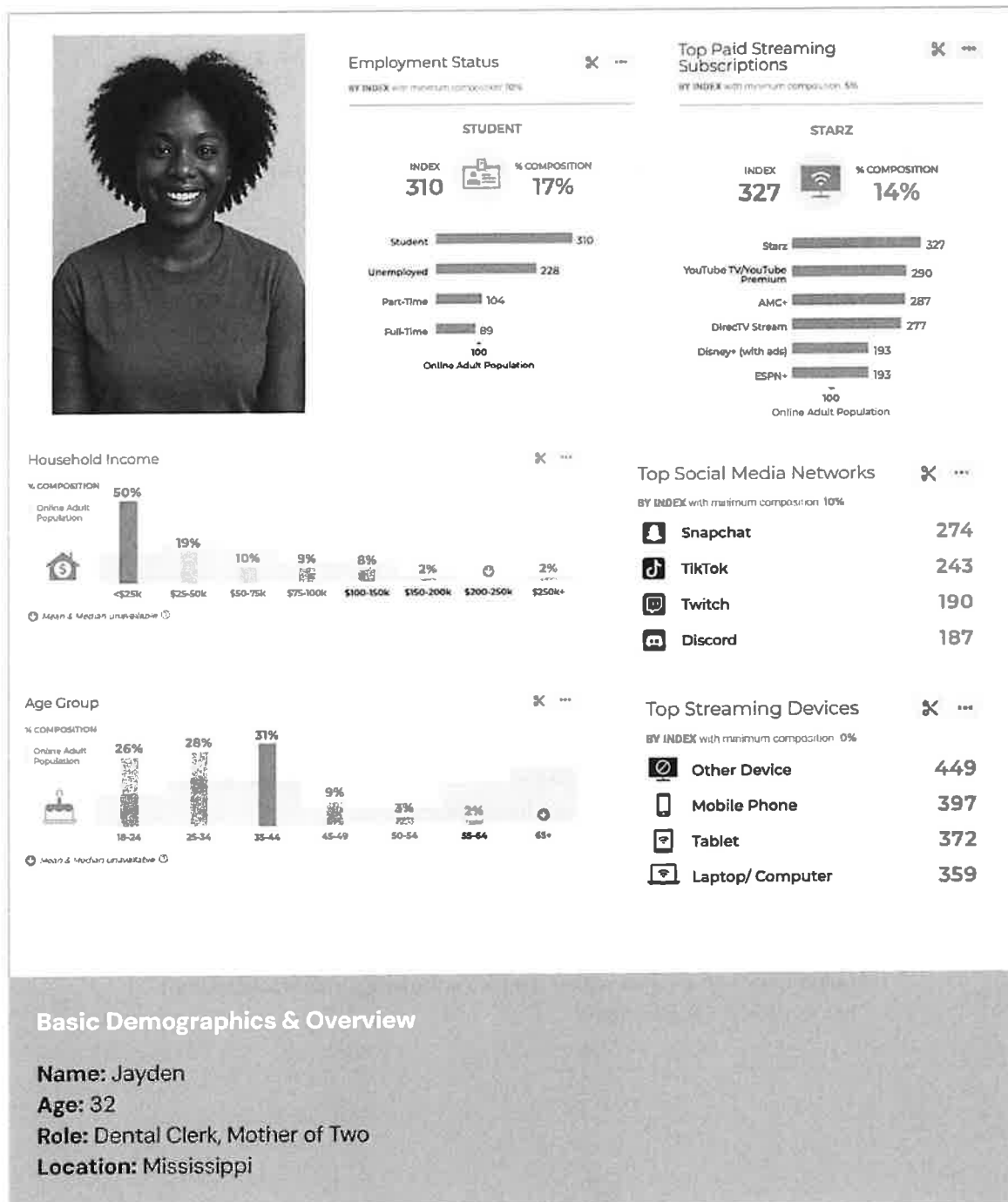
Key Trigger

When Angela sees **official communication from the State of Mississippi**—through local news, a veterans' organization, or a trusted online source—she's motivated to act. Phrases like "Check your name. It's fast, free, and secure." resonate strongly, especially when paired with visual cues of **trust and service**, such as Mississippi's state seal or testimonials from fellow veterans.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Audience Personas

Audience #6: Families & Individuals Who Have Moved, Changed Banks, or Changed Jobs



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7



Deeper Insights & Motivators

Financial Awareness: Jayden wants to make every dollar count. With a tight budget and growing expenses, she's motivated by opportunities to reclaim money that belongs to her, and values programs that are simple and trustworthy.

Life in Motion: After moving for a new job, Jayden has changed bank accounts, utilities, and insurance providers—without realizing those transitions can leave behind refunds or unclaimed funds.

Digital Connector: Jayden uses social media to find opportunities and stay connected to her community.

Media & Habits

Digital Engagement: Online 5–10 hours per week.

Streaming Habits: Starz, YouTube TV, AMC+, DirecTV Stream, Disney+ (with ads).

Device Preference: Primarily mobile.

Social Media Behavior: Active on Facebook, Instagram Reels, and Snapchat.

Messaging That Works

"It's Your Money—Claim It": resonates with Jayden because it reframes unclaimed property as something she's already earned, not a government giveaway.

Visuals That Resonate: Authentic Mississippi residents—working parents and young professionals—shown celebrating small financial wins or discovering unexpected funds online.

Key Trigger

When Jayden sees a trustworthy ad showing how easy it is to check for unclaimed money on the state's website, curiosity turns into action. A testimonial featuring someone like her reclaiming funds would prompt her to search her own name.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Geographic Targeting

Entire state of Mississippi

Heavy-up targeting on Urban centers (Jackson, Gulfport, Hattiesburg, Oxford, Starkville) due to higher concentrations of parents, employers, and students.

How We Measure Success

Awareness Metrics

- Reach and frequency (TV, radio, digital impressions)
- Website traffic to Treasury.MS.gov and dedicated program pages (through Google Analytics)
- Social engagement rates (clicks, shares, comments)

Action Metrics

- Number of new MACS/MPACT accounts opened
- Enrollment dollars contributed (average account size, total deposits)
- Number of Unclaimed Property claims filed
- On-page conversion actions via the website landing pages

Efficiency Metrics

- Cost per lead/account opened
- ROI analysis comparing media spend to enrollment growth or claim dollars returned

Landing Pages

Treasury.MS.gov/MPACT – MPACT enrollment and details

Treasury.MS.gov/MACS – MACS account information

Treasury.MS.gov (<https://ms.findyourunclaimedproperty.com/>) – for property searches and claims

Unclaimed Property Outreach Campaign

Campaign Objectives

Primary Goal

Increase the number of Mississippians who search for and claim unclaimed property through the State Treasurer's website or outreach events.

Objectives

- Achieve **earned media placements** in every major Mississippi media market.
- Develop **community partnerships** to sustain awareness long-term.
- Create **consumer confidence** that the program is not a scam.

Target Audiences

General Public (Adults 25–65) – Everyday Mississippians who may have dormant accounts, refunds, or insurance payouts.

Senior Citizens and Retirees – Higher likelihood of forgotten savings bonds, old bank accounts, or life insurance policies.

Businesses and Nonprofits – Corporate refunds, vendor overpayments, and forgotten accounts payable.

Retired and Active Military Service Members – likely to have lived in multiple locations and may not realize they have unclaimed property held by the State of Mississippi

Heirs of Deceased Residents – Families unaware of inheritances or accounts in a loved one's name.

Community Influencers – Local officials, chambers of commerce, civic clubs, and churches that can amplify the message.

Partnerships to Leverage

State agencies – Department of Revenue, Employment Security, and Motor Vehicles.

Financial institutions – Mississippi Bankers Association, local credit unions.

Education – Universities and community colleges (student alumni funds, payroll).

Messaging

"The State Treasurer's Office is holding money that belongs to Mississippians—at no cost to claim."

"One in ten Mississippians has unclaimed property—check today!"

"It's your money. We just want to return it."

Use clear, warm, trust-building language emphasizing public service—not government bureaucracy. Use the State Treasurer as spokesperson to provide warm, personalized message delivery rather than paid talent.

Unclaimed Property Outreach Campaign (cont'd)

Tactics

Dedicated Campaign Microsite or Landing Page

A simple, mobile-optimized "Check Your Name" page with search and claim instructions, testimonials, and FAQ.

Social Media Ads and Organic Posts

- Consider Paid Facebook/Instagram targeting Mississippi residents 25+ if budget allows.
- Instagram Reels showing short success stories.
- "Did you know?" graphics with county-level data ("\$8 million waiting in Hinds County alone!").

Radio / TV

The radio and TV for unclaimed property would be the same radio and TV used for the MACS and MPACT programs we would just rotate messages. See page 51 for radio and TV recommendations.

Email Outreach

Partner with state agencies and local governments to include a "Check for unclaimed property" link in employee newsletters. Provide a story with visual, or small space camera-ready sidebar visual.

Use email reminders for past visitors to the site.

Press Releases and Earned Media

Announce annual totals of money returned to Mississippians through releases and Treasurer social media.

Highlight human-interest stories (e.g., "Jackson woman finds \$2,500 from old job"), told by the Treasurer.

Coordinate TV interviews with Treasurer on WJTV, WLBT, WCBI, MPB, Supertalk and other local media whenever the Treasurer travels.

"Top 10 Unclaimed Amounts in Mississippi" List – Draw media interest by publishing anonymized lists of the largest unclaimed amounts by county.

Proclamation Event – Treasurer works with Governor to declare "Mississippi Unclaimed Property Month," with press and local officials.

Public Service Announcements (PSAs)

30-second radio and TV spots with simple call to action, with Treasurer as spokesperson. Run during local news, country, gospel, and sports programs

Unclaimed Property Outreach Campaign (cont'd)

Community Outreach

"Treasurer's Unclaimed Property Days" Events – Set up at the state fair, courthouses, county fairs, and libraries where staff can help residents search on-site

Partner with Trusted Local Organizations – Chambers of commerce, Rotary and Kiwanis clubs, veterans groups, AARP chapters, and church associations by providing them with a newsletter story

Employer and Payroll Partnerships – Provide HR departments with flyers to include in pay envelopes or company newsletters.

Visuals

Map of Mississippi with "money waiting" pins per county. Distribute to state agencies, churches and other public gathering locations.

Real Mississippians holding "I found my money!" signs in social media (similar to winning sweepstakes or casino winning).

Short videos of Treasurer handing checks to residents. Create video news release.

Measurement & Reporting

Metric	Target	Measurement Tool
Claims Filed	+20% in 12 Months	OST Records
Website Traffic	+50%	Google Analytics
Media Impressions	8M Per Year	PR Tracking
Event Attendance	5,000 Participants	Sign-ins

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Tactical Approach

After objectives and expectations are set and personas created, Ad5 will select the appropriate channels for each OST program based on our data analysis and direct knowledge of the effectiveness of delivering the messages and cost-efficiency of each channel. Among the tactics likely to be considered are radio, television, digital and social marketing, event marketing, direct marketing, public information/public relations tactics, displays for public events, website enhancements, and direct outreach to employers as a channel to reach employees.

This process has proven extremely effective recently for clients such as Grenada Tourism and Visit Columbus to attract larger numbers of families and visitors, and Phi Theta Kappa to generate significant interest in community colleges.

The following is an example media approach for MACS, MPACT and Unclaimed Properties that should we work with you, we would discuss with the OST team and fine tune.

Traditional Media (TV and Radio)

Broadcast TV/Cable

Recommend TV broadcast in Jackson, Greenwood–Greenville and Hattiesburg–Laurel MS DMA's with cable in all Mississippi zones for a statewide presence.

- Daypart mix to provide reach needed to boost awareness and recall: Early morning (5AM–9AM) 20%, Early Fringe/Early News (3PM – 7PM) 20%, Prime Access (7PM–8PM) 20%, Prime (8PM–11PM), Late News/Late Fringe (10PM–1AM) 20%.
- Message rotation of :30 second spots will provide coverage for the Unclaimed property campaign as well as MPACT and MACS campaigns.
- Targeting Mississippi residents 25+.
- We will run 13 weeks flighted over the key enrollment timeframe (9/1 – 5/31) in 2–3 week burst to add impact to our primary digital channels.
- Estimate 3.25MM Adult 25+ impressions. We guarantee impressions at a minimum of 90% post based on broadcast industry standards.
- Potential stations include: WNBD, WXVT, WABG (Greenwood), HDAM, WDAM (Hattiesburg) and WLBT in Jackson.

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Radio

There are two options that we would consider one that delivers higher impressions and that is popular talk radio format. When we work with you, we would like to include your team for which option to proceed with.

iHeart's Traffic Weather News Network (TTWN) runs spots in news/weather/traffic breaks that run mainly M-F/6AM-8PM plus targeted Sat-Sun 6A-7PM.

- Jackson (WHLH-FM, WJDX-FM, WMSI-FM, WSYZ-FM), Biloxi (WBUV-FM, WKNN-FM, WMJY-FM, and WQYZ-FM) and Hattiesburg-Laurel (WJKX-FM, WNSL-FM, WZLD-FM) markets.
- 85 spots per week
- Estimated reach = 29.1% with an estimated average frequency of 6.7.
- Estimated impressions = 1,485,400

SuperTalk Network

- 4-5x per week for 7 weeks is across all the 54 SuperTalk stations.
- Estimated reach is 10.1% with an average 3.7 frequency for the full 7 week flight.
- Estimated impressions = 442,000

We would also look at mobile messaging auto dialed phone voice messages.

Digital Media

Year 1

Online Video – flighted between September 1st and May 31st to align with enrollment periods.

- Proforma Impressions – 2,569,600
- % of audience reached (over the year) – 70%

Search – always on tactic, running 12 months out of the year.

Social Media – flighted between September 1st and May 31st to align with enrollment periods.

- Proforma Impressions – 4,050,000
- % of audience reached (over the year) – 70%

Total Impressions = 6,619,600

Years 2-5

Online Video – flighted between September 1st and May 31st to align with enrollment periods.

- Proforma Impressions – 1,654,400
- % of audience reached (over the year) – 47%

Search – always on tactic, running 12 months out of the year.

Social Media – flighted between September 1st and May 31st to align with enrollment periods.

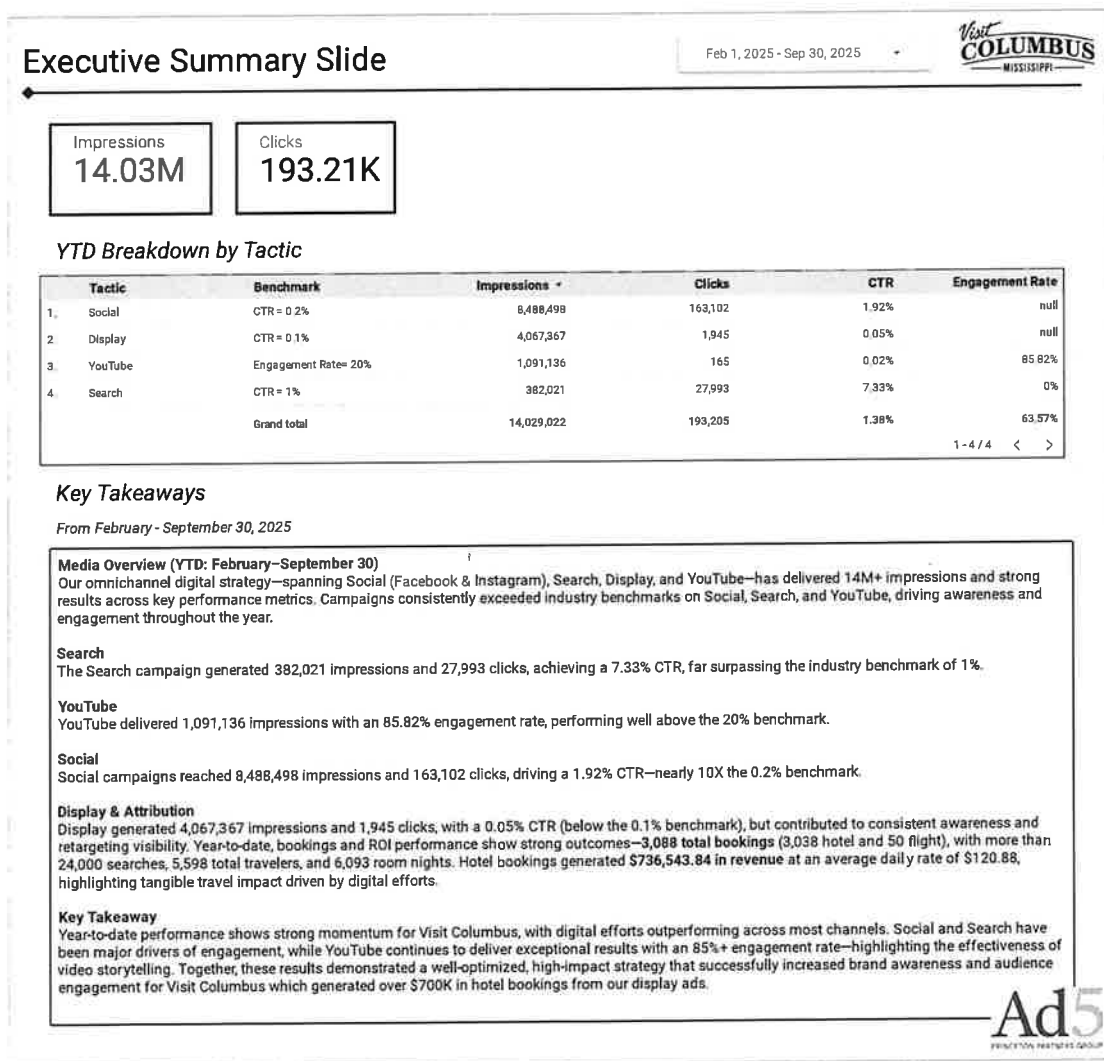
- Proforma Impressions – 2,538,000
- % of audience reached (over the year) – 47%

Total Impressions = 4,192,400 per year

Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Evaluation of Results

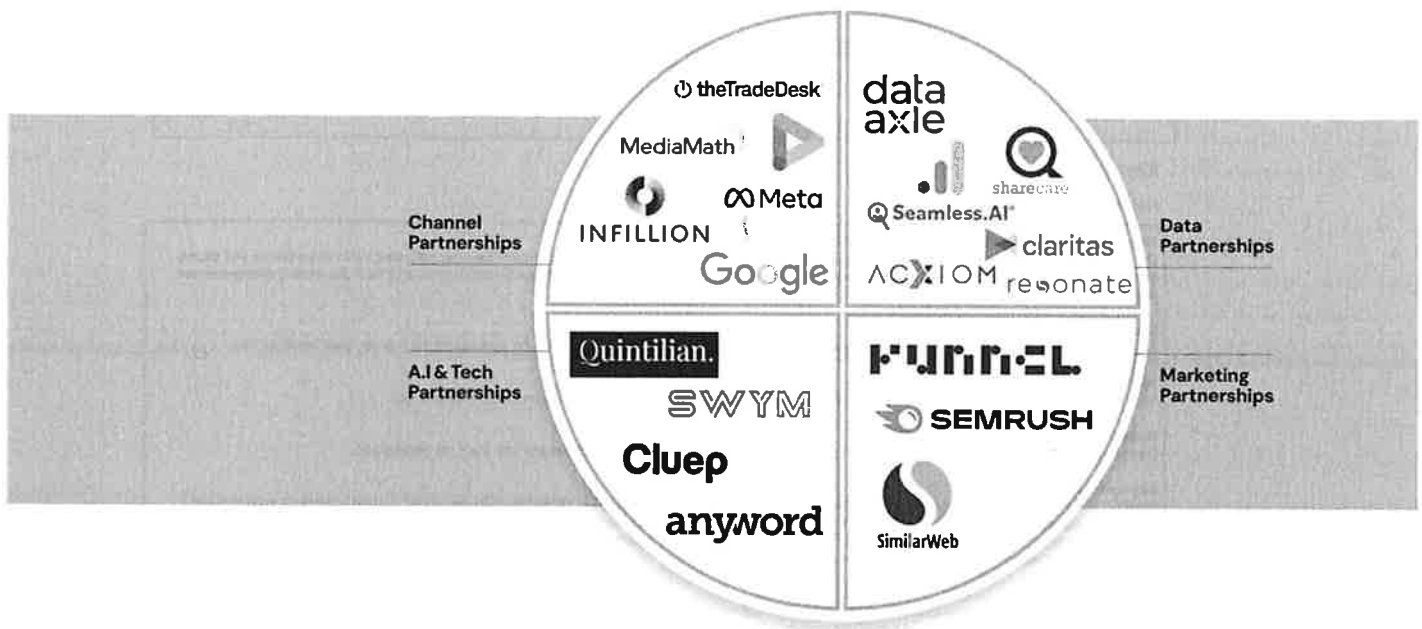
Ad5 is all about results. We evaluate every project beginning with monitoring deadlines and budgets and ending with conducting research as necessary to understand the final results in communicating with key audiences. Digital and traditional media will be measured for its effectiveness in reaching target audiences, as well as the ability of the advertising to generate positive responses. This information will be used for constant feedback and improvement of future tactics. Below is a sample dashboard reporting campaign results for a recent client project.



Project Management Plan and Process to Perform Work Required in Section II of RFP and in Item 3.7

Tools

- **Basecamp** for job tracking, organization for efficiency, and reporting
- **Teams/Zoom** for communication
- **GA4/GTM** for analytics
- **Funnel.io and Looker Studio** dashboards for reporting
- **TheTradeDesk, MediaMath, Meta, Infillion, and Google** for omnichannel media execution and programmatic optimization
- **Resonate, Data Axle, Acxiom, and Claritas** for audience data enrichment and segmenting
- **SEMRush and SimilarWeb** for performance tracking and SEO analysis
- **Quintilian, SWYM, Cluep, and Anyword** for A.I. innovations, predictive modeling, and dynamic creative optimization



Quality Management Practices

Creative QA

Multi-step internal review before client delivery. Begins with creation of a Creative Brief for client approval and preliminary media and production planning are provided with timelines and budgets for written approval prior to expenditures.

Media QA

Includes comprehensive pixel and tagging validation, an in-depth pre-launch checklist, and cross-team verification of audience targeting, geography, budgets, and creative assets. Campaigns are continuously monitored post-launch, with analytics-driven optimizations to refine media mix and targeting strategies.

Reporting QA

Automated dashboards cross-checked with manual spot-checks. Weekly or monthly reporting as needed. Standing Zoom/Teams meetings for deadline and milestone reporting.

Escalation Protocol

Defined chain of command for urgent issues. Project manager, senior brand manager, senior counsel, creative director and media planner all available by direct calls to personal mobile phones and email as needed.

Risk Mitigation

Storm/event readiness, rapid response protocols, and business continuity plans are all in place for Ad5.



Availability & Capacity

45+ Employee Base

- Mississippi-based headquarters in Ridgeland.
- On-site support and PR available at OST offices/events statewide.
- Princeton Partners network ensures surge capacity seamlessly from other divisions for large campaigns and rush projects, if needed.

Compliance & Certifications

- E-Verify compliance hereby acknowledged.
- Registered to do business in Mississippi hereby verified.
- Independent contractor status acknowledged.
- Ad5 hereby acknowledges willingness to provide on-site support as needed.
- We hereby certify that Ad5 has no Conflict of Interest or Contingent Fee Representation.
- We hereby certify that Ad5 is in compliance with all current contracts.
- Acknowledgment of every section of the RFP and every requirement in the Scope of Services (Section II).
 - Section I – Acknowledged
 - 2.1.1 Marketing Strategy – Acknowledged
 - 2.1.2 Marketing Materials Design – Acknowledged
 - 2.1.3 Evaluation of Results – Acknowledged
 - 2.1.4 Experience – Acknowledged
 - Section III – Acknowledged
 - Section IV – Acknowledged
 - Section V – Acknowledged