



brand
savor
MEDIA + MARKETING

Proposal for Communications & Marketing Services

Prepared for: Mississippi Office of the State Treasurer
RFP #3120003221

Submitted by: BrandSavor Media & Marketing

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Cover Letter

Dear Treasurer McRae and the Evaluation Committee,

Mississippi is on the brink of something powerful. In just five years, your office has returned more than \$150 million in unclaimed property, made college more affordable through innovative savings strategies, and emerged as a leader in connecting everyday Mississippians with economic tools that build confidence and stability.

At BrandSavor, we see an opportunity to help you do even more. To turn programs into movements. To make your message unmissable. And to design stories that build trust, spark participation, and shift public perception.

We're a strategic marketing communications consultancy with deep roots in public-sector campaigns, and we believe that financial access and transparency should be marketed as boldly as any consumer brand.

This proposal outlines a communications strategy that honors your success to date, introduces new pathways for visibility, and brings clarity, creativity, and cultural fluency to every touchpoint.

Let's build something extraordinary—for Mississippi's families, its future, and the legacy of leadership your office continues to shape.

With respect and enthusiasm,



Nikkia Adolphe

Founding Partner

BrandSavor Media & Marketing

730 Peachtree Street NE, Ste 570, Atlanta, GA 30308

Company Overview and Qualifications

BrandSavor is a strategic communications and marketing firm specializing in public-sector storytelling, economic development, and civic engagement. We partner with mission-driven organizations to shift narratives, increase participation, and build public trust.

Our team boasts 50+ years of combined experience leading campaigns for state agencies, local governments, and financial institutions. We blend a media-forward approach with policy fluency and cultural insight, ensuring messages resonate and build belief.

We've worked at the intersection of trust-building, financial education, and government transparency, from modernizing unclaimed property communications to college savings campaigns. Our nimble, small-business mindset combined with national experience ensures strategic depth and responsiveness.

We know how to move people—from awareness to action.

We Know Government, Social Impact and Financial Services

We've supported multi-stakeholder communications initiatives across public finance, community investment, and civic innovation, partnering with:

- **Bloomberg Philanthropies' Results for America** – Elevating public leadership via What Works Cities Certification.
- **FreshBooks** – Positioning a fintech platform as a small business champion (AI & workplace equity).
- **PPRO** – Building reputation and media presence for a global payments infrastructure brand (U.S. expansion).
- **City of Alpharetta, GA** – Community storytelling to boost participation in economic development programs.

**Bloomberg
Philanthropies**

**What Works Cities
Certification**

**RESULTS
FOR AMERICA**

F FreshBooks

ppro

THE CITY OF
ALPHARETTA
GEORGIA

Team and Key Personnel

Our award-winning team consists of senior-level brand, communications, and marketing professionals with over 50+ years of combined experience across public-sector storytelling, strategic counsel, media relations, and creative development. Each team member brings deep expertise aligned to the needs of the Mississippi Office of the State Treasurer, ensuring trust-centered communication and measurable impact.



Nikkia Adolphe

Project Title: Principal, Strategic Communications Advisor

Years of Experience: 15 years

Skills: Media strategy, strategic communications and planning, executive thought leadership, content development, campaign development

Percentage of Time Available: 20% (8 hours per week dedicated to OST account)

Project Role/Responsibility: Nikkia will serve as a strategic advisor and lead brand messaging strategist for the campaign. She will guide narrative development, executive positioning, and long-term message architecture across all outreach. Her oversight will ensure OST's public-facing voice reflects transparency, credibility, and cultural fluency.



Ekaette Kern

Project Title: Principal, Strategic Campaign Advisor

Years of Experience: 20 years

Skills: Strategic PR and communications, partnership development and management, brand strategy, crisis communications, B2C/B2B strategy, DEI strategy, brand marketing, content strategy

Percentage of Time Available: 20% (8 hours per week dedicated to OST account)

Project Role/Responsibility: Ekaette will partner with Nikkia in leading strategic direction, ensuring alignment between campaign goals, community engagement, and communications strategy. She will advise on media-facing content, stakeholder alignment, and storytelling frameworks to amplify impact.

Team and Key Personnel

Becky Wisdom



Project Title: Media Relations Lead

Years of Experience: 20+ years

Skills: Strategic communications, media relations, public affairs, crisis communications, executive communications, stakeholder engagement, content development, brand messaging

Percentage of Time Available: 25% (10 hours per week dedicated to OST account)

Project Role/Responsibility: Becky will lead earned media strategy, manage press relationships, and coordinate media training for OST leadership. With her extensive experience in strategic communications and public affairs, she will develop comprehensive media kits, pitch stories to journalists, manage crisis communications, and ensure consistent messaging across all media touchpoints. Her background in executive communications and stakeholder engagement will be crucial for building credibility and trust with Mississippi media and community leaders.

Takia Lamb



Project Title: Creative Director

Years of Experience: 20+ years

Skills: Creative direction, brand identity, visual storytelling, digital marketing, strategic communications, experiential design

Percentage of Time Available: 15% (6 hours per week dedicated to OST account)

Project Role/Responsibility: Takia will oversee all creative development for the campaign, including digital assets, social graphics, toolkits, and public-facing visuals. Her leadership will ensure the OST campaign is not only informative—but emotionally resonant, visually inclusive, and ADA/VPAT-compliant across formats.

Team and Key Personnel



Adriana London

Project Title: Client Relations Support & Marketing Specialist

Years of Experience: 5+ years

Skills: Client relations, marketing operations, communication management, performance reporting, digital marketing, campaign coordination, administrative support

Percentage of Time Available: 20% (10 hours per week dedicated to OST account)

Project Role/Responsibility: Adriana will serve as the day-to-day client relations support, managing communication between BrandSavor and OST leadership. She will coordinate project timelines, facilitate meetings, track deliverables, and ensure seamless execution of all campaign elements. Her marketing operations background will support campaign coordination, performance reporting, and administrative oversight to keep the OST engagement running smoothly and efficiently.

Executive Summary

The Mississippi Office of the State Treasurer (OST) has laid the groundwork for a new era of public trust, economic empowerment, and civic engagement. From record-breaking unclaimed property returns to expanded access to college savings tools, the OST is more than a financial institution—it is a steward of legacy, equity, and opportunity.

Yet with rising costs, shifting media habits, and evolving public expectations, the need for a bold, unified communications strategy is greater than ever.

BrandSavor proposes a comprehensive, culturally relevant approach to positioning the OST as the trusted financial resource for all Mississippians. Our firm specializes in blending data-driven marketing with narrative clarity, ensuring campaigns reach real people in the moments that matter.

Our commitment is simple: elevate OST's impact, extend its reach, and engage Mississippians with pride, purpose, and confidence.

Our Understanding of OST's Vision and Opportunities

The Mississippi Office of the State Treasurer (OST) is navigating a powerful narrative arc—one rooted in a rich history, with its greatest stories still ahead. In recent years, OST programs have significantly expanded access to vital economic tools, demystified the unclaimed property process, modernized payment technologies, and reinvigorated college savings across the state.

But the path forward holds even more opportunities:

1 Reach the Unreached

Many Mississippians remain unaware of their eligibility for OST's vital services. We aim to connect with every citizen, ensuring financial tools reach those who need them most.

2 Integrate and Clarify

We see an opportunity to break down silos between legacy programs, clarifying their interconnected value and presenting a unified front of support.

3 Lead the Conversation

OST can own the statewide conversation on financial confidence and generational wealth, empowering Mississippians to secure their financial future.

We recognize that OST is not just delivering services—it's building and strengthening public trust. Our role is to amplify that impact and make OST's transformative presence unmistakable across Mississippi.

Case Studies

Bloomberg Philanthropies

Results for America

Our work with Bloomberg Philanthropies' Results for America focused on elevating their Global Impact Strategy and Thought Leadership positioning, particularly around the "What Works Cities" initiative.

The Move to Make

Results for America recognized the critical need to strategically reposition its messaging and amplify its impact. Our collaboration focused on highlighting their innovative approach to data-driven governance and civic innovation, establishing them as key thought leaders in the smart cities movement.

1

What We Did

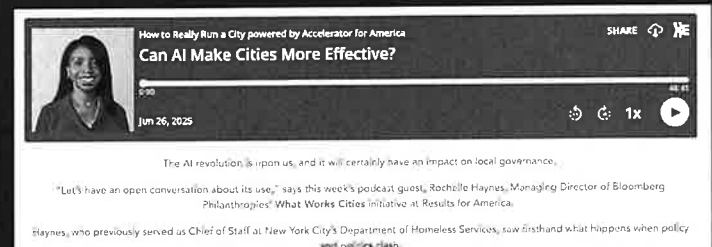
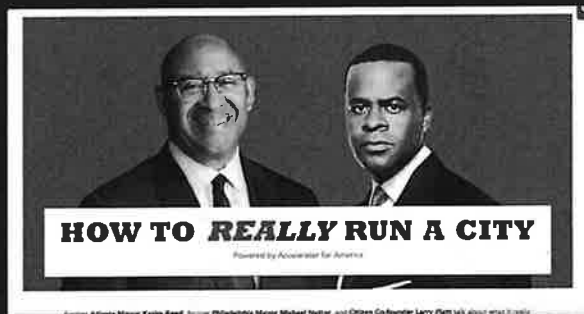
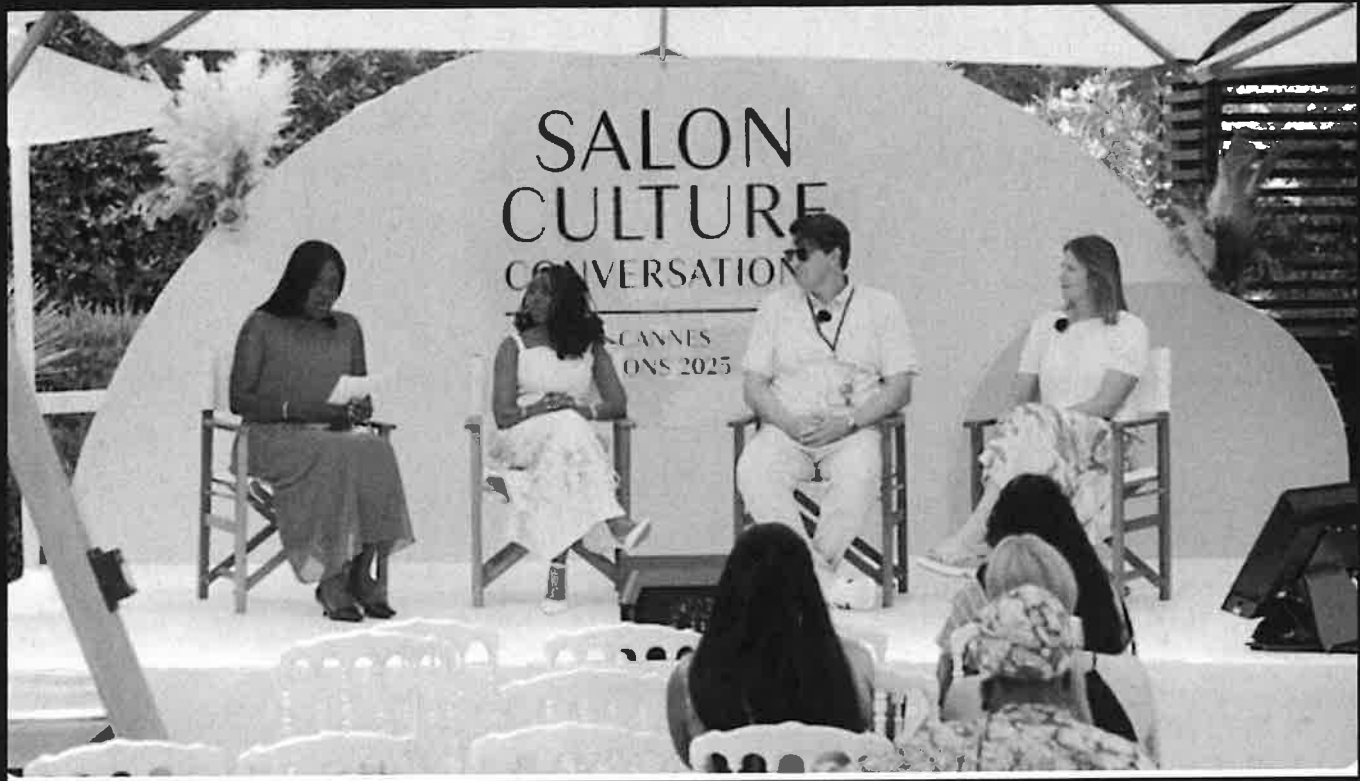
- Developed a comprehensive strategic communications plan for the "What Works Cities Certification" program.
- Crafted compelling narratives and messaging frameworks to articulate their unique value proposition.
- Managed proactive media relations, securing high-profile placements and interviews for key leadership.
- Provided speaker visibility strategies and media training for senior executives.
- Executed targeted campaigns for major milestones, including their 10-Year Anniversary and 100 Certified Cities achievements.

2

Results

- Secured national recognition for Results for America's Managing Director in civic innovation circles.
- Achieved significant media placements in prominent publications like Authority Magazine and features at prestigious events such as Cannes Lions.
- Expanded overall media traction and public awareness for key initiatives and programs.
- Successfully repositioned Results for America as a leading voice in data-driven municipal governance.
- Resulted in a contract extension for an additional year, demonstrating client satisfaction and measurable impact.

Bloomberg Philanthropies Results for America



❏ Strategic Alignment with OST:

- Demonstrates BrandSavor's ability to elevate public institutions through storytelling
- Relevant to OST's aspiration to grow national visibility for College Savings and Unclaimed Property programs
- Aligns with OST's desire for increased credibility and thought leadership within the civic innovation space

FreshBooks

The Move to Make

FreshBooks needed to reposition itself as a leading voice in small business empowerment amidst national discourse on the future of work, generative AI, and pay disparities. The company also sought deeper traction with journalists covering entrepreneurship, tech, and equity.

What We Did

- Developed a data-driven PR narrative focused on gender equity and innovation in AI
- Pitched executive thought leadership to top-tier and niche publications
- Created strategic talking points and media messaging frameworks for equity-focused outlets

Results

50+

Media Outlets

Featured in outlets including WSJ, TechCrunch, Inc., and Forbes

500K+

Impressions

From press releases and long-form placements

Elevated FreshBooks' profile as a trusted voice for the future of small business technology and workplace equity.



Strategic Alignment with OST:

- Illustrates BrandSavor's ability to harness public discourse (e.g., equity, innovation) to boost visibility
- Shows success translating abstract trends (like AI) into action-driving stories—critical for OST's programs like MPACT
- Reinforces our ability to pitch financial themes across traditional, tech, and social justice channels

PPRO

The Move to Make

PPRO, a prominent global payments infrastructure provider from London, sought to establish a commanding presence in the highly competitive U.S. fintech market. Despite its strong European reputation, PPRO needed a strategic communications partner to build credibility, brand familiarity, and executive authority as it scaled its team, partnerships, and overall footprint across North America.

What We Did

- Developed and executed an "always-on" public relations engine, securing continuous high-profile coverage to elevate brand recognition.
- Positioned senior executives as thought leaders through strategic placements in industry podcasts and publications.
- Crafted compelling narrative angles focusing on payment security, merchant trust, and tailoring local payment preferences for global e-commerce.
- Implemented a comprehensive market entry support strategy, leveraging education-driven PR to compete effectively with larger, established fintech players.

Results

170+ Media Placements

Within 12 months across Payments Source, Morning Brew, and Business Insider, enhancing brand visibility.

\$1B+ Valuation Achieved

PPRO reached unicorn status during our engagement, validating its market impact.

U.S. Market Leader

Established strong positioning as a knowledgeable and trusted global payments player in North America.



Strategic Alignment with OST:

- Highlights BrandSavor's success in transforming low-recognition programs into household names
- Illustrates our long-term approach to credibility building—a key goal for OST's Unclaimed Property program
- Emphasizes our proven process for turning complex financial services into digestible, high-frequency media content

PaymentsJournal

Commercial Credit Debit Digital Assets & Crypto Digital Banking Emerging Payments Fraud & Security

ePayment Security Concerns: How Merchants Can Make Their Customers Feel Safe

By Steve Villegas

June 27, 2013



Transaction security is critical to online sales, but buyers apparently have limits to the security protocols they'll put up with, according to a new survey.

Merchants that want to sell internationally should make transactions as easy, convenient and safe as possible, which likely involves offering the payment options preferred in local markets.

A new Experian survey of shopping habits in several countries shows that two-thirds of respondents appreciate the security protocols merchants have to keep their purchases safe. However, 42% of millennials indicated they would shop online more if security options were less onerous.

Strategic Alignment with OST:

- Highlights BrandSavor's success in transforming low-recognition programs into household names
- Illustrates our long-term approach to credibility building—a key goal for OST's Unclaimed Property program
- Emphasizes our proven process for turning complex financial services into digestible, high-frequency media content

Closing & Thank You

We're honored to be considered as a communications partner to the Mississippi Office of the State Treasurer. From our first review of the RFP, we recognized both the integrity and the innovation present in your work. We see this not only as a marketing assignment—but as a mission to make government services more accessible, more human, and more trusted.

At BrandSavor, we believe that stories have the power to reclaim lost dollars, rebuild public trust, and reimagine what's possible for every family across Mississippi. We are excited to bring our creativity, strategic insight, and deep respect for your vision into this collaboration.

Thank you again for the opportunity to submit our proposal. We look forward to the possibility of working together.

With appreciation,

The BrandSavor Team



Strategic Communications & Marketing Approach

Our approach blends message clarity with market relevance using a tailored PESO strategy:

Objectives:

- Elevate OST's visibility, credibility, and cultural relevance
- Deepen understanding of core programs (e.g., MACS, MPACT, Unclaimed Property)
- Foster participation and measurable outcomes

Pillars:



Narrative Development

Reframe complex services into community-first storytelling



Media Engagement

Build relationships with outlets like WLBT, Mississippi Today, Forbes, and regional podcasts



Creative Production

Develop modular toolkits, multilingual content, and campaign-specific visuals



Grassroots Activation

Equip faith-based, civic, and education partners with comms collateral



Performance Monitoring

Deliver actionable monthly and quarterly reports aligned with KPIs

Discovery Workshop

Our comprehensive Discovery Workshop immerses our team in your communication landscape, challenges, and strategic objectives. This interactive session uses collaborative exercises and deep-dive discussions to unearth insights, essential for crafting an effective communications roadmap aligned with the Mississippi Office of the State Treasurer's mission.

Our Discovery Workshop Includes:

- **SOAR Analysis:** Identify Strengths, Opportunities, Aspirations, and Results to build on existing successes and chart future growth.
- **Macro & Micro Trends Mapping:** Analyze broader societal shifts and specific audience behaviors impacting communication effectiveness.
- **Story Mining Sessions:** Uncover compelling narratives and testimonials that highlight OST's impact and connect with diverse communities.

This 360-degree discovery ensures strategic recommendations are built on shared understanding and data-driven insights, setting the stage for an impactful communications strategy.

SOAR Analysis

The SOAR framework—Strengths, Opportunities, Aspirations, and Results—is a strategic planning tool focused on possibilities, vision, and measurable impact. Unlike SWOT, SOAR is future-facing, grounded in collaboration and shared goals.

For this proposal, our SOAR analysis surfaces OST's strengths, untapped communication opportunities, aspirations, and how success will be measured. It guides our communications roadmap and ensures alignment with OST's evolving priorities.

Strengths

Strong reputation, dedicated leadership, successful program delivery (e.g., Unclaimed Property).

Opportunities

Expand digital engagement, enhance public education, leverage community partnerships.

Aspirations

Be a transparent, accessible, trusted resource; set a new standard for state-level financial communication.

Results

Increase public trust, program participation, media mentions, and constituent engagement.

Thought Leadership: "Mississippi Money Confidence"

The "Mississippi Money Confidence" platform is designed to position the OST as a forward-thinking, trusted source on savings, transparency, and financial empowerment. This initiative goes beyond traditional awareness—it creates credibility and connection by placing OST leaders in the heart of statewide and national financial conversations.

Strategic Messaging Themes:

- Rebuilding Trust in Government
- Championing Generational Wealth
- Making Public Finance Personal

To build a solid foundation for our key subject matter experts – Treasurer David McRae, the Director of Communications, and Program Leads – we will craft compelling narratives, talking points, and media kits that reflect these themes. This ensures a cohesive and impactful voice across all platforms, establishing OST as the go-to resource for financial confidence in Mississippi.

Recommended Tactics:



Editorial placement in national and statewide outlets, including Op-eds, Letters to the Editor, and contributed articles



Targeted media outreach to financial, political, and lifestyle journalists to secure interviews and thought leadership opportunities



Content creation for OST's digital channels (website, social media) to amplify messages and engage directly with constituents



Strategic speaking engagements at conferences, community events, and stakeholder meetings to share insights and build relationships

This holistic approach will redefine OST's role from administrative body to a proactive advocate for Mississippians' financial well-being, fostering a culture of confidence and security across the state.

Big Idea: Your Money, Your Mississippi

We propose a statewide, unifying campaign identity that humanizes OST's services, connecting all public-facing programs under one clear, confident, community-forward message.

- **Personal Ownership**

Emphasizes personal ownership and the direct impact of financial decisions.

- **Mississippi Culture**

Taps into the state's unique values: community, family legacy, and state pride.

- **Collective Contribution**

Frames financial health as a collective contribution to state prosperity.

1

UNIFYING Programs

Unites initiatives like MACS, MPACT, and Unclaimed Property.

2

SIMPLIFY Communication

Creates a clear umbrella message for all Mississippians.

3

HOLISTIC Understanding

Fosters comprehensive understanding of financial empowerment.

Rural Focus

- Generational wealth.
- Family farm future.
- Local business support.

- **Emotional Benefits**

Fosters confidence, security, and a strong sense of belonging.

Urban Focus

- Financial growth opportunities.
- Entrepreneurship & innovation.
- Community development.

- **Practical Support**

Communicates OST as an accessible partner with tangible tools.

- **Trusted Ally**

Transforms the OST into a trusted partner in financial journeys.

Example Activations:



"Money Confidence Tour"

Mobile pop-up claiming stations & media support.



"Your Mississippi Story"

Short films on families saving/reclaiming funds.



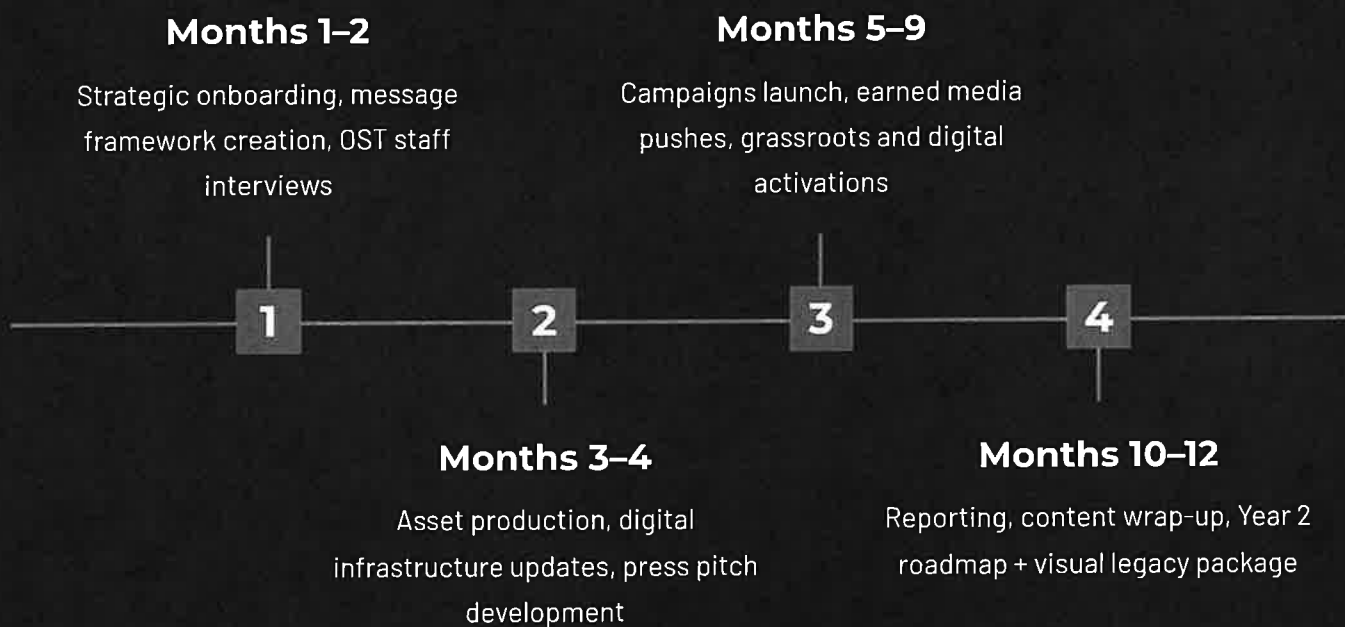
College Savings Blitz

High school/HBCU partnerships & scholarships.

Deliverables

- Refined brand framework and style guide
- Seasonal campaign bundles (4 total)
- Partner comms kits (8 cities)
- 2 motion graphic explainers
- Monthly metrics dashboard

Work Plan



Investment & Fee Structure

At BrandSavor, we view investment not as a static line item, but as a powerful catalyst for transformation. Every dollar deployed should yield not only visibility—but measurable results: increased enrollments, returned claims, community trust, and public impact.

Our philosophy is anchored in three pillars:

Transparency

Clear allocations across strategy, storytelling, media, and grassroots engagement—mapped to outcomes with real-time reporting.

Balance

Strategic weight placed on the most trust-building and credibility-driving tactics—especially earned media and message development.

Flexibility

Room to adapt. Campaigns evolve, momentum shifts, and priorities expand. Our investment model ensures nimble responsiveness.

Five-Year Investment Framework

Total Investment: \$685,000 Monthly Retainer: \$11,417

Our monthly retainer of \$11,417 is strategically allocated to maximize impact and reach:



70% for PR, Media Relations & Messaging

(\$7,992/month)



30% for Paid Media, Content Marketing & Creative

(\$3,425/month)

Over five years, this investment strategy builds a robust and lasting public presence:

01

Year 1: Foundation, Messaging & Campaign Launch

Establishing core brand framework, strategic messaging, and initiating first campaigns.

02

Year 2: Launch & Expansion

Initiating campaigns and broadening partner engagement.

03

Year 3: Engagement & Growth

Deepening community ties and expanding digital platforms.

04

Year 4: Amplification & Positioning

Enhancing digital reach and public sector influence.

05

Year 5: Sustained Impact & Legacy

Securing long-term influence and evaluating future strategies.

Detailed Pricing Breakdown

Hourly Rates by Staff Level and Service Type:

Staff Level	Hourly Rate	Service Type
Senior Partner/Principal	\$250/hour	(strategy, executive counsel)
Senior Director	\$225/hour	(campaign management, media relations)
Account Director	\$175/hour	(project management, content development)
Senior Account Manager	\$125/hour	(execution, research, coordination)
Account Manager	\$95/hour	(administrative support, basic execution)

Media Placement and Buying Services:

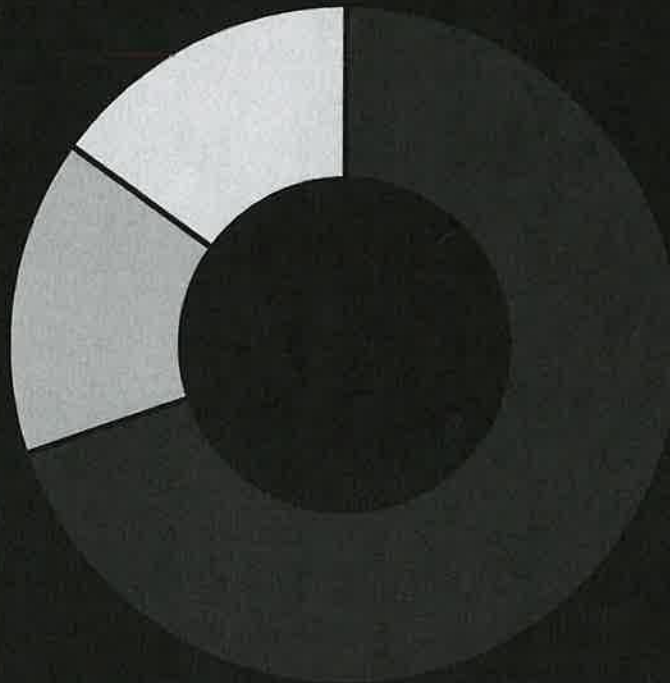
- Media planning and strategy: 15% commission on media spend
- Media buying and placement: 12% commission on media spend
- Volume discounts: 10% reduction in commission for annual media spend over \$100K, 15% reduction for spend over \$250K
- No markup on third-party media costs
- Separate line item for media monitoring and reporting: \$500/month

Production Charges with Cost per Unit:

- Video production: \$5,000 - \$15,000 per finished minute (based on complexity)
- Motion graphics/animation: \$2,500 - \$7,500 per finished piece
- Photography: \$175/hour + \$50/edited image
- Graphic design: \$175/hour with \$75/hour for revisions
- Copywriting: \$150/hour or \$0.75 per word for long-form content
- Website development: \$175/hour for development, \$125/hour for updates

Annual Investment Breakdown by Function

Annual Cap: \$137,000



Strategy, Messaging & PR

Creative Production

Media Buying & Paid Digital

Function Area	Allocation	Key Activities
Strategy, Messaging & PR	\$95,900	Message house, campaign plans, development of 4 op-eds, earned media, pitch development, speaker visibility
Creative Production	\$20,550	Asset design, collateral creation, campaign visuals, templates
Media Buying & Paid Digital	\$20,550	Targeted ads (social, search), performance tracking

This allocation model ensures that core campaign messaging and thought leadership anchor all activity—maximizing OST's voice and public credibility—while ensuring creative and media dollars are focused, scalable, and high-performing. Community-based tactics and public event activations are strategically folded into the messaging and PR approach to ensure consistency and streamlined impact.

Appendix: Required Forms

APPENDIX A PRICING SCHEDULE

Fill out the below table with the service and the proposed price. Include the unit for price (per hour, percentage above cost, etc)

SERVICE	PROPOSED PRICE
Strategic Counsel & Messaging Strategy	\$250/hour (Sr. Partner) 8 hours/month
Campaign Strategy & Media Relations (Sr. Director)	\$225/hour, 12 hours/month
Media Relations & Press Outreach	\$225/hour (Sr. Director), 20 hours/month
Copywriting (Op-eds, commentaries)	\$150/hour or \$0.75/word, 10 hours/month
Thought Leadership Development	\$225/hour, 8 hours/month
Project Coordination & Admin Support	\$125/hour, 12 hours/month
Media Monitoring & Reporting	\$500/month
Creative Design & Production	\$175/hour (plus \$75/hour revisions), 5 hrs/month
Motion Graphics / Animation	\$2,500-\$7,500 per piece
Photography	\$175/hour + \$50 per edited image
Website / Content Updates	\$175/hour (dev), \$125/hour (updates)

Appendix: Required Forms

APPENDIX B Office of the State Treasurer

Request for Proposals - Communications and Marketing Consultants

OFFEROR'S REPRESENTATION REGARDING CONTINGENT FEES

By responding to the solicitation the offeror represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response.

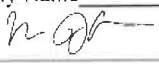
REPRESENTATION REGARDING GRATUITIES

Offeror represents that it has not, is not, and will not offer, give, or agree to give any employee or former employee of OST a gratuity or offer of employment in connection with any approval, disapproval, recommendation, development, or any other action or decision related to the solicitation and resulting contract. Offeror further represents that no employee or former employee of OST has or is soliciting, demanding, accepting, or agreeing to accept a gratuity or offer of employment for the reasons previously stated; any such action by an employee or former employee in the future, if any, will be rejected by offeror. Offeror further represents that it is in compliance with the Mississippi Ethics in Government laws, codified at Mississippi Code Annotated §§ 25-4-101 through 25-4-121, and has not solicited any employee or former employee to act in violation of said law.

CERTIFICATION OF INDEPENDENT PRICE DETERMINATION

By submitting a proposal, the offeror certifies that the prices submitted in response to the solicitation have been arrived at independently and without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.

L. Prospective Contractor's Representation Regarding Contingent Fees – By responding to this solicitation, the offeror represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. If the offeror cannot make such a representation, a full and complete explanation shall be submitted in writing with the offeror's response to the Office of the State Treasurer prior to contract execution. (Appendix B)

Company Name BrandSavor Media & Marketing
Signed 
Print Name Nikkia Adolphe
Title Founding Partner & Head of Strategy
Date ³¹ / ³ / 2025
MM DD YY


APPENDIX C
Release of Proposal as Public Record

The offeror shall acknowledge which of the following statements is applicable regarding the release of its proposal as a public record. An offeror may be deemed non-responsive if the offeror does not acknowledge either statement, acknowledges both statements, or fails to comply with the requirements of the statement acknowledged.

CHOOSE ONE:

☐ Along with a complete copy of its proposal, offeror has submitted a second copy of the proposal in which all information offeror deems to be confidential commercial and financial information and/or trade secrets is redacted in black. Offeror acknowledges that it may be subject to exclusion pursuant to Chapter 15 of the PPRB OPSCR Rules and Regulations if MEMA or the Public Procurement Review Board determine redactions were made in bad faith in order to prohibit public access to portions of the proposal which are not subject to Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. Offeror acknowledges and agrees that MEMA may release the redacted copy of the proposal at any time as a public record without further notice to offeror. A offeror who selects this option but fails to submit a redacted copy of its proposal may be deemed non-responsive.

☒ Offeror hereby certifies that the complete unredacted copy of its proposal may be released as a public record by MEMA at any time without notice to offeror. The proposal contains no information offeror deems to be confidential commercial and financial information and/or trade secrets in accordance with Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. *Offeror explicitly waives any right to receive notice of a request to inspect, examine, copy, or reproduce its proposal as provided in Miss. Code Ann. § 25-61-9(1)(a).* An offeror who selects this option but submits a redacted copy of its proposal may be deemed non-responsive.

Signed  _____

Print Name Nikkia Adolphe

Title Founding Partner & Head of Strategy

Date 11 / 7 / 2025
MM DD YY

Appendix: Required Forms

APPENDIX D Acknowledgement of Amendments

The offeror shall acknowledge receipt of any amendment to the RFP in writing. The acknowledgement shall be submitted with your bid package. Each bidder shall submit a written acknowledgement of every amendment to the Office of the State Treasurer on or before the submission deadline.

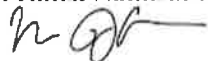
Please list the amendments acknowledged by the amendment number and date:
Amendments Acknowledged: Amendment #1 – October 4, 2025, Amendment #2 – October 14, 2025

BrandSavor Media & Marketing

Company Name:

Nikkia Adolphe

Printed Name of Representative:



Nov 03, 2025

Signature / Date

***Note:** Failure to sign the acknowledgement form may result in the bid/offer being rejected as non-responsive. Modifications or additions to any portion of this bid document may be cause for rejection.*

Appendix: Required Forms

Request for Proposals Communications and Marketing Consultants RFP# 312003221

Amendment #2 Questions and Answers

Question#	Section#	Page#	Question (as submitted)	OST Response
1	N/A	N/A	Is there a budget or budget range for this RFP?	Over the last five years, we have spent approximately \$685,000 for all communications and marketing. We hope to stay within this range.
2	N/A	N/A	Is there an anticipated or recommended budget range that OST would like respondents to consider?	See previous response to Question #1.
3	N/A	N/A	Will OST give preference to Mississippi-based agencies or those with an in-state presence?	Preference won't be given to in-state firms; however, any company selected must be a registered business entity with the Mississippi Office of the Secretary of State.
4	4.3.G	17	Is the intent to award a single contract, or would OST consider awarding portions of the scope to multiple vendors?	The RFP is open to awarding multiple contracts.
5	N/A	N/A	Are there specific KPIs (e.g., awareness lift, lead generation, claims processed for Unclaimed Property, CPSM/MACS enrollments, media reach/engagement) that OST wants tracked and reported?	We have internal systems that track claims processed and contract enrollments. No other KPIs are needed.

6	N/A	N/A	Should respondents assume the contractor will manage all media planning/buying, or does OST have existing media relationships/contracts we should plan around?	The current contract, which expires on December 2, 2025, is the only communications and marketing contract we have. However, we have working relationships with local media outlets, and we reserve the right to maintain those relationships.
7	N/A	N/A	We did not see a pre-proposal conference/meeting referenced. Could you please confirm whether one is scheduled?	A pre-proposal meeting is not scheduled.
8	N/A	N/A	I was hoping to understand which other local or regional government municipalities that the Office of State Treasurer for MS deems as a peer/competitor? This will give us an idea on how we approach our research.	Our peer set might be the agencies of other statewide elected officials and any other state agency that has public outreach. However, since each of our state agencies have different programs and responsibilities, our marketing and communications needs vary.
	N/A	N/A	What is the measurable OST Communications and Marketing goal?	<ul style="list-style-type: none"> Unclaimed Property: Understanding of UP, that UP is not a scam, and number of claims initiated, and number of claims paid. College and Career Savings: Understanding of both state-sponsored 529 plans – MACS and MPACT, MPACT Contract Enrollments, MACS Accounts Opened and Funded.
10	N/A	N/A	How will success be measured one year after the engagement begins for College Savings Programs (MPACT and MACS) and Unclaimed Property?	<ul style="list-style-type: none"> College Savings Contract Enrollments Unclaimed Property Claims Paid

Appendix: Required Forms

11	N/A	N/A	What are the expected KPIs and conversions for each program?	See previous response to Question #5.
12	N/A	N/A	Do written marketing and media plans exist now for (1) College Savings Programs (MPACT and MACS) and (2) Unclaimed Property?	No written marketing/media plans currently exist.
13	N/A	N/A	Will any other marketing plans be available for review and use as a foundation?	No, we want original thought and concepts brought to the table for College and Career Savings as well as Unclaimed Property.
14	N/A	N/A	Are marketing materials design-only, or should printing be included in our estimates?	Printing should be included in your estimates.
15	N/A	N/A	If printing is needed, what quantities are expected for each piece?	This varies depending on the collateral, but we usually print 1,000 of an item at a time. College and Career Savings has the most collateral; Unclaimed Property currently only has a brochure.
16	N/A	N/A	Could you describe the primary and secondary target audiences for College Savings Programs (MPACT and MACS) and for Unclaimed Property?	<ul style="list-style-type: none"> • Unclaimed Property: Adults 18+ in Mississippi. • College and Career Savings: Young Parents and Grandparents
17	N/A	N/A	What age group has been most receptive to each program?	<ul style="list-style-type: none"> • Unclaimed Property: All Adult Mississippians • College and Career Savings: Young Parents/Grandparents

18	N/A	N/A	What media channels have been most successful in achieving OST's goals?	<ul style="list-style-type: none"> • Local Officials • Facebook • Talk Radio • General Interest TV Interviews • Mississippi Centric Channels
19	N/A	N/A	Are there any media channels OST prefers to avoid?	<ul style="list-style-type: none"> • TikTok
20	N/A	N/A	What is the expectation for event marketing?	<ul style="list-style-type: none"> • Print Materials: Yard Signs. Other materials to support the event if needed (event collateral) • Social Media Marketing • Media Spots
21	N/A	N/A	What level of agency support is most needed to assist OST staff for events?	<ul style="list-style-type: none"> • OST Staff will handle event staffing. No in person staffing needed from anyone other than OST staff.
22	N/A	N/A	Is there a PR plan in place now?	No
23	N/A	N/A	Does OST most need PR support with identifying story opportunities, writing and distributing releases, pitching stories, or other PR activities?	<ul style="list-style-type: none"> • Our biggest goal is always to increase awareness of Unclaimed Property and College and Career Savings Mississippi. We have done a lot of work to bring awareness of our programs to Mississippians but feel we still have a long way to go. The biggest hurdle for Unclaimed Property is people thinking it is a scam. • We are looking for support writing draft press releases, pitching stories, and bringing awareness to our programs.

Appendix: Required Forms

24	2.1 – 2.1.4 4.2	7-9 15-16	I'm working through RFP# - 3120003221, and it is requesting a proposal for management and a separate proposal for technical. I've reviewed the RFP and found some sections of what should be included in our response, but I did not see a breakdown of what should specifically be included in the management and what should be in the technical. Apologies if I am overlooking it, but is there a section or separate document showing exactly what should go in each proposal?	The Scope of Services and Information Required on Pages 7-9 as well as the Evaluation Criteria on pages 15-16 detail what should be included in your proposal.
25	1.6	5	Could we request an extension to the submission deadline considering the upcoming holiday?	The submission deadline has been extended to November 3, 2025
26	N/A	N/A	Do you have an incumbent and would they be participating in this RFP?	Yes, we currently have a communications and marketing contract / incumbent, and they will be submitting a proposal.
27	N/A	N/A	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?	See previous response to Question #3.
28	N/A	N/A	Could you let us know what the budget is for this work?	See previous response to Question #1.
29	2.1 – 2.1.4 4.2	7-9 15-16	Will the new amended RFP provide guidance on how your folks would like the proposals written?	See previous response to Question #24.

30	N/A	N/A	I came across your communications RFP and was wondering if you are open to bids from Canada.	See previous response to Question #3.
31	1.5	5	Is it okay if we wait until we review answers to questions, on October 20th, before deciding whether we would like to keep our previously submitted proposal, or submit a new one?	It is certainly fine to wait until October 20 to decide if you want to resubmit. The new deadline is November 3 rd .
32	Appendix B Appendix C Appendix D	26 27 28	Also, if we would like to keep our submitted proposal the same, would we need to fill out and submit the newly added Appendix B and Appendix D documents separately?	If you decide not to resubmit a proposal, please complete a new Appendix B (it has been modified), as well as Appendix C and D.
33	N/A	N/A	Will OST provide an approximate annual marketing budget or allocation per program to help respondents plan appropriate levels of strategy, creative development, and media activity?	See previous response to Question #1.
34	N/A	N/A	Does OST anticipate providing a separate media budget outside the professional services contract for paid placements, or should respondents include projected media spend within their proposed fixed-price cost structure?	In some instances where our local media relationships may come into play, we would anticipate using a separate media budget, but otherwise please include budgetary estimates in your proposal.
35	N/A	N/A	Are there any current sports marketing partnerships OST would like maintained or re-evaluated, or should respondents propose new collegiate and community partnerships from scratch?	We have several current sports marketing contracts pertaining to the college savings programs that are negotiated outside this contract. However, this does not preclude the vendor from proposing additional opportunities.
36	N/A	N/A	Is there an incumbent communications contractor, and if so, should respondents anticipate transition support during the contract start-up period?	There is a current expiring contract. So, yes, there may be action required to ensure smooth transition and continuity.

Appendix: Required Forms

37	N/A	N/A	Can OST clarify the expected scope of employer marketing? For example, does OST envision statewide employer partnerships coordinated by the contractor, or is the intent primarily to provide creative toolkits and messaging for OST staff to distribute?	Primarily the latter.
38	N/A	N/A	Should respondents assume media-relations management (pitching, press lists, monitoring) or only message development and press-release drafting under this item?	Pitching and monitoring may be needed. However, in those cases where Treasury personnel may have existing relationships, these outreaches will be made in close coordination with Treasury staff.

Receipt of Amendment #2 Acknowledged:

Company: BrandSavor Media & Marketing

By: 

Printed Name: Nikkia Adolphe

Title: Founding Partner, Head of Strategy

