



Corporate Experience:

Creative Direct Marketing Group has been providing professional Advertising Services to our government and corporate clients since 1974. Our reputation for success is due to 40 years of delivering direct response marketing, direct mail, targeting strategy, and accountable advertising throughout the U.S. Some of our largest clients include Humana, Chevron, Blue Cross Blue Shield, Health Alert and True Religion Jeans.

Personnel with CDMG are committed to exceptional customer service, timely output, and efficiency in their efforts.

Organization's number of employees, experience in the field, and resources available to enable it to fulfill requirements:

CDMG is a Tennessee -based, Small Business with 18 employees that are some of the best in the country. Our firm's core strength resides in our experienced personnel who have solid backgrounds in Direct Marketing, Digital Marketing, Video, TV, Radio, and Integrated Marketing Solutions among other Advertising Services. Employees with CDMG, Inc. possess over 140 years of combined experience providing quality services and exceptional results to meet our clients' expectations.

Our service is unmatched by our competitors because CDMG always puts clients first. Our company maintains a strong understanding of Advertising Services, is results-driven and remains focused on exceeding clients' expectations in every project. CDMG utilizes Direct Response Advertising which is a type of marketing designed to elicit an instant response by encouraging prospects to take specific action. CDMG works tirelessly to help clients achieve their mission objectives as efficiently and cost-effectively as possible.

Brief history of the Offeror's activities contributing to the development of expertise and capabilities related to this requirement:

Craig Huey, Founder and CEO of CDMG, is responsible for our management and operations. With over 40 years of experience in the field, Craig is included in all aspects of our firm's development and oversees client progress, prepares/negotiates client's contracts, and supervises the overall project by providing quality assurance and control. Craig possesses a strong working knowledge of both strategic and tactical planning strategies for complex projects through conception to completion.

Since CDMG's inception in 1974 we have been the catalyst for over \$10 billion in positive capital for our clients.

Turning small companies into thriving businesses and medium-sized businesses into multi-million-dollar corporations using our expertise in direct response marketing, direct mail, targeting strategy, and accountable advertising. Craig is the winner of 100+ major marketing awards for breakthrough

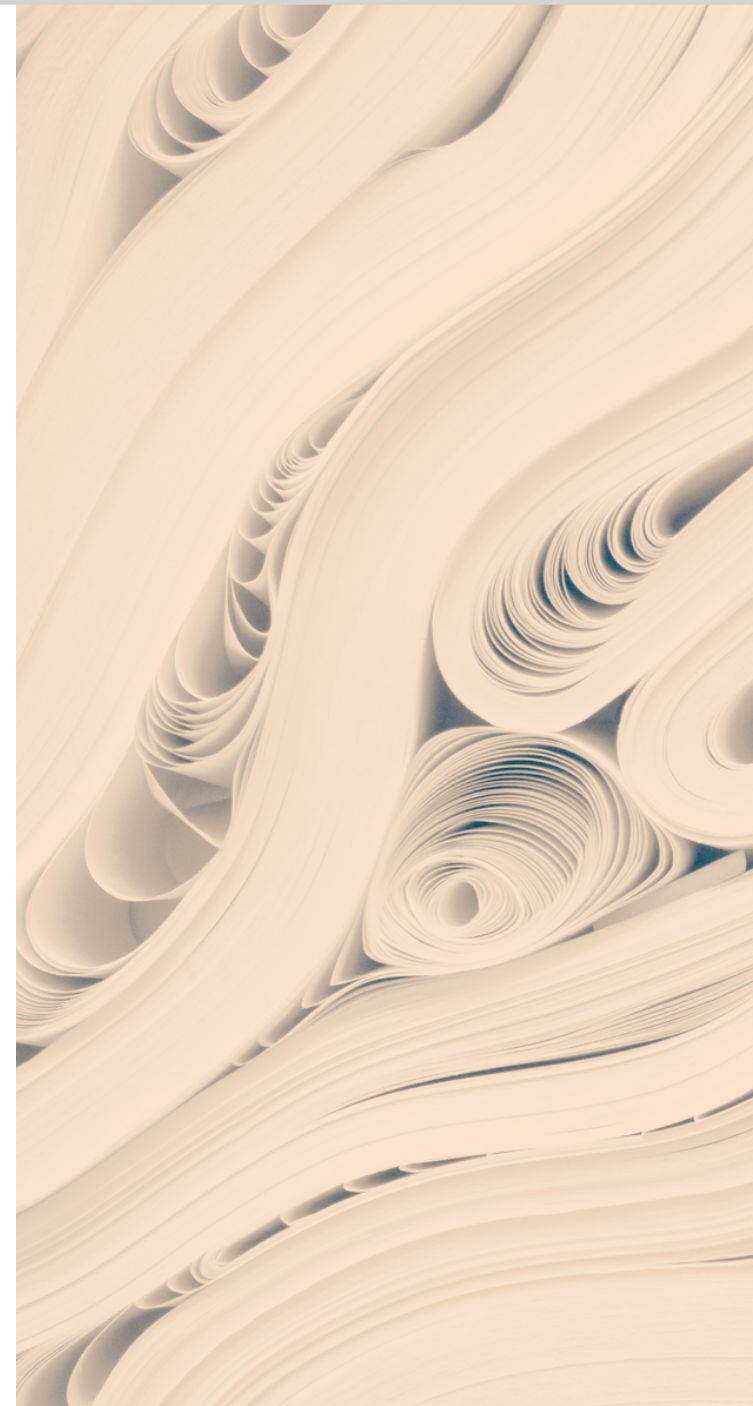


campaigns for multi-million-dollar sales, more than any other Direct Response Ad Agency in history. The awards include the prestigious Summit International Platinum Award.

Being part of an ever-changing industry, CDMG consistently expands our capabilities to meet requisite changes in our trade. Our mission is to provide cost effective advertising solutions with speed and quality with our vision and values through our commitment to helping our clients achieve unparalleled success in an ethical and responsible manner. Our goal is to craft advertising and marketing strategies that effectively promote our clients' services and products, helping them build stronger, more profitable companies.



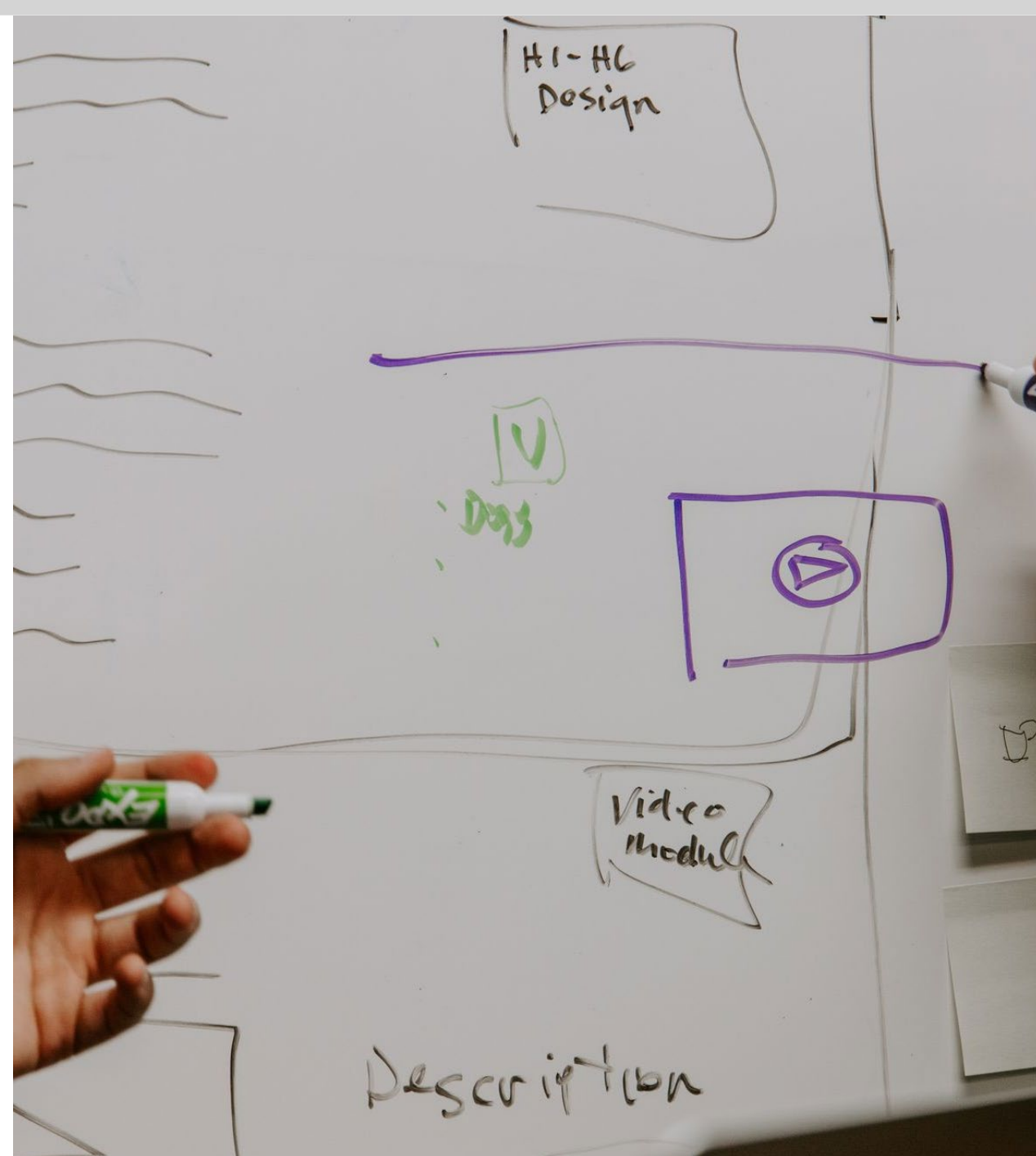
Communications and Marketing Consultants



How We Do It?

DIRECT RESPONSE FOR THE 21ST CENTURY

Our marketing campaigns generate better results from scientifically proven direct response strategies that are highly targeted, creating greater greater lifetime value from your customers.



A vertical strip on the left side of the slide shows handwritten notes on a whiteboard. The notes include '200k', '75k', '25k', 'News', 'May A', 'May B', 'P', and several mathematical calculations: $.55 = 1.23$, $.55 = .82$, $.48 = .41$, and $.33 = .71$.

Results Driven Marketing

Optimizing Your Marketing Through Strategic Targeting

Your audience of likely buyers have commonalities that can be identified using meta-using meta-data, giving us a pool of potential customers that are highly likely to likely to respond.

We then target these prospects with a multichannel marketing campaign, where the highly targeted list of potential buyers receive the ad messaging many times, to create multiple touch points and increase the likelihood of response.

With every campaign, we hold a response analysis, report results, and give suggestions on optimization for scaling profitably.



Target Audience

Meta-Data Science – This is how we find the right community of new customers

Knowing Your Audience Audience

With more data than ever before on user journeys and behaviors, along with the constant advancement of buyer behavior models, Look-alike modeling is more effective than ever.

What is Look-Alike Modeling?

The principal is simple. You want to attract new customers. What better way to do this than to identify prospects that behave like existing customers. We leverage buyer behavior models to process vast amounts of data and seek out hidden patterns across pools of users.

Transactional Meta-Data

Our most valuable data sets are looking at commonalities of transactional patterns or buying decisions. By using Transactional Data Modeling (TDM) we are turning meta data into PREDICTIVE data. It's the critical component – the KEYSTONE – of any multi-channel, integrated, marketing initiative.

Multichannel Marketing

Multiple touchpoints, increasing repetition and response

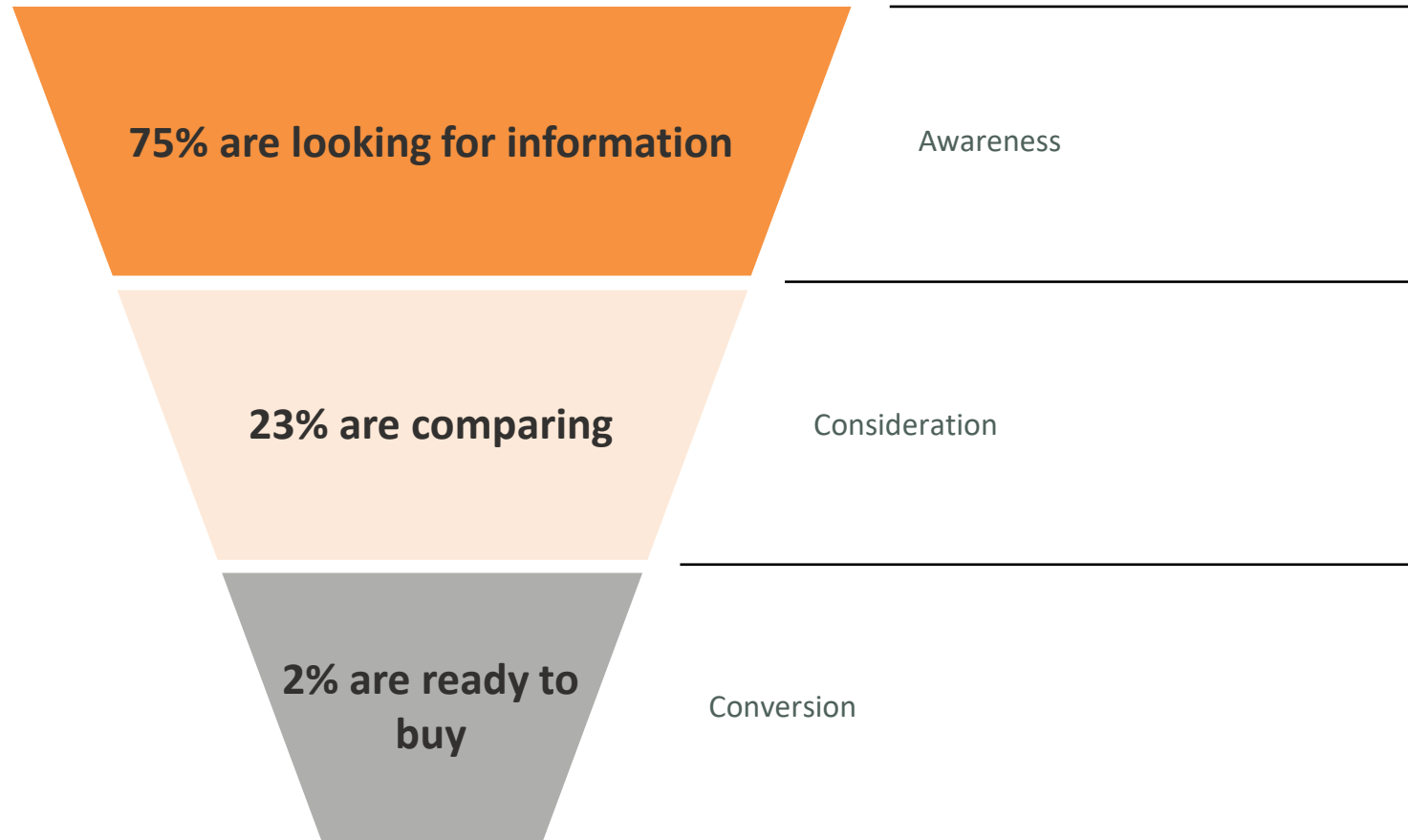
- After creating the right audience through Transactional Data Modeling (TDM), we target them across every platform, both online and offline.
- Our clients message will be seen by our target audience only, creating a high volume of repetition, helping the consumer to move through the conversion process.



- This approach combines many advertising channels across digital and traditional advertising sources.
 - Social Advertising
 - Search Engine marketing
 - Programmatic
 - Direct Mail
 - Drip Emails
 - Pre-Roll
 - TV commercials
 - Addressable TV
 - Financial Newsletter Awareness Network
 - Geotagging

Informational Marketing

What people are looking for online



Content is Still King

The purpose of informational marketing is to attract customers with useful content that catches their attention quickly, with little effort, and gives them the information they're seeking.

The main objective of this strategy is to catch the attention of those who are either:

- Those who are already interested in what the product can offer
- Those who become interested once they learn something new.

Information is what captivates your audience to start. Content that companies provide builds trust with potential and current customers, increasing the likelihood of conversion.

The Metrics That Matter

Accolades



Over 1,000
Campaigns

Focused on maximizing
lifetime value of customers



100+ Awards Won
and Counting

For over 40 years we have produced
campaigns that have won national awards across
multiple categories including video, website design,
digital campaigns and more.

Let's partner together.

A LEADER IN TARGET ADVERTISING

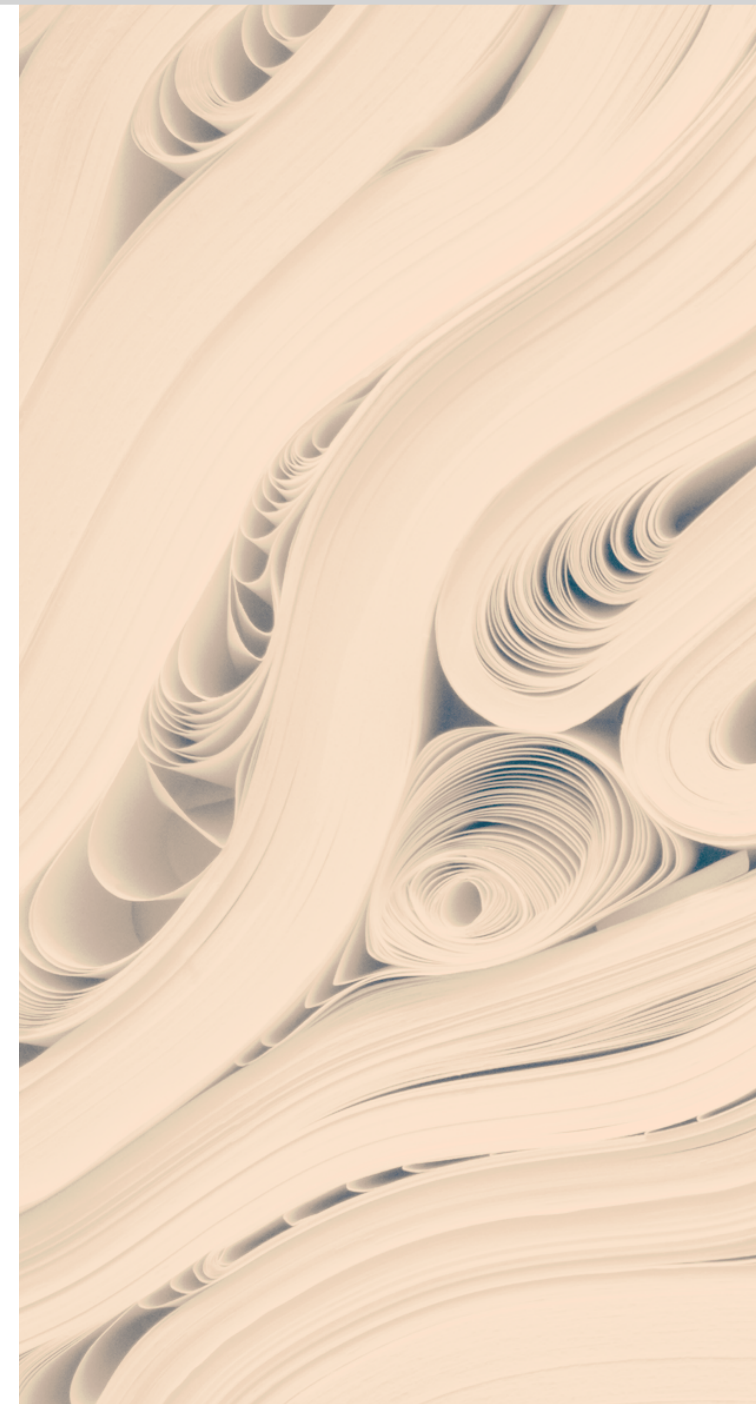


Creative Direct Marketing Group, Inc is a full-service, direct response advertising and digital marketing agency with one goal in mind: increasing your response, market presence, and profits through “accountable advertising.” For more than 40 years, we’ve helped turn start-ups into large companies... and large companies into multibillion-dollar businesses.





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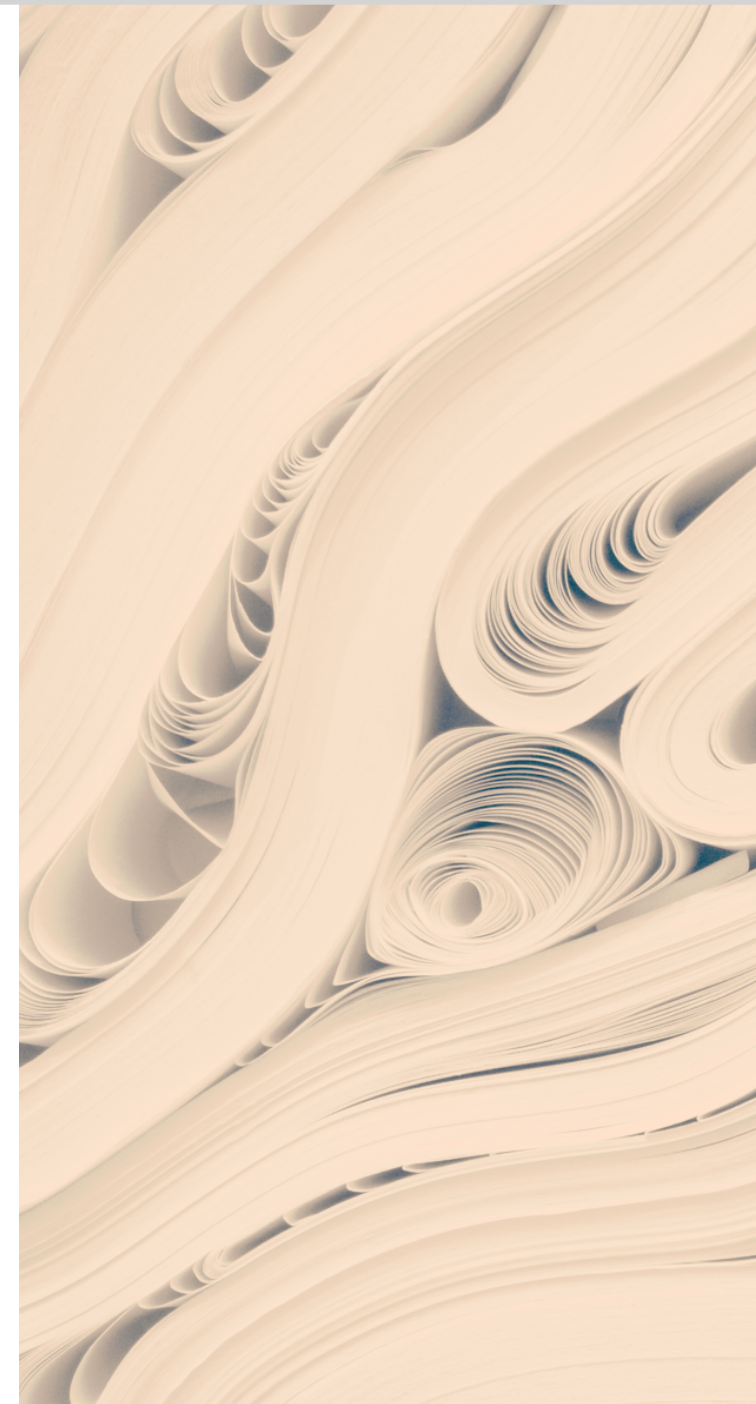


How CDMG Will Communicate Your Value To Your Community - Mississippi Office of the State Treasurer Campaign Pricing

	Year One	Year Two	Year Three	TOTAL
Strategic Planning & Account Management	\$40,000	\$40,000	\$40,000	\$120,000
Creative Development & Production	\$40,000	\$35,000	\$30,000	\$105,000
Media Planning & Placement (TV/Radio/Digital/Social/Sports)	\$70,000	\$70,000	\$70,000	\$210,000
Community & Event Marketing	\$15,000	\$15,000	\$15,000	\$45,000
Website & Digital Support	\$20,000	\$20,000	\$20,000	\$60,000
Printing & Materials Production	\$25,000	\$25,000	\$25,000	\$75,000
Public Relations & Media Outreach	\$7,000	\$7,000	\$7,000	\$21,000
Total Campaign Cost	\$217,000	\$212,000	\$207,000	\$636,000



Communications and Marketing Consultants



Meet the Leadership Team



Craig Huey

CEO & Founder

Visionary marketing leader for 40 years, who single handedly built an agency that's generated billions of dollars in wealth.



Caleb Huey

President

Dynamic architect of marketing strategies from copy concepts to audience data.



Jeremiah Dart

Director Of Data and Audiences

Data scientist with a focus on identifying commonalities in spending behavior and lookalike audience curation.



Jorge Sandoval

Director of Digital Marketing Marketing

A data and analytical driven driven genius of digital marketing strategies.



Brandon Brison

Creative Director

Brandon Brison is an accomplished Creative Director with a wealth of experience leading teams across a diverse range of businesses.

How Our Partnership Works

At the direction of the leadership team, our partnership will be managed by a dedicated team focused on the success of your campaign.

Dedicated Account Executive

YOUR PERSONAL POINT OF CONTACT THROUGHOUT THE CAMPAIGN. THEY WILL BE THE QUARTERBACK FOR ALL DETAILS OF YOUR CAMPAIGN.

Creative Director

WILL RESEARCH YOUR VERTICAL, YOUR COMPETITION, AND THE UNIQUENESS OF YOUR COMPANY AND EDUCATE YOUR PROSPECTS THROUGH OUR AWARD WINNING COPY.

Art Director

THEY WILL DESIGN EVERY ASPECT OF YOUR CAMPAIGN TO MAXIMIZE YOUR RESPONSE.

Director of Digital Marketing

IMPLEMENTS ALL THE DIGITAL STRATEGY TO MAXIMIZE YOUR OVERALL CAMPAIGN PERFORMANCE ACROSS THE DIGITAL SPECTRUM.

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 CHERRY DANCE MARKETING GROUP
Signed [Signature]
Print Name MICHAEL APPENDIX
Title OWNER OF BUSINESS DEVELOPMENT
Date 11/03/25
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 MICHAEL OPPENHEIMER

Title OFFICER OF BUSINESS DEVELOPMENT

Date 11 / 03 / 25
MM DD YY

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:

#1 10/15/25 #2 10/20/25

CHENNAI ASHOK MATHURAN CHAI

Company Name:

MATHURAN ASHOK

Printed Name of Representative:

11/3/25

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.