

Technical Proposal

RFP #3120003221 – Communications and Marketing Consultants

(Anonymous Submission)

Understanding of the Project

The Treasury's programs touch Mississippians in deeply practical ways — helping families save for college and reconnecting people with funds that belong to them. The goal isn't only awareness; it's **trust**.

Our team approaches this work as **storytelling at a statewide scale**. We turn policy language into everyday language, complex details into clear choices, and government initiatives into something people feel proud to engage with.

Every message, design, and placement is built to move Mississippians from **seeing information to acting on it**.



Approach to Scope of Services

Marketing Strategy

We follow a **Four-Stage Framework** that transforms insights into measurable impact:



Discover

Gather insight from prior outreach, enrollment data, and citizen feedback to identify where attention exists and where gaps remain.



Design

Translate insights into campaign stories that connect emotionally while staying factually precise.



Deliver

Launch coordinated campaigns across radio, TV, digital, social, and community events — balancing statewide reach with local authenticity.



Deepen

Measure performance, refine messaging, and scale what works.

Tactics include: Broadcast and digital advertising, employer and civic partnerships, and PR support for Treasury leadership. Messaging will stay consistent statewide, yet flexible for local communities.

Marketing Materials Design

Each visual or written piece will serve as a **small public invitation** — simple, trustworthy, and unmistakably clear.



Creative Direction

Develop campaign taglines and visuals that express optimism and financial confidence.



Production

Design enrollment booklets, brochures, banners, and social-media graphics meeting **ADA/WCAG 2.1 AA** standards.



Adaptability

Version assets for fairs, digital channels, and employer communications while maintaining one cohesive voice.



Quality Control


All deliverables undergo internal creative and compliance review before approval.

Evaluation of Results

Data-Driven Insights

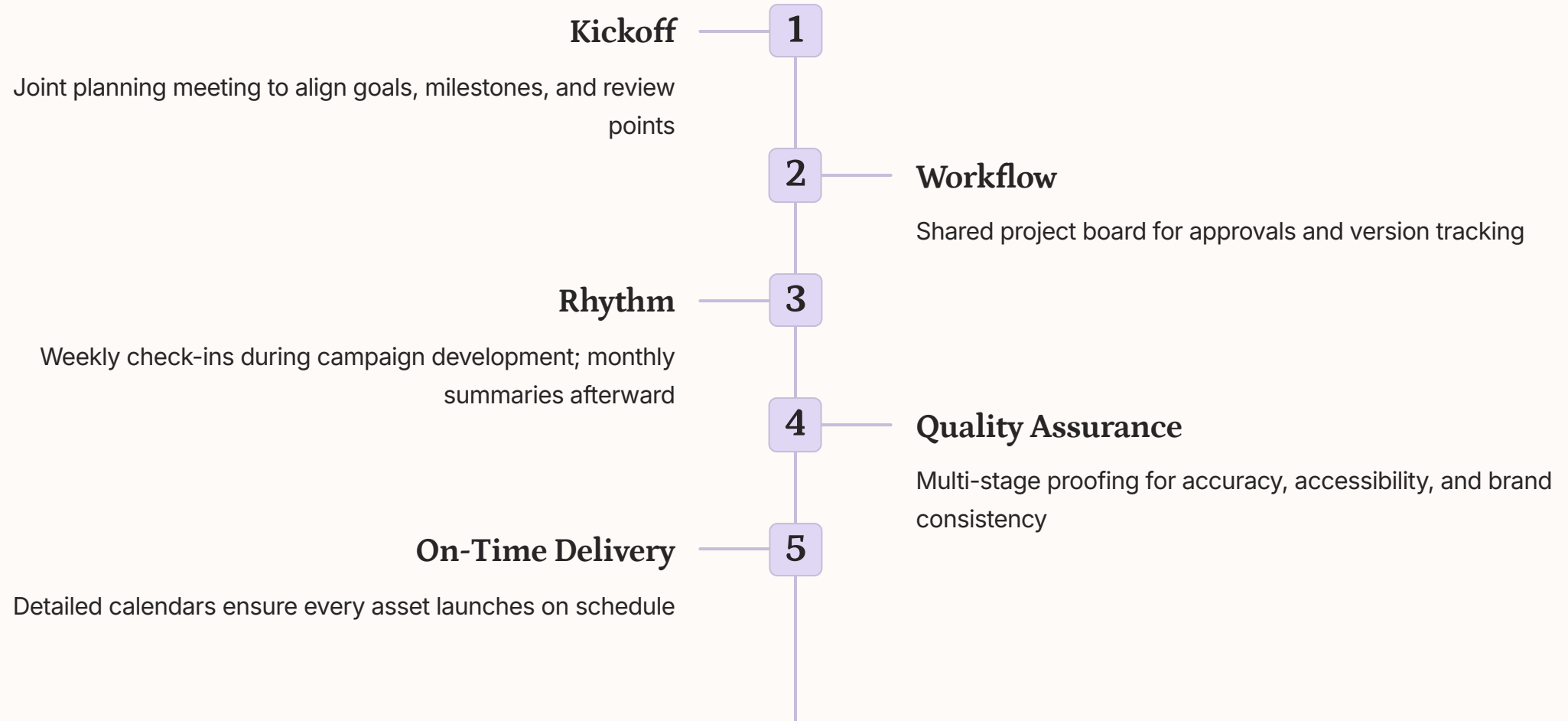
We combine **analytics** with **on-the-ground feedback** to ensure continuous improvement and measurable impact.

- Dashboards track reach, engagement, and conversion by channel
- Surveys and short polls measure sentiment before and after major campaigns
- Semi-annual reports turn data into plain-language recommendations guiding next-year strategy

 **Transparency Promise:** Every metric is translated into actionable recommendations that inform strategic decisions and optimize resource allocation.

Project Management Methodology

Our process is **organized, transparent, and collaborative** — designed to ensure seamless execution from concept to completion.



Experience and Capabilities



The proposing team has **8+ years of experience** producing public-sector and financial-education campaigns that convert awareness into measurable participation.

Core Strengths

Financial Storytelling

Translating complex financial topics into motivating stories that resonate with diverse audiences

Multimedia Campaign Management

Managing campaigns across broadcast, digital, and community channels with seamless coordination

Integrated Process

Integrating design, copy, media, and analytics under one coordinated, efficient process

Creative Excellence

Balancing innovative creative excellence with fiscal accountability and regulatory compliance

(Specific clients and staff intentionally omitted for blind evaluation.)

Assumptions and Deliverables

Our comprehensive service package ensures consistent, high-quality outputs that drive meaningful engagement and measurable results across all Treasury initiatives.

Deliverable	Frequency	Outcome / Measurement
Strategic Marketing Plan	Annually	Clear objectives, KPIs, and creative roadmap
Statewide Campaign Packages	2–4 per year	Growth in awareness and participation
Website / Digital Support	Monthly	Timely, accessible updates and content
Media Buys + Post-Reports	Quarterly	Verified cost-efficiency and reach
Research & Evaluation Reports	Semi-annual	Data-driven insights for next-cycle planning

Acknowledgement of Requirements



All requirements in **Sections I–V** of the RFP are acknowledged and accepted without exception.

The team agrees to perform every task in **Section II** in full compliance with Mississippi statutes, OST policy, and applicable federal standards.

☐ **Response:** Acknowledge and Comply.



Conclusion

This approach treats communication not as **output** but as **impact**.

By blending **insight, design, and data**, this team will help the Office of the State Treasurer connect with Mississippians in ways that are **informative, inclusive, and genuinely human**.

Every campaign will tell the same story in different voices — that **Mississippi's financial future belongs to its people**, and the Treasury is here to help them claim it.

End of Technical Proposal

(Anonymous Submission – No Identifying Information)

Thank you for your consideration. We look forward to the opportunity to serve the State of Mississippi and its citizens through strategic, impactful communications.



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)

[illegible]

Pricing Notes

- Hourly rates above are fully loaded, inclusive of creative, administrative, and quality-control costs.
- Fixed-scope projects (e.g., campaigns, redesigns, collateral sets) will be quoted as single-price deliverables derived from these hourly rates and approved in advance.
- Media placement commissions are capped at 15 % of net media spend; printing or production services are billed at cost + 10 %.

Billing & Invoicing

Services are billed monthly in arrears based on approved deliverables and time spent per RFP § 1.11.

Travel (if required) will be billed at state-approved rates only.

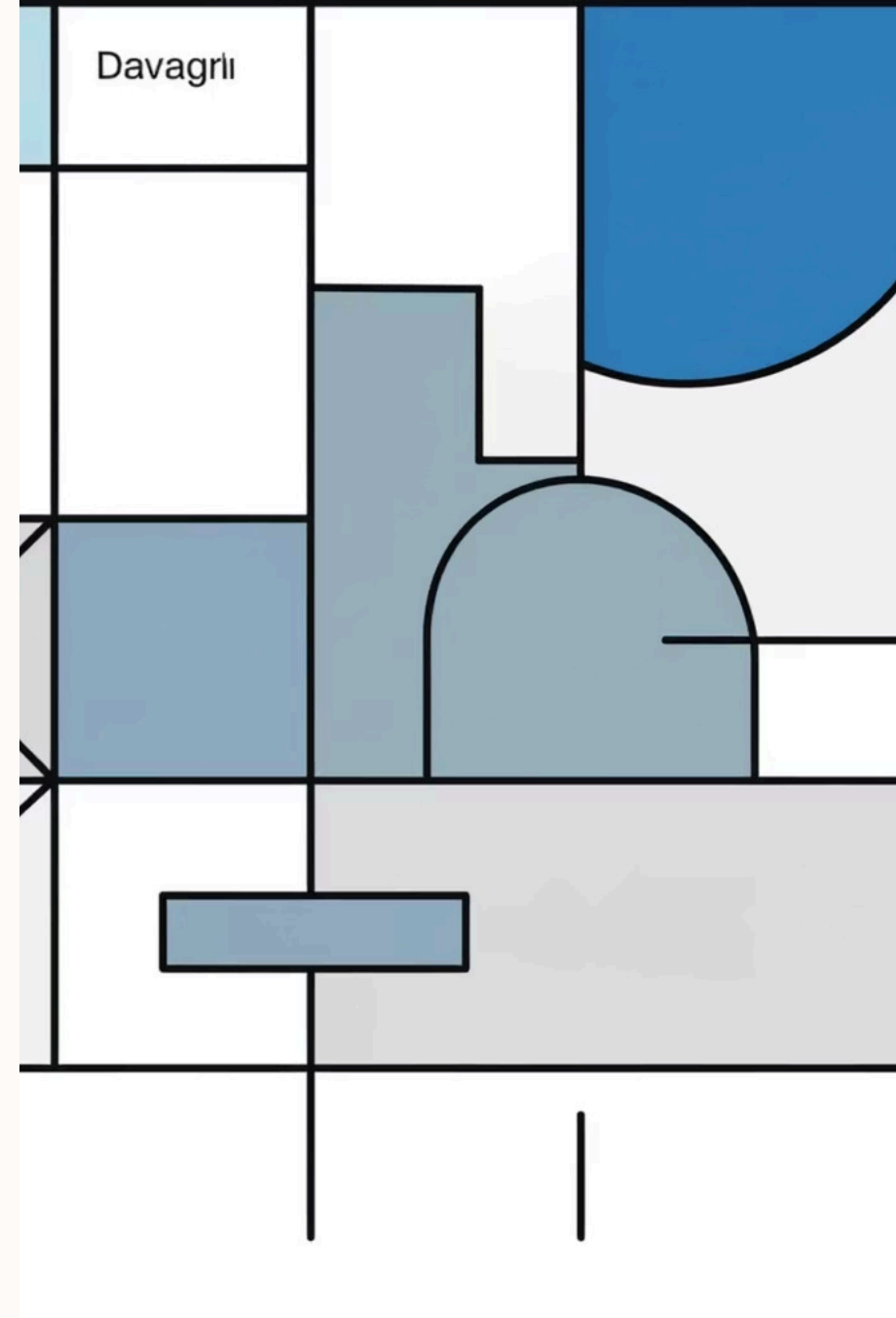
Payment Terms: Net 15 days from receipt of invoice.

Management Proposal

RFP #3120003221 – Communications and Marketing Consultants

Submitted by: Davel Creative Agency

Date: October 14, 2025



Agency Overview

Davel Creative Agency is a full-service creative and digital-strategy studio based in **Glendale, California**.

We partner with **public agencies, nonprofits, and mission-driven organizations** to design clear, accessible, and emotionally resonant communications that drive measurable impact.

Our multidisciplinary team blends **strategic thinking, creative direction, and operational discipline**. From branding and web design to campaign strategy and content production, we help organizations communicate complex programs with clarity, consistency, and purpose.



Our Core Services

- Branding & Identity
- Web Design & Development
- Campaign Strategy
- Content Production
- Digital Marketing

Organizational Structure

Our dedicated project team brings specialized expertise across creative direction, operations, design, content, and media strategy. Each member contributes focused time and skills to ensure comprehensive, high-quality delivery.

Name	Title	Role in Project	Time
Elen	Creative Director	Leads campaign design and creative direction; ensures brand consistency and visual excellence	7%
Marie	Operations Director	Main point of contact; oversees coordination, scheduling, client relations, and timely delivery across all phases	10%
Seda	Lead Designer	Executes creative assets across print, digital, and campaign materials; ensures accessible, high-quality design	20%
Lev	Digital Marketing Strategist	Develops clear, engaging copy and messaging for marketing collateral and digital platforms	20%
Ani	Social Media marketer	Provides media strategy, placement, and post-campaign analytics	20%
Tatev	Project Manager	Coordinates timelines, communication, and deliverables to keep the project on track and on budget.	20%
Additional Team Members		Additional team members will be engaged on an as-needed basis to provide specialized support in areas such as media buying, copy editing, and production assistance.	3%

Relevant Experience

Proven Success with Public Agencies & Mission-Driven Organizations

Community Housing Innovations (CHI)

Website Redesign & Communications

Currently leading CHI's digital platform redesign and communications strategy — emphasizing **accessibility, clarity, and storytelling** to connect residents and donors with housing and community programs.

This ongoing engagement demonstrates our capability to manage complex stakeholder needs while maintaining rigorous accessibility standards and clear public messaging.

Creative and Content Production Excellence

Davel's in-house team produces **brand assets, social content, and digital materials** that unify message and design across all platforms — ensuring campaigns are **cohesive, compliant, and measurable**.



Brand Asset Development

Comprehensive visual identity systems including logos, color palettes, typography, and brand guidelines that ensure consistency across all touchpoints.



Social Content Creation

Platform-optimized content that engages diverse audiences while maintaining professional standards and accessibility requirements.



Digital Materials

Responsive websites, email campaigns, and interactive tools designed for maximum reach and user engagement across devices.



Quality Management Practices

Our Proven Framework for Excellence

Davel applies a comprehensive **Quality Management Framework** to every engagement, ensuring transparency, consistency, and accountability throughout the project lifecycle.

1

Structured Review

All deliverables undergo rigorous review by both Creative and Operations leads prior to client release. This dual-review process catches potential issues early and ensures alignment with project objectives and brand standards.

2

Accessibility Compliance

Every digital material meets **WCAG 2.1 AA standards** as a baseline requirement. We conduct automated and manual testing to ensure all users, including those with disabilities, can access and engage with content effectively.

3

Version Control

All project revisions are meticulously tracked in centralized project-management software, providing complete audit trails and enabling efficient collaboration across team members and stakeholders.

4

Monthly Reporting

Comprehensive progress summaries include completed deliverables, key performance indicators, budget tracking, and clearly defined next-phase milestones to maintain full transparency and alignment.

Implementation Plan

A Strategic, Phased Approach to Success

Our implementation methodology ensures systematic progress with clear checkpoints and measurable outcomes at every stage. Each phase builds upon the previous, creating momentum while maintaining flexibility for refinement based on stakeholder feedback.



Phase 1 – Discovery & Planning

Comprehensive stakeholder interviews and research to align objectives, identify target audiences, and establish success metrics. Deliverable: Discovery Report with strategic recommendations.



Phase 2 – Strategy Development

Prepare a detailed Communications & Marketing Plan outlining campaign concepts, audience segmentation, KPIs, content calendar, and implementation timelines. Deliverable: Strategic Plan Document.



Phase 3 – Creative Production

Design and produce all campaign assets including messaging frameworks, visual materials, digital content, and collateral. All materials reviewed for brand consistency and accessibility. Deliverable: Complete Asset Library.



Phase 4 – Media Execution

Coordinate media placements, community partnerships, and vendor deliverables. Monitor campaign performance in real-time and make tactical adjustments as needed. Deliverable: Campaign Launch & Monitoring Reports.



Phase 5 – Evaluation & Reporting

Provide comprehensive analysis with measurable results against established KPIs, audience insights, and strategic recommendations for future optimization. Deliverable: Final Performance Report.

 **Review Checkpoints:** Each phase includes formal review sessions.

Subcontractors

Transparent Partnership Approach

While Davel maintains comprehensive in-house capabilities for most project needs, we recognize that certain specialized resources may enhance project outcomes.

If specialized services — such as **commercial printing** or **local Mississippi media buying** — are required to optimize campaign effectiveness, Davel will engage **qualified subcontractors** only with **explicit OST approval** prior to work initiation.

All subcontractor relationships will be fully documented with transparent pricing, clear scope definitions, and quality assurance provisions that mirror our internal standards.

We maintain established relationships with vetted partners and will provide detailed credentials and references for any proposed subcontractors.



Litigation and Compliance

Davel Creative Agency certifies full compliance and clean standing



No Pending Litigation

Davel Creative Agency has **no pending or active litigation** of any kind that would impact our ability to perform under this contract.



Clean Contract History

We have **never been suspended or debarred** from federal, state, or local public contracts and maintain excellent standing with all jurisdictions.



Full Regulatory Compliance

We are **fully compliant** with all applicable federal and state employment laws, procurement regulations, and business licensing requirements.

Our commitment to ethical business practices and regulatory compliance ensures the Mississippi Office of the State Treasurer can engage with confidence and without risk to its reputation or contractual obligations.

References

Proven Track Record Across 500+ Projects

Below are three professional references representing recent engagements with diverse organizations. Davel Creative Agency has successfully completed over **500 projects** and can provide additional client contacts upon request.

Elite Surgical Clinic

Contact: Dr. Susan Chobanian

Phone: (818) 240-1820

Email: schobanianmd@gmail.com

Address: 330 N. Brand Blvd, Ste 190,
Glendale, CA 91203

Dates: September 2022 – Present

Services: Full-service marketing, social media management, public relations, and comprehensive website redesign

Alain Hirsch Construction

Contact: Case Pereira, President

Phone: (562) 494-4800

Email: admin@ahcc.build

Address: 1383 Redondo Ave, Long Beach,
CA 90804

Dates: August 2024 – February 2025

Services: Complete brand identity development and modern website redesign

Community Housing Innovations

Contact: Alaina Thaler

Phone: (914) 683-1010 ext. 1215

Email: AThaler@communityhousing.org

Address: 75 S Broadway, Ste 340, White
Plains, NY 10601

Dates: August 2025 – Present

Services: Comprehensive website redesign and development for nonprofit housing organization

Why Choose Davel Creative Agency

500+

Projects Completed

Successfully delivered across public sector and nonprofit organizations

100%

Accessibility Compliance

All digital deliverables meet WCAG 2.1 AA standards

5

Phase Methodology

Structured approach ensuring transparency and accountability

Davel Creative Agency offers a **focused, experienced team** skilled in creative direction, communications strategy, and digital design specifically for **mission-driven and public-sector organizations**.

Our proven process ensures **clarity, accessibility, and measurable impact** — helping the **Mississippi Office of the State Treasurer** communicate effectively with residents statewide and strengthen public trust in its programs.

We bring California creative excellence combined with deep understanding of government communications requirements, compliance standards, and the unique needs of public agencies serving diverse communities.



Summary

Ready to Serve the Mississippi Office of the State Treasurer

01

Proven Public Sector Experience

Demonstrated success with government agencies and nonprofits requiring compliance, accessibility, and clear public communication

02

Comprehensive Capabilities

Full-service creative and strategic expertise from brand development through campaign execution and performance analysis

03

Quality Management Framework

Structured processes ensuring transparency, accessibility compliance, version control, and regular reporting

04

Strategic Implementation

Five-phase methodology with clear deliverables, review checkpoints, and measurable outcomes at every stage

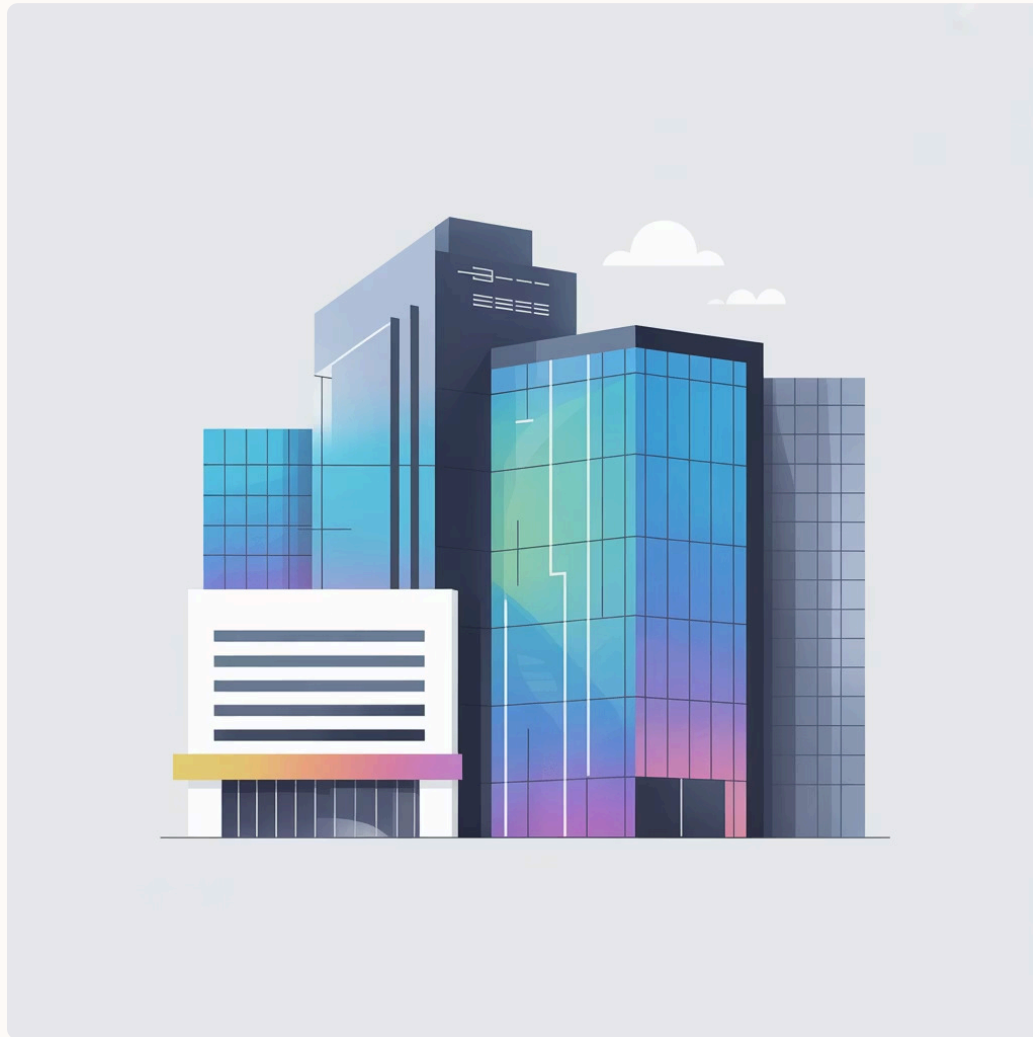
05

Clean Compliance Record

No litigation, no debarment history, full regulatory compliance, and transparent subcontractor policies

We are committed to helping OST build trust, increase program participation, and communicate with clarity and impact across Mississippi communities.

Contact Information



Davel Creative Agency

Address:

655 N Central Ave, Suite 1727
Glendale, CA 91203

Email:

hello@davelcreative.com

Phone:

(818) 934-0618

Proposal Date: October 14, 2025

RFP Number: #3120003221

Thank you for considering Davel Creative Agency

We look forward to the opportunity to serve the Mississippi Office of the State Treasurer and contribute to your communications success.

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 Davel Inc

Signed Elen Gasparyan

Print Name Elen Gasparyan

Title Owner/President/Creative Director

Date 10 / 27 / 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 Elen Gasparyan

Print Name Elen Gasparyan

Title Owner/President/Creative Director

Date 10 / 27 / 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:

RFx 3120003221 Amendment #1 (Updated RFP) and Amendment #2 (Questions & Answers)

Davel Inc

Company Name:

Elen Gasparyan

Printed Name of Representative:

Elen Gasparyan 10/27/2025

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.*