



TECHNICAL PROPOSAL

**Response from Frontier Strategies, LLC to the
Mississippi Office of the State Treasurer's RFP# 3120003221 for
Communications and Marketing Consultants**



Acknowledgements:

See Appendix D in Technical Proposal for signed Acknowledgement of Amendments

All Other Acknowledgements as required by the RFP:

Section I – General Information for Respondents: Acknowledged

Section II – Scope of Services Requested: Acknowledged **(Also see enclosed samples of work)**

2.1 Required Services – Acknowledged

2.1.1 Marketing Strategy – Acknowledged

A. Advertising through radio and television:

Frontier Strategies has 21 years of experience in writing, producing, planning and buying advertising through radio and television (including our previous work for the OST/College Savings Mississippi plans from 2005-2008 developing, producing and placing new advertisements across Mississippi.)

B. Creation of commercial creative and production of spots.

Frontier Strategies has 21 years of experience in commercial creative and production of spots for corporate, non-profit, trade association, political and state government agency clients (including our previous work for the OST/College Savings Mississippi plans from 2005-2008 in the creative production of new advertisements for the program.)

C. Assist with Internet Marketing Campaigns

Frontier Strategies has 21 years of experience developing, planning and implementing comprehensive internet marketing campaigns including social media advertising, search, native, display and video internet marketing campaigns.

D. Marketing to civic organizations and community events.

Frontier Strategies has 21 years of experience marketing to civic organizations and community events.

E. Marketing to employers in the state and promotion of college savings plans as an employee benefit.

Frontier Strategies worked for four years (2005-2008) as the agency of record for the OST/College Savings Mississippi MPACT and MACS plans, including marketing to employers in the state and promotion of college savings plans as an employee benefit.

F. Marketing to communities in the state to bring awareness of the Unclaimed Property program and help citizens find and claim their unclaimed property.

Frontier Strategies has not previously worked on the Unclaimed Property program, but we are familiar with this program and would appreciate the opportunity to work with the OST on this important initiative through our 21

years of advertising, public relations and marketing background and experience working across Mississippi.

G. Display & booth set up at conventions, association meetings, fairs, etc.

Frontier Strategies has worked on conventions and meetings of all sizes during our 21 years of experience, and we frequently assist clients with design, layout, promotional material ideas and other recommendations for events.

H. Assist with updates to the Treasury website.

Frontier Strategies has created and developed more than 100 websites over our 21 years of experience, including numerous state agency websites as well as corporate, non-profit and political websites.

I. Public affairs and media relations for the Executive Office.

Frontier Strategies has 21 years of experience working with statewide elected officials in their campaign and official capacity as it relates to public affairs and media relations.

J. Assist with direct mailings to targeted groups.

Frontier Strategies has worked on a wide variety of direct mail projects over our 21 years of work across Mississippi—including the writing, design and layout of direct mail as well as list targeting to reach target audiences.

K. Assist with advertising through sports marketing entities.

Frontier Strategies has extensive experience planning and buying media on radio, television, print and digital advertising through sports marketing entities across the state.

2.1.2 – Marketing Materials Design – Acknowledged

A. The Mississippi Prepaid Affordable College Tuition Enrollment Booklet. The booklet contains Program application, description, rules, disclosure and forms.

Frontier Strategies worked for four years (2005-2008) as the agency of record for the OST/College Savings Mississippi MPACT and MACS plans, including a comprehensive overhaul of the MPACT Tuition Enrollment Booklet in 2005 to redesign, reword, streamline and significantly reduce the overall number of pages from the previous version—to make the program more approachable and easier to understand for the target audience.

B. Single Sheet Flyers for distribution by Unclaimed Property and CSPM in a variety of outlets, conventions, emails, payroll deduction benefit fairs, magazines, newspapers, social media, etc.

Frontier Strategies worked for four years (2005-2008) as the agency of record for the OST/College Savings Mississippi MPACT and MACS plans, including a redesign and rewording of single sheet flyers and brochures for the programs. As part of that work, we developed a side-by-side comparison of MPACT and MACS that for the first time provided a clear guide to both programs within the same brochure.

C. Fold-Over brochures for distribution by Unclaimed Property and CSPM at conventions, banks, libraries, etc.

Frontier Strategies worked for four years (2005-2008) as the agency of record for the OST/College Savings Mississippi MPACT and MACS plans, including writing and designing a variety of brochures and advertisements for



the programs.

D. Posters and display stands advertising Unclaimed Property and CSPM.

Frontier Strategies worked for four years (2005-2008) as the agency of record for the OST/College Savings Mississippi MPACT and MACS plans, including creative concepts and graphic design/layout for a variety of print advertising for the programs.

E. Banners announcing Unclaimed Property and CSPM suitable for display at Fairs and Conventions, etc.

Frontier Strategies worked for four years (2005-2008) as the agency of record for the OST/College Savings Mississippi MPACT and MACS plans, including creative concepts and graphic design/layout for a variety of banners and display items for the programs.

2.1.3 – Evaluation of Communication and Marketing Results – Acknowledged

2.1.4 – Experience – Acknowledged (See experience details in Technical and Management responses)

Section III – Additional Information for Respondents: Acknowledged

Section IV – Evaluation: Acknowledged

Section V. – Terms and Conditions: Acknowledged

As required by Section 3.1: Minimum Information to be Included in the Proposal

A. Frontier Strategies is co-owned equally by its principals, Quinton Dickerson and Josh Gregory, with a primary office location at 740 Avignon Drive, Suite A, Ridgeland, Mississippi, 39157.

B. Frontier Strategies was founded 21 years ago as full-service advertising, public relations, strategic communications and consulting company based in the metro Jackson, Mississippi area. With an average number of employees of six staff members since its inception, Frontier Strategies has a dedicated team on staff to provide all of the services required by the RFP.

C. Using a collaborative approach with clients in order to fully understand each client's goals and objectives, Frontier Strategies has maintained long-term client relationships based on our work product and service to clients. Frontier Strategies has always maintained a commitment to the following core principles of our company in our relationships with all clients:



**Honest people.
Solid advice.
Good ideas.
No bureaucracy.
A commitment to always doing our best.**

Frontier Strategies' full complement of staff and resources will be available to develop and implement the projects listed in the RFP. As outlined in the detailed statements of qualifications of our company and staff (in the Management Proposal), all of the staff members listed below have extensive experience with almost all having worked at Frontier Strategies at least 10 years or more. In terms of creative experience in graphic design, our Art Director, Daniel Luter has worked on our team since 2012 and has developed brands and graphic design for marketing campaigns of all sizes across the state of Mississippi. Additionally, the two principals of the company, Quinton Dickerson and Josh Gregory, each have more than 21 years of experience leading Frontier Strategies to help clients navigate market research, polling, focus groups and other research to develop creative approaches for marketing strategies and to ensure key messages are targeted correctly and on budget.

The Frontier Strategies team consists of the following people:

Quinton Dickerson, Co-owner/Project Manager
Josh Gregory, Co-owner/Project Manager
Daniel Luter, Art Director/Graphic Designer
Rachel Allen Odom, Production Manager and Media Buyer
Matt Williams, Website Development and Interactive Services
Jonathan Bailey, Digital Media Placement Director

The following summarizes the abilities and services offered by Frontier Strategies:

Branding, Marketing and Advertising

As experts in branding and brand strategy, our overarching philosophy is that a brand is more than a logo and a slogan. A brand is an investment that when planned and executed properly will increase revenue, improve market share, strengthen relationships with customers and save money. Building a successful brand is about crafting a strategic plan to position a company or organization in a place where it outshines its competitors. This strategic plan and the creative elements that emanate from it incorporate every service the agency offers. Investing in market research can help ensure your message is clear, concise and understood before, during and after implementation. In addition, since we believe good ideas come from everywhere and everyone, the development of



the brand and the advertising supporting it utilizes the talents and skills of everyone on staff and those affiliated with the agency, from the copywriter and the graphic designer to the account executive and the media buyer.

Digital Media

Whether we're developing new websites or launching a complete digital experience for our clients, Frontier Strategies extends the reach of a brand and its voice into a new and exciting realm allowing people to interact with the brand more frequently and more intimately than ever before. The ideal digital strategy aligns with the client's goals and meets the customers' needs. Content is fine-tuned to make sure it is on target and efficiently delivered across multiple channels and on multiple screens. Social media strategy is designed to provide dynamic ways for the client and the customer to connect, offering real customer service in real time. It's all about combining cutting-edge tactics with solid strategy to generate results that, until now, were not possible.

Public Relations

With media clutter at an all-time high, getting attention for a company or organization is more difficult than ever. Frontier Strategies has the experience, expertise and innovative thinking to deliver our client's message in the most appropriate manner and medium. Our goal is to help the companies, people and issues we work with get the attention and respect they deserve. We do that by ensuring that our client's story is heard and discussed — in the right way, by the right people. Some of our public relations services include reputation assessment and management; communications strategy and implementation; print, broadcast and digital media relations; media events and publicity tours; crisis planning and management; and media interview training and workshops.

Media Planning and Buying

Frontier Strategies utilizes a combination of effective research techniques and many years of experience to determine who our clients' most wanted customers are and which media these customers are most likely to use on a frequent basis. In other words, we put our clients where their customers are. Then, we place the ads we create in the media outlets at the best price possible. We are able to buy media at competitive prices, which offers clients great value for their investment. With new media opportunities emerging on a constant basis, we continuously monitor the effectiveness of traditional and new media, and working with our partners, have the ability to recommend multifaceted strategies for maximizing exposure to target audiences.

D. Frontier Strategies has worked on a variety of projects similar in scope, size, discipline and required services based on the requirements of the RFP. Below are four clients that Frontier Strategies has worked with extensively over many years providing advertising, public relations and strategic consulting services:



Mississippi Secretary of State's Office

Frontier Strategies was selected in 2024 for the creative development, graphic design and layout of the 2024-2028 Mississippi Statistical Register, commonly referred to as the Blue Book. The 558-page Blue Book serves as the state's official historical and statistical register with information regarding elections, branches of government (local, county, state and federal), and other key information about the state regarding education, military, healthcare, and natural resources.

Mississippi Secretary of State's Office

Contact: Elizabeth Jonson

Phone: (601) 359-1389

E-mail: Elizabeth.Jonson@sos.ms.gov

Mississippi State University Extension Service-Office of Nutrition Education

Frontier Strategies worked for more than 9 years assisting the Mississippi State University Office of Nutrition Education on the development, production and implementation of a multi-year, comprehensive advertising and social marketing campaign to reach SNAP (Supplemental Nutrition Assistance Program) eligible residents of Mississippi. Through the creation of the brand named "HappyHealthy," more than 200 instructional recipe videos were produced and promoted through digital advertising, website and other outreach—as well as a variety of other digital and printed materials that were distributed to SNAP-eligible recipients. To educate and promote practical solutions to increase healthy choices for cooking, eating, shopping and physical activity, these recipe videos and the materials accompanying them were produced and delivered in a dynamic and impactful way.

Mississippi State University Extension Service-Office of Nutrition Education

Contact: Dr. Sylvia Byrd, Ph.D., RDN, LDN (Retired)

Phone (662) 312-0246

E-mail: shb5rd@gmail.com

Mississippi Health Care Association

For more than 15 years, Frontier Strategies has worked with the Mississippi Health Care Association, the state's largest nursing home trade association, to develop and implement advertising, communications and public relations efforts including a wide variety of projects from press releases, media training toolkits, television advertising production, video production, graphic design for printed materials as well as traditional and digital media placement across the state.

Mississippi Health Care Association

Contact: Vanessa Henderson, Executive Director

Phone (601) 898-8320

E-mail: vanessa@mshca.com



Entergy Mississippi

Frontier Strategies has helped support the strategic communications and marketing efforts of Entergy Mississippi for more than 12 years through public relations efforts, interactive/digital components and graphic design services along with the implementation of targeted campaigns.

Entergy Mississippi

Contact: John Arledge, Vice President, Public Affairs

Phone (601) 720-8725

E-mail: jarled1@entergy.com

E. In terms of a plan explaining how services will be performed, it all starts with Frontier Strategies' underlying philosophy in providing the services requested by the RFP. Most importantly, that philosophy and plan for working with the OST will be rooted in the key elements of collaboration, innovation, flexibility and efficiency:

Collaboration

Frontier Strategies believes it is fundamentally important for all of our relationships with clients, including the OST, to have a strong, genuine, collaborative nature. First, that starts with us working with you to develop strategies and tactics that help you achieve your goals and objectives. It is important for us to always know and recognize what you are seeking to achieve, which understandably may evolve over time. From market research and audience targeting to creative development and production of the final product, we view our role as a collaborative partner in helping further explore these goals and objectives. It is important for us to work with the OST on the front end to fully understand all of your goals and objectives. That way, we can offer our experience and creativity about how to enact tactics for advertising and marketing solutions. It is not the role of the advertising agency to dictate or force any client into a set of goals that are not consistent with the objectives of the client. That is why collaboration is so important—at the start and throughout each project.

Innovation

Frontier Strategies has always been a leader in providing innovative concepts for advertising and marketing tactics for our clients. Our second step in planning and implementing how services will be performed focuses on developing the fundamentals of key messages that are effective and memorable—and then producing innovative advertising and marketing materials that deliver messages in an impactful way. With the production of creative advertising and marketing materials, combined with strategically targeted media placement to reach your desired audience, you can be assured that the messages from the OST are reaching the people you want to reach.



Flexibility

Our third way to implement services required by the RFP will include developing the right size team to work on projects for you. Frontier Strategies has the full capability and capacity to provide all services required by the OST. We will provide hands-on, accessible service with our Co-owners taking an active, involved role in every project. But we also offer a flexible approach to the OST so we can be as big as you need us to be, without adding any unnecessary layers of overhead or bureaucracy that add costs. For example, we only utilize the staff you need to ensure projects are handled properly and efficiently, using only staff members who are required in order to be the most cost-efficient for you and your budget.

Efficiency

Because every client is mindful of its budget limitations and the need to create more cost-efficient ways of working with an advertising agency, Frontier Strategies strives to be part of the solution for that challenge. Our fourth element to delivering the services required by the RFP will be focus on the budget of each project to make sure we are working within the parameters of that budget—and maximizing the budget to get the most for your dollars. By staying true to our structure, we have the ability to ramp up or down quickly to meet the needs of any project requested by the OST. Our structure by nature creates efficiency for the OST for the experience and consistency it provides for you without layers of bureaucracy.

SAMPLES OF WORK

Enrollment Booklet

REGISTER TO WIN ONE YEAR OF FREE COLLEGE TUITION!
Go to www.CollegeSavingsMississippi.com for registration and find out more details.

2008

There's a light in every Mississippi child's eye, and it's up to us to keep it shining.

1-800-987-4450 • CollegeSavingsMississippi.com

What's the story?

...and the story is that the Mississippi Department of Education (MDE) is proud to announce the launch of the College Savings Mississippi program. This program is designed to help families save for their child's college education. The program is a 529 plan, which means that the money is invested in a variety of securities. The program is also a qualified tuition program, which means that the money can be used for tuition at any college or university in the United States. The program is also a qualified education expense program, which means that the money can be used for a variety of other educational expenses. The program is a great way to save for your child's future. For more information, visit www.CollegeSavingsMississippi.com.

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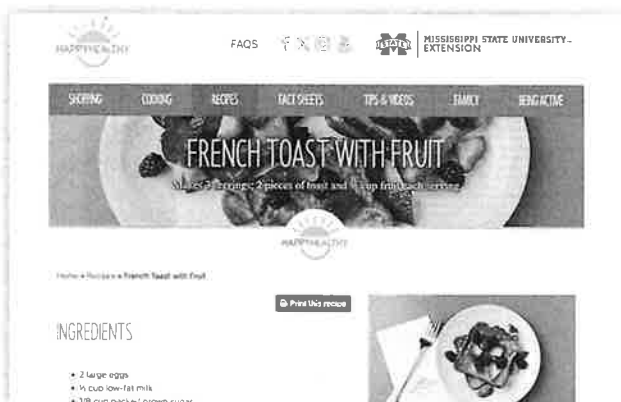
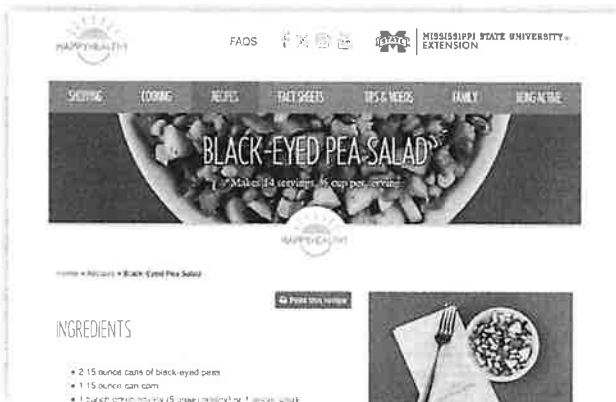
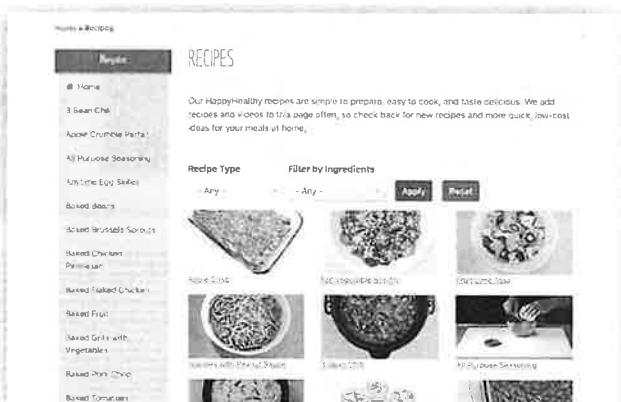
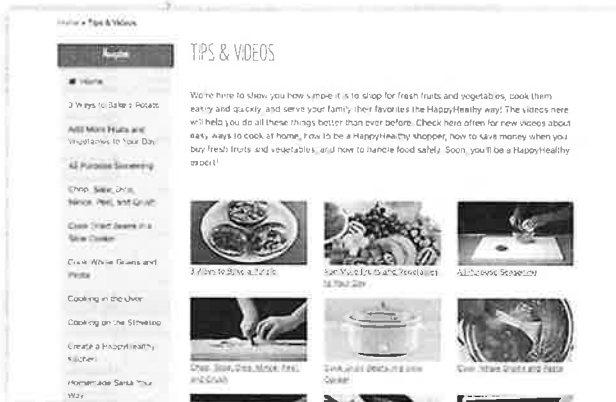
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Frontier Strategies

HappyHealthy Mississippi State University/Office of Nutrition Education

Website





Calendar

SEPTEMBER 2020
HAPPYHEALTHY LIVING
Being active is a big part of HappyHealthy Living and being active is just a healthy way to live.

AUGUST 2020 - DECEMBER 2021 CALENDAR
HAPPYHEALTHY LIVING
Check out Hummus Spread with veggies for a great snack.
It's so easy to make!

JANUARY 2021
HAPPYHEALTHY LIVING
You cooking for your family will help them stay healthy. They need your love and care and you're giving them the best love.

Easy Sloppy Joes is a quick, kid-approved recipe!
It's so easy to make!

Digital Ads

Roasted Broccoli and Carrots
HAPPYHEALTHY
PLENTY OF FLAVOR YOUR FAMILY WILL ENJOY

Beet Sauté
HAPPYHEALTHY
TRY THIS QUICK, ONE SKILLET DECIDE!

Blueberry Oatmeal Pancakes
HAPPYHEALTHY
A QUICK AND TASTY BREAKFAST

Chopped Salad
HAPPYHEALTHY
A BRIGHT AND FLAVORFUL SALAD EVERYONE LOVES

Bean and Rice Burritos
HAPPYHEALTHY
QUICK, EASY & TASTY

Squash Tomato Bake
HAPPYHEALTHY
LOADED WITH FLAVOR

Mississippi Health Care Association

MHCA Media Toolkit



MHCA Annual Report



MHCA Annual Directory



MHCA Foundation Video





COST PROPOSAL

**Response from Frontier Strategies, LLC to the
Mississippi Office of the State Treasurer's RFP# 3120003221 for
Communications and Marketing Consultants**

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]



MANAGEMENT PROPOSAL

**Response from Frontier Strategies, LLC to the
Mississippi Office of the State Treasurer's RFP# 3120003221 for
Communications and Marketing Consultants**



Introduction

Thank you for giving Frontier Strategies the opportunity to respond to the Mississippi Office of the State Treasurer's (OST) RFP# 3120003221 for Communications and Marketing Consultants.

Frontier Strategies is a full-service advertising, public relations, strategic communications and consulting company founded in 2004. For 21 years, we have provided a wide variety of clients with comprehensive services including creative concept development, graphic design and layout of printed and digital materials, copywriting, website and interactive development, production services, video and animation services, market research, social media management, media relations, strategic communications consulting, project management, media research, planning and placement services.

Frontier Strategies previously worked with the OST on the College Savings Mississippi program from 2005-2008 to help redesign, redevelop and streamline all of the printed materials, advertising assets and other information regarding the MPACT and MACS programs. We greatly appreciated the opportunity to work on the College Savings Mississippi advertising and marketing efforts during that time. It has given us a strong background and clear understanding of these programs and the benefits they offer Mississippians. We appreciate your consideration of our RFP response. Thank you.

The following are descriptions of the abilities, qualifications and experience of all staff who would be assigned to provide the required services of the RFP:

Quinton Dickerson, Co-owner

Account/Project Management; Message Development; Copywriting

Quinton Dickerson's focus at Frontier Strategies is account management, public relations, communications and message strategy, political consulting, media relations, and advertising writing. Prior to co-founding Frontier Strategies, Dickerson served as Haley Barbour's Spokesman and Communications Director during Barbour's successful 2003 gubernatorial campaign in Mississippi. Previously, Dickerson served as Spokesman and Communications Director for Congressman Chip Pickering including five years on his congressional staff in Washington, D.C., and for Pickering's initial campaign in 1996 and his campaign in 2002. In 2007, Dickerson, along with Frontier Strategies' other Co-owner, Josh Gregory, served as two of the three leaders of Lt. Governor Phil Bryant's 2007 Transition Team. Dickerson and Gregory also worked as part of Governor Bryant's Campaign Team as well as the Transition and Inaugural Teams in 2011/2012 and 2015/2016. In 2006, Dickerson was named as one of the Mississippi Business Journal's "Top 40 Under 40" business leaders in the state. He was the recipient of the American Advertising Federation-Jackson "Silver Medal" in 2018, an award that recognizes outstanding contributions to advertising, furthering industry standards and is considered a lifetime achievement award. Dickerson, a Madison, Mississippi native, holds a Bachelor of Political Science degree from the University of Kentucky. He lives in Madison with his wife, Becca, and their two children. They are members of Madison Heights Church.



Josh Gregory, Co-owner

Account/Project Management, Interactive and Digital Strategy

Josh Gregory's focus at Frontier Strategies is account management, digital strategy, political consulting, website and interactive strategy and government relations services for corporate, government, non-profit and political clients. Gregory has extensive experience in web-based political advertising and in developing and implementing successful grassroots campaign strategies that have propelled candidates to victory. He was recognized nationally by Campaigns & Elections magazine for creating one of the most effective websites of 2002. Gregory, along with Frontier Strategies' other Co-owner, Quinton Dickerson, served as two of the three leaders of Lt. Governor Phil Bryant's 2007 Transition Team, which advised the Lt. Governor on Committee Chairmen and Committee Member assignments in the Mississippi Senate. Gregory and Dickerson also worked as part of Governor Bryant's Campaign Team as well as the Transition and Inaugural Teams in 2011/2012 and 2015/2016. Gregory received a Bachelor of Business Administration degree from Mississippi College. He lives in Jackson with his wife, Rebekah, and their two daughters. They attend Christ United Church.

Daniel Luter, Art Director

Art Direction, Graphic Design and Layout of Digital and Print Materials

Daniel Luter is the Art Director at Frontier Strategies. He is a graduate of the University of Mississippi with a Bachelor of Marketing degree. After graduating from Ole Miss, Daniel attended the Creative Circus – an acclaimed advertising and design school in Atlanta, Georgia – where he graduated in 2011. Daniel was excited to come back to Mississippi and join Frontier Strategies in February, 2012 as a Graphic Designer and now serves as Art Director. Daniel has training and proficiency in Adobe Creative Suite including Photoshop, Illustrator and Indesign as well as HTML and CSS programming languages. He lives in Tupelo with his wife, Meghan, and their four children. They are members at Lawndale Presbyterian Church.

Rachel Allen Odom, Production Manager and Media Buyer

Production Manager, Printer Coordination/Management, Media Buyer

Rachel Allen is the Production Manager and Media Buyer at Frontier Strategies. She has a wide range of experience including working at the Mississippi Development Authority as a Marketing Specialist from July-December, 2013, where she helped plan and organize the Southeast U.S.-Japan/Japan-U.S. Southeast Annual Conference (SEUS Japan Conference). Prior to that, she worked in the Office of Governor Phil Bryant from January, 2012-July, 2013 as the Executive Assistant to the Chief of Staff. She has worked as Director of Finance for several political campaigns and many other high-level positions in Transition and Inaugural Teams. Rachel has a Bachelor of Business Administration degree from the University of Mississippi with a major in Marketing Communications with an emphasis in Print Advertising. Rachel lives in Jackson with her husband, Josh. She is a sustainer of the Junior League of Jackson, a life member of the University of Mississippi Alumni Association, and a volunteer for Friends of Children's Hospital (Blair E. Batson Hospital).

Matt Williams, Website Developer

Website Development; Digital and Interactive Services

Matt Williams is the Website Developer at Frontier Strategies with an extensive professional background working on a variety of projects. Prior to joining Frontier Strategies, he was a developer at HBC/Saks Fifth Avenue in Jackson. He has worked at Kinetic Communications in Birmingham, Alabama, and was also a Network Installation Technician in the U.S. Army on Active Duty from January 2002–April 2008. He was deployed in support of Operations Iraqi and Enduring Freedom while being stationed out of Fort Huachuca, Arizona, as well as completing a tour of duty in South Korea. He received numerous achievement and commendation medals for his service. He is a graduate of Mississippi State University with a Bachelor of Business Administration degree with a major in Business Information Systems. Matt has training and knowledge of the following languages and technologies: HTML5, CSS3, JavaScript, PHP, WordPress, jQuery, SQL, Git, npm, and various command-line tools. He specializes in building mobile-optimized websites using responsive frameworks and techniques. He has extensive experience with cross-browser compatibility testing, web performance optimization, and WCAG accessibility compliance. He was awarded a TS/SCI clearance while serving on Active Duty. Matt, his wife, and their two daughters live in Flora.

Jonathan Bailey

Digital Media Placement Director

Jonathan Bailey is the Digital Media Placement Director at Frontier Strategies. Since 2020, Jonathan has led and managed multiple digital advertising campaigns for corporate, political and government clients. He has a Bachelor of Political Science & Communications degree from Mississippi State University, graduating summa cum laude. He was a member of Phi Beta Kappa, Provost Scholar (Shackouls Honors College), John C. Stennis Scholar (Department of Political Science and Public Administration). He also served as a Senator on the Mississippi State Student Association and Vice-President of the Stennis-Montgomery Association. Jonathan is an Eagle Scout and is a native of Brandon, Mississippi.

Please see below for an organizational chart with all team members that shall be utilized throughout the duration of the project:





Please see below for a summary of the percentage of time each person will be available to perform work for OST:

Quinton Dickerson, Co-owner – 20%

Josh Gregory, Co-owner – 10%

Daniel Luter, Art Director – 20%

Rachel Allen Odom, Production Manager and Media Buyer – 20%

Matt Williams, Website Development; Digital and Interactive Services – 20%

Jonathan Bailey, Digital Media Placement Director – 10%

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 Frontier Strategies, LLC

Signed 

Print Name Quinton Dickerson

Title Co-Owner

Date 10 / 31 / 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 **Quinton Dickerson**

Title **Co-Owner**

Date **10 / 31 / 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:

RFP# 3120003221 Communications & Marketing Amendment #1, issued on October 15, 2025,
and Amendment #2, issued on October 20, 2025.

Frontier Strategies, LLC

Company Name:

Quinton Dickerson

Printed Name of Representative:



10/31/25

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.*

Technical Proposal for Mississippi Office of the State Treasurer

November 3, 2025



RFP #3120003221

Communications and Marketing Consultants

Experience

Proven History and Experience with Special Projects and Multiple Markets Based on the Scope of Services

Special Projects

X University Brand Ad Campaign

Based on client research, our team targeted prospective students and their parents in five states surrounding Mississippi. We provided marketing strategy, creative concepting, digital and social media execution, optimization and reporting.

X University Student Enrollment Campaign

Conducted research via one-on-one interviews of prospective students and alumni. We utilized the insights gained from the research to write messaging that would connect with students and parents. This messaging was used in design and copy of direct mail post cards, brochures and email campaigns. Results of our work was seven years of back-to-back enrollment gains and the highest enrollment in X University history for online summer school.

X University + Amazon Web Services AI partnership

Our team made the partnership happen with this R1 University and AWS. This emerging marketing initiative is first in Mississippi and unique in the Southeastern USA.

X Destination Marketing Organization

Because this destination was very large, we had to develop separate campaigns for very different target audiences divided by age, income, family situation, geography, educational level and other factors: outdoor enthusiasts for fishing, hiking and kayaking; retired couples for historic sites and museums; families for amusement parks, beaches, and boating; young groups of singles for golfing, night life, music festivals, and food experiences; as well as several other groupings. Each group had its own channels for outreach, from social media to online marketing, to outdoor, television and radio, and from traditional direct mail to email marketing. Marketing was highly customized by audience.

X University Engineering on the Coast

Special project targeting enrollment of South Mississippi students using Digital and Social Media marketing and event marketing.

X University Office of Research and Economic Development

Washington D.C. Our team was engaged to help develop an engaging website, three different sub-category brand identities and pitch material for a grant presentation.

Experience

Experience in Market Research and Direct Marketing Campaigns to Target Certain Demographics

X University Student Enrollment Campaign

Our team interviewed current students as well as alumni to create messaging that would connect with prospective students and their parents. The interviews created messaging on topics such as overall university experience, how their time at the university prepared them for their careers. The messaging was used in multiple direct mailers targeted to high school students and their parents.

X College

Conducted online survey research of the general public and alumni to gauge perception in the marketplace. Surveys were sent to the general statewide audience as well as the alumni base.

Statewide Organization

statewide research to benchmark perceptions of hiring formerly incarcerated people as part of a workforce development initiative. Used a mix of online panel, organization list and outbound calling to conduct a survey representative of small, medium and large business owners and HR directors.

Large Association

Conducted a series of 30 town-hall style large focus groups of 20 per setting to help a statewide job placement initiative determine the barriers that local businesses faced in hiring the right people and the demographics of their ideal workforce to target.

Non-profit Organization

Conducted focus groups in five Mississippi markets to assist in identifying the demographic identities of various groups that would support a major ballot issue in the general election.

Cruise Lines

We have provided marketing for six cruise lines, which all relied almost solely on traditional direct mail. We developed massive databases, sometimes with as many as 20 million names. Mailings would be ongoing with thousands of pieces dropped weekly.

National Organization

Our team led the launch strategy for a sub-brand of a national organization including primary marketing research with parents of high school and community college students. We created the overall brand identity and a pilot website. After the pilot website went live we recruited students and parents to participate in a study to provide feedback on their satisfaction with the site content, navigation and design. The results from the study were positive, but many suggestions for improvements were applied to the final website and to other channels like email and direct mail. Since the study the sub-brand has been successfully introduced in six states with a plan to eventually launch across the country.

Experience

Knowledge of Emerging Marketing Strategies to Broaden OST Understanding and Scope of Our Target Markets to Better Reach and Communicate With Our Constituents

Our media and strategy teams stay at the forefront of emerging marketing practices to ensure OST campaigns effectively reach and engage Mississippi audiences. We leverage audience-analysis tools like Resonate and partner with platforms such as Quintilian AI to build targeted, dynamically evolving personas aligned with known audience segments and business goals.

These tools enable us to deploy machine-learning models that surface evolving behavioral and demographic patterns — enriching our understanding of audience journeys and refining messaging, channel strategy and timing. Our planners integrate these insights into cross-channel campaigns that blend traditional media with digital, social, and targeted community outreach, ensuring statewide coverage with measurable performance. The result is a marketing approach that keeps OST connected to its constituents through relevant, evidence-based communication strategies that evolve as audience needs do.

Creative Staff With Five Years of Graphic Design Experience for Large Campaigns that Vary in Interest and Target Markets

Our Creative Director of Design has 20 years' experience and Senior Art Director has 30+ years' graphic design experience. Both have provided work for a variety of our clients including financial, education, electric utilities, tourism, professional services and healthcare industries. They rely on an extended staff of graphic artists, as needed for specialized needs.

They have also provided graphic design to statewide, regional and national ad campaigns for an influential flag campaign, launch of healthcare clinics across four states, brand and recruitment campaigns for education clients, statewide digital branding for the new school accelerator, and financial product campaigns.

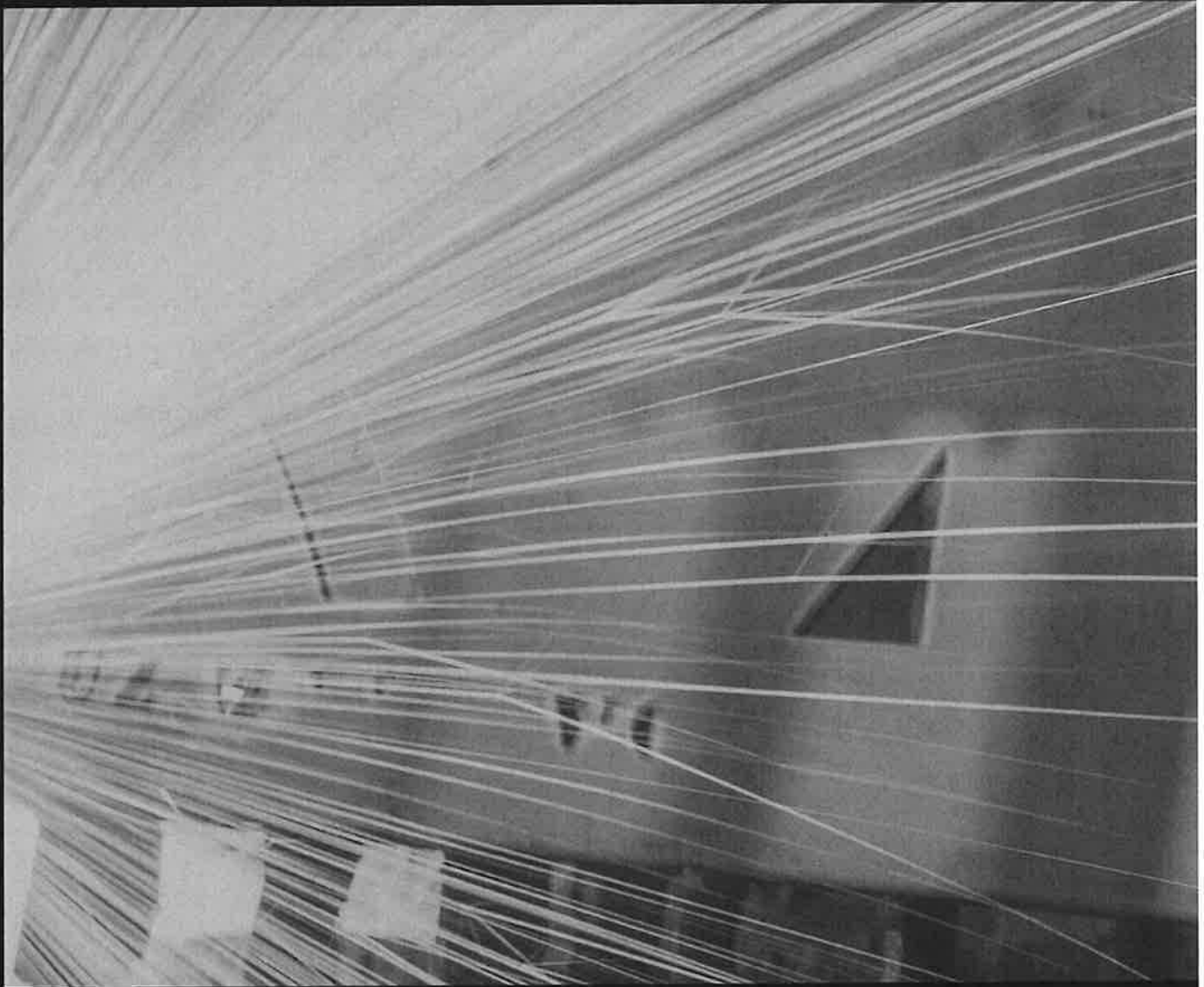
Staff Specialized in Analytics to Assist in Breaking Down Market Research and Developing Creative Approaches to OST Marketing that Targets the Demographics Noted in Analytics

Our analytics team combines decades of marketing experience with state-of-the-art data science to create keen strategic insights—in summary, we translate audience data into actionable creative direction. Using tools such as Google Analytics 4, Funnel.io, Looker Studio, and Resonate, analysts evaluate audience behavior, media performance, and engagement trends to identify the most responsive demographics across Mississippi. Working with the most senior leadership team in Mississippi, these insights inform campaign messaging, media mix, and creative execution—ensuring every tactic aligns with OST's core objectives.

Once a campaign is running, A/B testing and overall review of different creative messaging helps to hone the messaging that is most engaging with the desired target audience. This helps to optimize the overall campaign. The team regularly provides visual reporting dashboards and optimization recommendations, helping guide ongoing decisions about audience segmentation, geographic targeting, creative messaging and budget allocation.

Cost Proposal for Mississippi Office of the State Treasurer

November 3, 2025



RFP #3120003221

Communications and Marketing Consultants

Pricing Schedule

Service	Proposed Price
Project Strategy and Management	\$150
Copy, video and Art direction	\$150
PR and Social Media Content	\$140
Media Planning and Placement	14.5% of Total Buy
Production/Printing/Mail Service (if needed)	14.5% of Total Outside Cost
Postage (if any)	At Cost

Fixed Cost Alternative to Hourly Charges

Includes all strategy, management, PR, creative, production, video and social content (i.e. all non-media services).

\$5,500/month