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## Acknowledgement of Requirements

The Respondent acknowledges receipt of Request for Proposals #3120003221 – Communications and Marketing Consultants issued by the Office of the State Treasurer (OST). The Respondent affirms that this Technical Proposal has been prepared in direct response to the requirements of the solicitation and in the same order and sequence as presented in the RFP.

### **The Respondent further acknowledges and agrees that:**

- All requirements outlined in the RFP, including the Scope of Services in Section II, are understood and will be fully addressed in this proposal.
- Each requirement has been reviewed, and this document contains a detailed response describing the Respondent's approach to providing the requested services.
- The Respondent accepts that failure to meet any mandatory requirements may result in elimination from further consideration.
- The Respondent will comply with all applicable rules, regulations, and contractual terms referenced in the RFP.
- This proposal contains no identifying information in accordance with Section 1.5 of the RFP, ensuring the integrity of the blind evaluation process.

By submitting this Technical Proposal, the Respondent confirms its commitment to provide communications and marketing consulting services consistent with the standards and expectations of the Office of the State Treasurer.

## Understanding of the Scope of Services

The Respondent understands that the Office of the State Treasurer (OST) requires comprehensive communications and marketing support to advance its mission of managing the State's financial resources, enhancing economic opportunities, and increasing public awareness of its programs. The scope of this engagement extends across multiple programs, including but not limited to:

- The Mississippi Prepaid Affordable College Tuition (MPACT) Program
- The Mississippi Affordable College Savings (MACS) Program
- The Unclaimed Property Program
- Executive Office communications

The Respondent recognizes that the successful delivery of these services requires expertise in both strategic planning and tactical execution. OST seeks a partner that can:

- Develop and implement annual and long-term communications and marketing strategies.
- Provide creative development, production, and placement of advertising across multiple media platforms, including radio, television, digital, and social channels.
- Design and produce marketing materials that communicate clearly, resonate with target audiences, and reflect OST's commitment to financial stewardship.
- Support public affairs and media relations on behalf of the Treasurer's Office, ensuring consistent, accurate, and effective messaging.
- Conduct targeted outreach to diverse audiences — families saving for college, employers, civic organizations, and the broader Mississippi community — with messaging tailored to the specific goals of each program.
- Measure and evaluate the effectiveness of campaigns and activities to inform future strategies and maximize impact.

The Respondent understands that the unique nature of OST's programs requires a communications partner with proven experience in multi-channel marketing, financial services communications, and statewide outreach. This includes the ability to craft creative campaigns that are both accessible to the general public and sophisticated enough to address the technical aspects of OST's programs.

The Respondent acknowledges that successful performance will depend on close collaboration with OST staff, proactive communication, and the ability to deliver timely, high-quality strategies and materials.

## Marketing Strategy

The Respondent will assist the Office of the State Treasurer (OST) in developing and implementing both annual and long-term marketing strategies designed to increase public awareness, participation, and engagement across all OST programs. The strategy will be comprehensive, multi-channel, and adaptable to evolving communications needs.

### Strategic Planning

- Collaborate with OST staff to establish program goals, key messages, and target audiences.
- Develop detailed campaign calendars aligned with program enrollment cycles and public outreach initiatives.
- Ensure that strategies incorporate both traditional and digital channels for maximum reach.

### Media Advertising

- Plan and execute advertising through radio, television, and social media platforms.
- Develop creative concepts and produce broadcast-quality spots tailored to Mississippi audiences.
- Optimize media placement to ensure coverage across diverse demographics and geographic regions.

### Digital and Internet Marketing

- Assist in the design, execution, and measurement of digital campaigns, including search, display, and social advertising.
- Provide analytics-driven insights to continually refine audience targeting and messaging effectiveness.
- Support updates and enhancements to OST's website to align with marketing objectives.

### **Community and Employer Outreach**

- Promote OST programs to civic organizations and community groups through presentations, informational sessions, and targeted campaigns.
- Partner with employers to highlight college savings programs as employee benefits.
- Organize outreach campaigns to increase awareness of the Unclaimed Property Program, ensuring residents are informed and able to claim owed funds.

### **Event and Sponsorship Marketing**

- Manage display booths, exhibits, and promotional activities at conventions, fairs, and association meetings.
- Support sports marketing partnerships to expand program visibility through high-profile sponsorships.

### **Direct Marketing**

- Develop and execute direct mail campaigns targeted to key demographics.
- Leverage data insights to ensure messages are relevant, timely, and cost-effective.

### **Public Affairs Support**

- Assist with messaging for the Executive Office to ensure consistent and accurate communications to the public and media.
- Provide crisis response support, if needed, to maintain public trust and confidence.

The Respondent's approach emphasizes measurable impact, cost efficiency, and alignment with OST's mission to provide transparent, effective, and citizen-focused financial services.

## Marketing Materials Design

The Respondent will support the Office of the State Treasurer (OST) in designing and producing high-quality marketing materials that communicate program benefits clearly and effectively to the public. Materials will be developed to align with campaign objectives, target audience preferences, and accessibility standards.

### Taglines and Messaging

- Develop taglines and slogans that are memorable, accessible, and aligned with OST's mission.
- Ensure all creative messaging is reviewed and approved by OST prior to use.
- Apply a consistent voice across all campaigns to strengthen recognition and trust.

### Print and Digital Collateral

The Respondent will design, and where requested produce, a variety of marketing materials, including but not limited to:

- **Enrollment Booklets** – Comprehensive program guides that include applications, descriptions, rules, disclosures, and forms.
- **Flyers and One-Pagers** – Informational sheets for distribution at events, employer benefit fairs, and community outreach activities.
- **Brochures** – Fold-over materials suitable for conventions, banks, libraries, and civic distribution.
- **Posters and Displays** – Large-format visuals to be used in high-traffic areas such as fairs, conferences, and community centers.
- **Banners** – Portable and durable banners for use at public events, conventions, and community gatherings.

### Creative Design Approach

- Apply professional graphic design principles to ensure clarity, visual appeal, and consistency across all programs.
- Tailor creative concepts to resonate with Mississippi families, employers, and communities while maintaining a professional and accessible style.
- Incorporate visuals and layouts designed to be adaptable across print, web, and social channels.

### Production Considerations

- Collaborate with OST to determine whether production will be completed by the Respondent or procured through competitive bidding in accordance with Mississippi law.
- Provide cost-efficient solutions while ensuring high production quality and timely delivery.

The Respondent's design approach emphasizes clear communication, broad accessibility, and adaptability across multiple media platforms to ensure OST's programs reach and engage their intended audiences.

## Public Affairs and Media Relations

The Respondent will provide comprehensive public affairs and media relations support to ensure the Office of the State Treasurer (OST) communicates effectively with stakeholders, the media, and the general public. The goal is to strengthen public trust, enhance program visibility, and ensure consistent, accurate messaging on behalf of the Treasurer's Office.

### Media Relations

- Develop and maintain relationships with statewide and regional media outlets.
- Draft press releases, media advisories, and talking points to support program announcements, events, and initiatives.
- Coordinate press conferences, interviews, and media appearances as requested by OST.
- Monitor press coverage to assess effectiveness and ensure alignment with OST's communication objectives.

### Public Affairs Support

- Assist the Executive Office in preparing messaging for public statements, legislative updates, and other high-level communications.
- Provide guidance on sensitive or high-visibility issues, ensuring timely, accurate, and professional responses.
- Support crisis communications if necessary to protect the credibility and reputation of OST.

### Strategic Outreach

- Identify and engage civic organizations, community leaders, and other influencers to expand the reach of OST programs.
- Coordinate public information campaigns that highlight program benefits and encourage participation.
- Ensure messaging is accessible and tailored to diverse audiences throughout the state.

### Consistency and Alignment

- Establish message frameworks and style guidelines to ensure all public-facing materials, whether produced by OST or the Respondent, maintain consistency of tone and content.
- Provide ongoing consultation to OST staff to ensure communications remain aligned with the agency's mission and goals.

Through proactive media engagement and strategic public affairs support, the Respondent will help OST elevate its profile, maintain strong relationships with the public, and build awareness of programs critical to Mississippi residents.

## Evaluation of Campaign Effectiveness

The Respondent understands the importance of measuring outcomes to ensure that communications and marketing strategies deliver value to the Office of the State Treasurer (OST) and the citizens of Mississippi. Evaluation will be an ongoing process, built into each campaign, and designed to provide actionable insights for future improvements.

### Post-Campaign Research

- Conduct awareness and buyer research following enrollment periods, events, and outreach campaigns.
- Utilize surveys, focus groups, and digital analytics to measure changes in awareness, engagement, and participation.
- Compare results against baseline data to assess effectiveness and identify areas of opportunity.

### Data Analysis and Reporting

- Analyze performance across all media channels, including radio, television, digital, and direct mail.
- Provide detailed reporting that highlights campaign reach, engagement, conversion, and cost efficiency.
- Translate data into insights to guide future strategy and refine targeting.

### Continuous Improvement

- Collaborate with OST staff to review results and adjust strategies for greater impact.
- Apply lessons learned to subsequent campaigns, ensuring continuous growth and improvement.
- Recommend new tools, methods, or channels when data suggests opportunities for enhanced outreach.

### Deliverables

- Provide oral and written reports at intervals determined by OST.
- Ensure reports are clear, accessible, and tailored to the needs of both program managers and executive leadership.
- Maintain transparency in methodology so OST can validate findings and recommendations.

The Respondent's evaluation approach ensures accountability, transparency, and ongoing optimization of communications and marketing strategies to maximize program participation and public engagement.



## Plan to Implement Scope of Services

The Respondent will implement a structured and collaborative approach to delivering communications and marketing services for the Office of the State Treasurer (OST). This plan balances strategic oversight with efficient execution to ensure timely, cost-effective, and high-quality outcomes.

### Project Management Approach

- Assign a dedicated project manager (role only, no names) responsible for coordination, scheduling, and quality assurance.
- Establish regular check-ins with OST staff to review progress, align on priorities, and confirm deliverables.
- Utilize project management tools to track tasks, timelines, and budgets, ensuring transparency and accountability.

### Staffing and Roles

The Respondent will provide a multidisciplinary team, with roles including:

- **Project Manager** – Oversees day-to-day operations, ensures compliance with RFP requirements, and serves as the primary point of coordination with OST staff.
- **Creative Director** – Guides messaging, design, and creative output to ensure materials are professional, accessible, and aligned with OST's objectives.
- **Media Planner/Buyer** – Develops and executes media placement strategies across traditional and digital platforms.
- **Digital Marketing Specialist** – Manages social media, search, and online campaigns; monitors analytics to refine targeting.
- **Graphic Designer** – Produces brochures, flyers, booklets, posters, banners, and other visual assets.
- **Research & Analytics Specialist** – Conducts campaign evaluations, compiles reports, and provides recommendations for continuous improvement.

**Collaboration with OST Staff**

- Work in close partnership with OST to ensure campaigns reflect agency priorities.
- Provide responsive support for emerging needs, including public affairs issues and time-sensitive communications.
- Ensure OST retains ownership of all materials while providing professional expertise to enhance reach and engagement.

**Timelines and Milestones**

- Develop annual and campaign-specific timelines that align with program enrollment periods and event schedules.
- Provide milestone check-ins for key deliverables such as advertising launches, brochure design, or awareness campaigns.
- Allow flexibility to adjust schedules to accommodate evolving program priorities.

The Respondent's implementation plan is designed to ensure seamless collaboration, effective resource allocation, and measurable outcomes. This structured approach ensures OST receives consistent, reliable, and high-quality communications and marketing support throughout the contract term.

## Quality Management Practices

The Respondent is committed to delivering communications and marketing services that meet the highest standards of quality, accuracy, and effectiveness. Quality management will be embedded throughout every stage of work, from initial planning through execution and evaluation.

### Quality Assurance Framework

- Apply a structured internal review process for all deliverables prior to submission to the Office of the State Treasurer (OST).
- Require multiple levels of review — creative, technical, and strategic — to ensure accuracy and consistency.
- Establish checklists aligned with OST requirements to confirm compliance before release.

### Performance Standards

- Adhere to agreed timelines and deliverables, ensuring campaigns and materials are launched as scheduled.
- Maintain clarity, professionalism, and accessibility in all messaging and design outputs.
- Apply best practices in marketing, media placement, and analytics to maximize value and impact.

### Reporting and Transparency

- Provide OST with regular status reports on project progress, deliverables, and budget status.
- Include key performance indicators (KPIs) in reports, such as reach, engagement, cost efficiency, and return on investment.
- Ensure that reports are presented in a clear and actionable format.

### Continuous Improvement

- Collect feedback from OST staff following major campaigns or deliverables.
- Incorporate lessons learned into future activities to continually enhance performance.
- Monitor emerging trends and evolving best practices to ensure OST benefits from the most current and effective communications approaches.

The Respondent's quality management practices ensure that all work delivered is accurate, effective, and aligned with OST's mission, while providing full transparency and accountability throughout the contract.

## Use of Subcontractors

The Respondent does not intend to utilize subcontractors in the performance of services under this contract. All communications, marketing, creative, and evaluation services described in this proposal will be delivered directly by the Respondent's in-house team.

This approach ensures:

- **Consistency and Control** – All work is performed by a single, coordinated team, eliminating risks of miscommunication or delays associated with subcontracting.
- **Quality Assurance** – The Respondent's internal quality management practices apply across all deliverables, ensuring high standards are maintained.
- **Efficiency** – Direct management of all tasks streamlines project execution and allows for greater responsiveness to the Office of the State Treasurer (OST).

If at any point subcontractors are deemed necessary to enhance capacity or provide specialized expertise, the Respondent acknowledges that prior written approval from OST will be required in accordance with the RFP.

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## Acknowledgement of Cost Requirements

The Respondent acknowledges that all costs included in this proposal are comprehensive, transparent, and in compliance with the requirements of RFP #3120003221. The Respondent affirms that:

- Pricing reflects a fixed-price contract with task-based payments, as outlined in the RFP.
  - No prepayments will be requested; all invoicing will be submitted in arrears.
  - All costs are inclusive of labor, materials, overhead, and any other necessary expenses associated with delivering the required services.
  - Media placement and production costs will be clearly delineated to ensure full transparency.
- 

## Fee Structure

The Respondent proposes the following hourly rates for consulting services, organized by staff category. Rates are fully burdened and represent the total cost to the Agency:

- Project Management – \$145
- Creative & Design – \$135
- Media Planning & Buying – \$125
- Digital Marketing – \$120
- Research & Analytics – \$110

**Note:** All proposed rates include the costs of staff time, tools, and internal resources required to deliver the described services.

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## Media Buying and Placement Fees

12% (this is a discount for Mississippi as our standard is 15%)

- Commission rate of % applied to all purchased media placements. our standard is 15%)
  - Volume discounts applied at spend levels exceeding \$.250,000
  - Media placement costs will be invoiced separately and itemized by channel (television, radio, digital, print, etc.).
- 

## Production Costs

The Respondent proposes the following unit-based pricing for design and production of campaign deliverables.

- Enrollment Booklet (per unit) – \$ 4.25
- Flyer/One-Pager (per unit) – \$ 0.85
- Brochure (per unit) – \$ 1.75
- Poster (per unit) – \$ 9.50
- Banner (per unit) – \$ 48.00
- Video Spot (30 seconds) – \$ 3,800

**Note:** All costs include creative development, production, and final delivery in print- or broadcast-ready formats.

## Invoicing and Payment

- Invoicing will occur on a [monthly/quarterly] basis in arrears. **(Monthly is our standard)**
  - Each invoice will include itemized details by task and service category.
  - OST will be billed at the agreed-upon fixed price for each completed activity, regardless of the number of hours required to complete the work.
- 

## Appendix A – Pricing Schedule

The Respondent has completed Appendix A as required, summarizing all proposed prices in the prescribed format.

## 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
Project Management	\$145 per hour
Creative & Design	\$135 per hour
Media Planning & Buying	\$125 per hour
Digital Marketing	\$120 per hour
Research & Analytics	\$110 per hour
Media Commission	12 % of media buy (discount > \$250k)
Enrollment Booklet	\$4.25 per unit
Flyer / One-Pager	\$0.85 per unit
Brochure	\$1.75 per unit
Poster	\$9.50 per unit
Banner	\$48 per unit
Video Spot (30 sec)	\$3800 per spot





Fly With Us

# 2025

October 14, 2025, 3PM CDT

## Request for Proposal

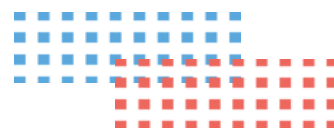
Communications and Marketing Consultants (RFP# - 3120003221)

Mississippi Office of the State Treasurer

by:  **hawkemedia**

 [rfp@hawkemedia.com](mailto:rfp@hawkemedia.com)

 [www.hawkemedia.com](http://www.hawkemedia.com)



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2415 Michigan Ave  
Santa Monica, CA 90404

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Theresa Abadie, Comptroller  
Office of the State Treasurer  
State of Mississippi  
501 North West Street, Suite 1101  
Jackson, MS 39201

October 14, 2025

**Proposal Submission – RFP #3120003221: Communications and Marketing Consultants**

Dear Ms. Abadie,

On behalf of Hawke Media, I am pleased to submit our Management Proposal in response to the Office of the State Treasurer's Request for Proposals for Communications and Marketing Consultants (RFP #3120003221). We welcome the opportunity to partner with OST in advancing its mission through innovative, cost-effective, and impactful communications and marketing strategies.

Hawke Media is a full-service performance marketing agency founded in 2014, with over 200 professionals nationwide. Our team has delivered measurable results for more than 4,800 clients, generating over \$2.9 billion in revenue through campaigns that combine data-driven strategy, creative excellence, and deep expertise in both digital and traditional media. We bring a multidisciplinary team with extensive experience in public affairs, community engagement, digital marketing, creative production, and analytics.

Our firm is uniquely positioned to support OST's diverse program portfolio, including college savings plans and the Unclaimed Property initiative. By leveraging integrated strategies and best-in-class creative, we will help OST increase program visibility, drive enrollment and participation, and strengthen trust among Mississippi residents.

This proposal includes our company profile, organizational structure, key staff qualifications, relevant past performance, and completed Appendix B form.

We appreciate your consideration and look forward to the possibility of serving as a trusted communications partner for the Office of the State Treasurer.

Sincerely,

Jacob Hanson, Managing Director



## Company Profile

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)





### Company Profile

- **Company Name:** Hawke Media
- **Headquarters:**  
1714 16th St, Santa Monica, CA 90404
- **Year Founded:** 2014
- **Ownership:** Privately held, U.S.-based company

### About Hawke Media

Hawke Media is a full-service performance marketing agency that operates as an outsourced Chief Marketing Officer (CMO) for organizations seeking scalable, cost-effective marketing expertise. Since its founding, Hawke Media has grown into one of the nation's largest independent marketing consultancies, employing over 200 professionals across the U.S.

The agency specializes in delivering measurable results by integrating strategy, creative development, and analytics across digital, social, and traditional channels. With a focus on accountability and agility, Hawke Media has successfully served over 4,800 clients and managed more than **\$250 million in media spend**.

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### Core Services

- Strategic marketing planning and execution
- Media planning and buying (digital and traditional)
- Creative services including graphic design, video production, and copywriting
- Public relations and media relations support
- Digital marketing (SEO, paid search, social media campaigns, influencer marketing)
- Analytics and reporting for performance optimization

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### Experience in Public Sector & Regulated Industries

In addition to extensive private-sector experience, Hawke Media has supported clients in highly regulated sectors such as healthcare, education, and government-related initiatives. This includes enrollment marketing for higher education institutions, public health campaigns, and communications strategies for cultural and civic organizations.

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### Commitment to OST

Hawke Media brings the talent, technology, and processes needed to serve as a trusted communications and marketing consultant for the Office of the State Treasurer (OST). By combining creative excellence with data-driven strategy, Hawke Media is well-positioned to enhance awareness of OST programs, increase citizen engagement, and strengthen public trust.



## Organizational Structure

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)



## ORGANIZATIONAL STRUCTURE

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Hawke Media maintains a flexible, client-centered organizational model that ensures every engagement receives dedicated leadership, cross-functional expertise, and seamless coordination. For this contract, Hawke Media will assign a multidisciplinary team of professionals with extensive experience in marketing strategy, creative design, media planning, public affairs, and analytics.

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### Structure Overview

At the highest level, Hawke Media is led by its executive leadership team, which provides strategic oversight, client service direction, and operational governance. For this engagement, an Account Director will serve as the primary point of contact with the Office of the State Treasurer (OST), supported by specialists across multiple disciplines.

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### Proposed Project Team Roles

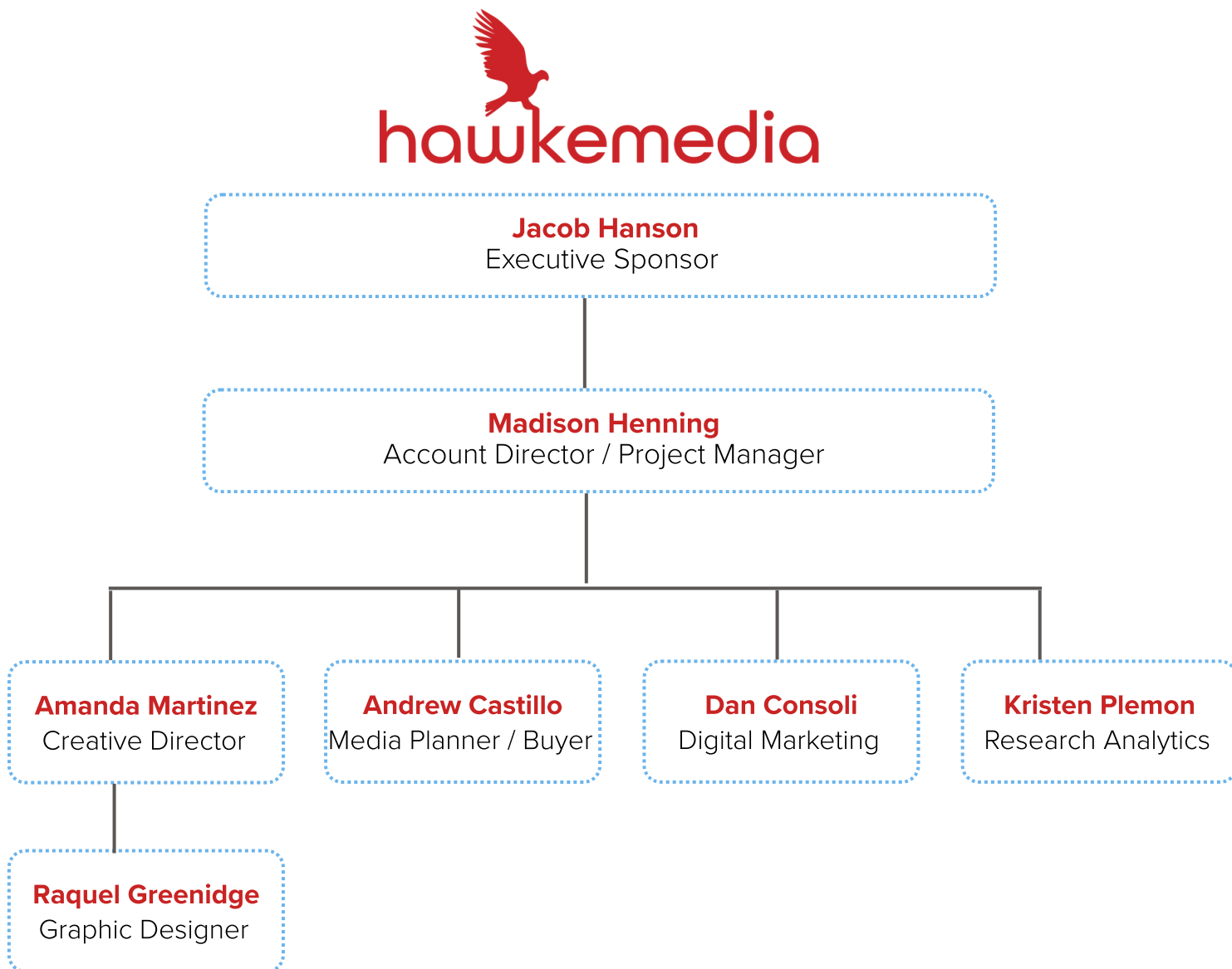
- **Executive Sponsor** – Jacob Hanson, Managing Director, PRP Group (A Hawke Media Company) Provides executive oversight, ensures resources are aligned, and supports strategic client direction.
- **Account Director / Project Manager** – Madison Henning, Account Manager: Serves as primary point of contact with OST, manages project timelines and deliverables, and ensures contract compliance.
- **Creative Director** – Amanda Martinez: Oversees development of campaign messaging, creative direction, and design production.
- **Media Planner/Buyer** – Andrew Castillo, Senior Media Manager: Develops integrated media plans, negotiates placements, and ensures campaigns run efficiently across all channels.
- **Digital Marketing Specialist** – Dan Consoli, Director of Analytics: Leads digital strategy, manages online and social campaigns, and integrates performance data into actionable insights.
- **Research & Analytics Specialist** – Kristen Plemon, Advisor, Education & Multicultural Campaigns: Provides expertise in research, campaign evaluation, and multicultural outreach strategies.
- **Graphic Designer** – Racquel Greenidge: Supports the Creative Director in producing design assets such as brochures, flyers, and digital collateral.



## ORGANIZATIONAL STRUCTURE

### Organizational Chart

Below is a high-level depiction of the team structure for this project:



### Collaboration with OST

This team will operate as an extension of OST staff, providing responsive day-to-day support while ensuring strategic alignment with the Treasurer's Office objectives. Regular check-ins will be established with the Account Director / Project Manager to maintain accountability and adapt to evolving needs.





## Staff Qualifications & Experience

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)



## STAFF QUALIFICATIONS & EXPERIENCE

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Hawke Media has assembled a multidisciplinary team with the skills and experience required to deliver communications and marketing services for the Office of the State Treasurer (OST). Each staff member brings relevant expertise, proven success in delivering measurable outcomes, and a commitment to dedicating the necessary time to this contract.

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### Executive Sponsor – Jacob Hanson, Managing Director

- **Role:** Provides executive oversight and ensures agency resources are aligned to support OST priorities.
  - **Experience:** Over 15 years in marketing, communications, and client services with a focus on education, public sector, and regulated industries. Has directed large-scale enrollment campaigns for higher education institutions and overseen integrated communications strategies for public health and civic organizations.
  - **Availability:** Provides executive-level guidance and will participate in milestone reviews and strategic discussions.
- 

### Account Director / Project Manager – Madison Henning, Account Manager

- **Role:** Serves as primary point of contact for OST, managing day-to-day coordination, scheduling, and deliverables.
  - **Experience:** 10+ years managing client accounts across education, consumer, and nonprofit sectors. Skilled in campaign planning, stakeholder coordination, and contract compliance. Recognized for strong organizational skills and ability to manage complex projects under tight deadlines.
  - **Availability:** Will dedicate the majority of professional time to ensuring project success, serving as OST's direct liaison.
- 

### Creative Director – Amanda Martinez

- **Role:** Leads campaign messaging, design, and creative development.
- **Experience:** Over 12 years of experience in creative direction, brand storytelling, and design for large-scale marketing campaigns. Expertise in developing enrollment materials, digital collateral, video content, and visual identities. Experienced in managing design teams to ensure consistency and impact across platforms.
- **Availability:** Available for all campaign planning, creative development, and OST-requested design deliverables.



## STAFF QUALIFICATIONS & EXPERIENCE

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### Media Planner/Buyer – Andrew Castillo, Senior Media Manager

- **Role:** Develops media plans, negotiates placements, and ensures cost-effective campaign delivery across TV, radio, digital, and print.
  - **Experience:** 15+ years in media planning and buying with deep expertise in budget optimization, cross-channel campaigns, and maximizing ROI. Has managed multi-million-dollar media budgets for clients across diverse industries, including regulated sectors.
  - **Availability:** Available throughout contract performance to support campaign planning and placement activities.
- 

### Digital Marketing Specialist – Dan Consoli, Director of Analytics

- **Role:** Leads digital and online marketing campaigns, manages analytics, and integrates performance insights into strategy.
  - **Experience:** More than 12 years of experience in digital marketing strategy, analytics, and performance optimization. Expertise in paid social, search, SEO, and advanced analytics. Skilled in translating data into actionable recommendations to improve reach and engagement.
  - **Availability:** Will oversee digital marketing campaigns and ensure timely delivery of analytics reports.
- 

### Research & Analytics Specialist – Kristen Plemon, Advisor, Education & Multicultural Campaigns

- **Role:** Provides research, evaluation, and multicultural marketing expertise to ensure OST campaigns are inclusive and data-driven.
  - **Experience:** Over 20 years of experience in strategic communications, with specialized focus on education, public sector, and multicultural outreach. Extensive background in audience research, campaign evaluation, and development of targeted strategies to reach diverse communities.
  - **Availability:** Will support campaign evaluation, reporting, and research tasks as required.
- 

### Graphic Designer – Racquel Greenidge

- **Role:** Supports creative development by producing design assets, including flyers, brochures, posters, and banners.
- **Experience:** Hawke Media maintains a design team with expertise in both print and digital formats, skilled in producing visually compelling materials for large-scale campaigns.
- **Availability:** Will be assigned to this project under the supervision of the Creative Director to ensure timely delivery of all collateral.



## Relevant Past Performance

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)





## RELEVANT PAST PERFORMANCE

Hawke Media has delivered communications and marketing services to a diverse portfolio of clients, including higher education institutions, consumer brands, and civic organizations. The following examples demonstrate our ability to manage campaigns of comparable size and scope to the requirements of the Office of the State Treasurer (OST).

### Case Study 1

### Strayer University

#### Enrollment by degree:



**80%**

Bachelor's

**14%**

Master's

**6%**

Associate

**<1%**

Certificate



- **Scope of Services:** Supported enrollment marketing for a nationally recognized higher education institution.
- **Activities Performed:** Developed and executed integrated campaigns across paid digital, social, and traditional media; produced collateral for prospective students; optimized messaging for diverse demographic groups.

#### Results:

**32%**

INCREASE INQUIRIES YEAR-OVER-YEAR

**IMPROVED CONVERSION RATES THROUGH OPTIMIZED CTAS  
AND CREATIVE TESTING**

**STRENGTHENED STRAYER'S VISIBILITY AMONG ADULT  
LEARNERS AND WORKING PROFESSIONALS**

**Relevance to OST:** Demonstrates the Respondent's proven expertise in enrollment-focused marketing campaigns, directly applicable to promoting OST's MPACT and MACS programs.



### Case Study 2

### Rex Academy (Messaging & Marketing Intelligence)

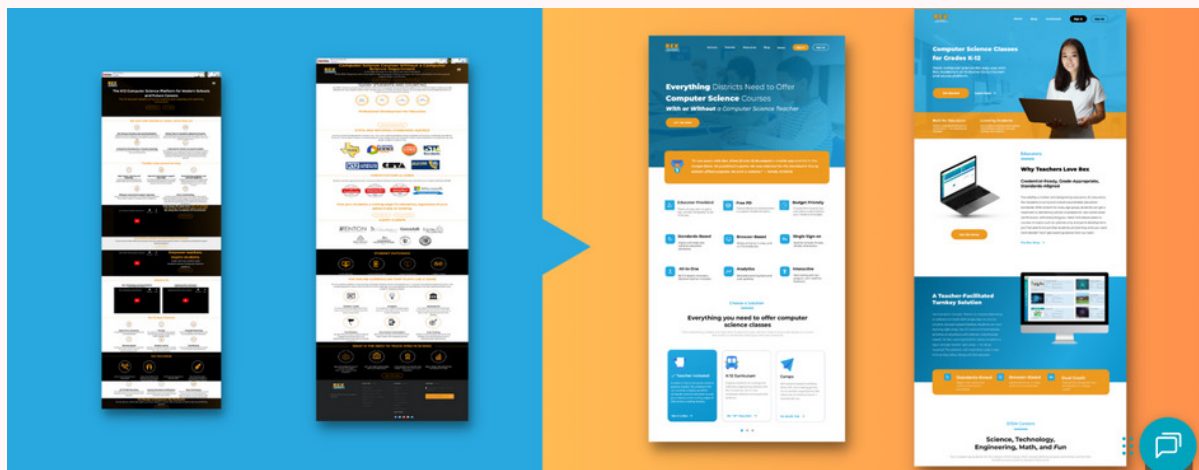


**Scope of Services:** Designed and implemented marketing campaigns for an education technology platform serving K–12 districts nationwide.

**Activities Performed:** Delivered creative design, digital marketing, and outreach campaigns to raise awareness among schools, districts, and parents.

**Outcomes:** Achieved measurable increases in platform adoption and engagement, establishing Rex Academy as a trusted partner for school systems.

- Produced a refined audience strategy and digital messaging framework.



- Improved alignment of marketing efforts with educator priorities, boosting lead quality.

**Relevance to OST:** Highlights ability to market education-related programs to parents and families, a critical element of OST's college savings outreach.



## RELEVANT PAST PERFORMANCE

### Case Study 3

#### Cook Center for Human Connection (Calm Room Grants)



COOK CENTER FOR  
HUMAN CONNECTION

**Scope of Services:** Managed awareness and engagement campaigns for a nonprofit focused on student mental health resources.

**Activities Performed:** Developed targeted messaging, produced creative assets, and executed outreach campaigns across digital, broadcast, and community channels.

**Outcomes:** Expanded reach to schools and families nationwide, improving awareness of resources and participation in programs.

### 18 million

Almost 18 million people, primarily educators, learned about the campaign from local and edtrade media.

### 3x ROI

The value of the earned media was worth more than 3 times the PR spend.

### 5X

More applications received than anticipated. As a result, the Cook Center was able to fund twice as many Calm Rooms as planned.

**Relevance to OST:** Demonstrates capability in community-focused public awareness campaigns, aligning with OST's goals to promote the Unclaimed Property program and other public-facing initiatives.





### Case Study 4

### The Getty Store

#### Scope of Services

Supported communications and marketing for one of the nation's leading cultural institutions.

**Activities Performed:** Produced creative campaigns, managed paid digital and search advertising, and developed collateral for broad community engagement.



#### Outcomes:

Increased attendance, broadened audience reach, and strengthened engagement with diverse communities.

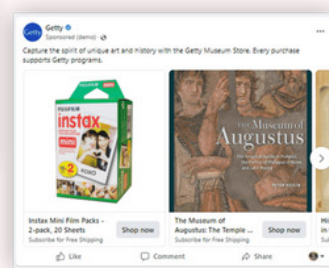
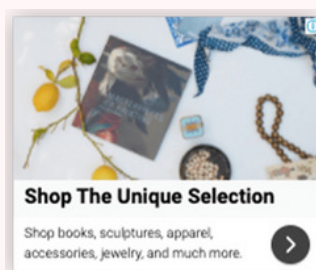
**99.1%**

YOY REVENUE INCREASE

**107.2%**

YOY NEW USER INCREASE

**Relevance to OST:** Illustrates experience in driving awareness for civic and cultural institutions, directly comparable to building statewide trust in OST programs.







## Quality Management Evidence

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)



## QUALITY MANAGEMENT EVIDENCE

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Hawke Media maintains rigorous quality management processes to ensure that all communications and marketing deliverables meet the highest standards of accuracy, consistency, and effectiveness. Our approach emphasizes proactive review, accountability, and continuous improvement.

### Quality Assurance Process

- All deliverables undergo a multi-level review that includes creative, strategic, and technical checks before submission.
- Project Managers apply internal checklists aligned with contract requirements to confirm completeness and compliance.
- Drafts are shared with the client for review and approval, ensuring transparency and collaboration.

### Performance Standards

- Campaigns are measured against key performance indicators (KPIs) such as reach, engagement, conversions, and cost efficiency.
- Timeliness is a core standard; deliverables are produced on schedule to align with program cycles and events.
- Messaging consistency is maintained across all channels — print, digital, broadcast, and community outreach.

### Reporting and Accountability

- Clients receive regular reports detailing campaign progress, performance metrics, and spend efficiency.
- Reports are designed to be clear, accessible, and actionable for program managers and executive leadership.
- Performance dashboards and analytics tools provide real-time visibility into campaign outcomes.



### Continuous Improvement

- Post-campaign reviews capture lessons learned and apply them to future projects.
- Feedback from clients is integrated into workflows to improve efficiency and outcomes.
- Hawke Media stays at the forefront of emerging tools and strategies, ensuring campaigns leverage industry best practices.

### Relevant Example

For a national higher education client, Hawke Media implemented a quality framework that tracked each campaign milestone, required approvals at multiple stages, and produced post-campaign evaluation reports. This process not only ensured accuracy and timeliness but also improved efficiency by reducing turnaround times for creative assets by 30%.



Every deliverable undergoes **rigorous review and measurable evaluation** — ensuring OST receives communications that are **accurate, consistent, and impactful.**



## Regulatory & Compliance Disclosures

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)





## REGULATORY & COMPLIANCE DISCLOSURES

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Hawke Media affirms its compliance with all applicable federal and state regulations relevant to this contract. The following disclosures are provided in accordance with RFP #3120003221:

### **Independent Contractor Status**

Hawke Media acknowledges that, if awarded this contract, it will perform as an independent contractor and not as an employee of the State of Mississippi. The firm will assume full responsibility for its employees, subcontractors (if any), and agents.

### **E-Verify Compliance**

Hawke Media participates in the federal E-Verify program to confirm the employment eligibility of its workforce. The company will remain in full compliance with Mississippi Code § 71-11-3 regarding employment verification throughout the contract period.

### **Litigation and Regulatory History**

Hawke Media has not been convicted of any felony, is not currently involved in litigation that would impact performance of this contract, and has no pending regulatory actions that would impair its ability to fulfill contractual obligations.

### **Subcontractors**

Hawke Media does not intend to utilize subcontractors for this engagement. All services will be delivered directly by Hawke Media staff. If subcontractors are deemed necessary in the future, OST will be notified in advance, and prior written approval will be sought in compliance with RFP requirements.

### **Trade Secrets and Proprietary Data**

If any portion of this proposal is designated as proprietary, Hawke Media will clearly mark the applicable sections in accordance with Mississippi Public Records Act guidelines.

### **Other Compliance Acknowledgements**

- Hawke Media affirms its willingness to comply with all contract terms outlined in the RFP, including provisions for audits, records retention, and stop-work orders.
- The firm further acknowledges compliance with all relevant state procurement regulations and public accountability standards.





## Appendix B

### Mississippi Office of the State Treasurer

Request for Proposal  
Communications and Marketing Consultants (RFP#-3120003221)

**APPENDIX B**  
**Office of the State Treasurer**

**Request for Proposals - Communications and Marketing Consultants**

**PROSPECTIVE CONTRACTOR'S REPRESENTATION REGARDING  
CONTINGENT FEES**

Hawke Media (Company name) represents that it HAS / HAS  
NOT (please circle the appropriate answer) retained any person or agency on a percentage,  
commission, or other contingent arrangement to secure this contract.

Signed Bruce Jacob Hanson

Print Name Jacob Hanson

Title Managing Director

Date 10 / 14 / 2025  
MM DD YY



**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 Hawke Media

Signed Bruce Jacob Hanson

Print Name Jacob hanson

Title Managing Director

Date 11/03/2025  
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.

*Bruce Jacob Hanson*

Signed \_\_\_\_\_

Print Name Jacob hanson

Title Managing Director

Date 11/03/2025  
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:

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addendum 1 - October 15 2025  
addendum 2 - October 20 2025

Hawke Media

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**Company Name:**

Jacob hanson

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**Printed Name of Representative:**

*Bruce Jacob Hanson*

11/03/2025

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**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.*



# Thank You!

We see this partnership with the Office of the State Treasurer as more than a contract — it's an opportunity to help Mississippi families save for the future, reunite citizens with their unclaimed property, and strengthen trust in one of the state's most important institutions. Together, we can amplify OST's voice, highlight the value of its programs, and reinforce confidence in its mission to serve every resident.

We're ready to collaborate closely, move with purpose, and deliver measurable results that expand program participation, increase public awareness, and enhance pride in the Treasurer's work on behalf of Mississippi.

Looking forward to what we can accomplish together,

**Jacob Hanson**