

# MS Office of the State Treasurer RFP

Communications and Marketing Consultants RFP# - 3120003221

TECHNICAL PROPOSAL **REDACTED COPY**

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Date of Redaction: 11/06/25 Redacted by: Mad Genius, Inc.

# Technical Proposal

Communications and Marketing Consultants RFP# - 3120003221

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## **1. EXECUTIVE SUMMARY**

**Mad Genius is honored to submit this proposal to serve as communications and marketing consultants for the Mississippi Office of the State Treasurer (OST).**

For nearly two decades, we've helped organizations across Mississippi communicate big ideas through statewide campaigns that are on strategy, on time, and on budget. OST's work—spanning the Executive Office, the Mississippi Prepaid Affordable College Tuition (MPACT) and Mississippi Affordable College Savings (MACS) programs, Unclaimed Property, and other vital operations—touches the lives of Mississippians every day.

Our goal is to amplify these efforts by strengthening public trust, elevating visibility, and inspiring citizen engagement. With a full-service team of 30 professionals, we combine strategic insight, creative excellence, and disciplined project management to deliver measurable results.

Mad Genius is ready to help OST make every message count—and deliver the unexpected.

*Acknowledged*

## **2. Understanding of OST's Needs & Objectives (RFP Section 3.7)**

The Office of the State Treasurer (OST) safeguards Mississippi's financial future and directly engages citizens through accessible programs and services. Communications and marketing are crucial to ensuring that Mississippians understand these programs and take action.

### **Key Needs**

- **Increase Awareness:** Ensure consistent, statewide recognition of OST programs, including College Savings Plans of Mississippi (CSPM/MACS) and Unclaimed Property.
- **Drive Engagement:** Encourage audiences to move from awareness to action through accessible messaging, intuitive digital platforms, and community-based outreach.
- **Ensure Consistency:** Deliver clear, compliant messaging across broadcast, digital, print, and grassroots channels.

### **Key Objectives**

- **Awareness Growth:** Year-over-year increases in recognition of OST programs.
- **Engagement Metrics:** Growth in website traffic, event participation, and media impressions.
- **ROI:** Demonstrated increases in program enrollment and unclaimed property claims.

### **Key Constraints**

- Statewide messaging requirements.
- Procurement & compliance adherence.
- Timing & seasonality alignment.

### **Strategic Insight**

Relevant, research-driven messaging delivered through trusted channels motivates participation and builds credibility across the state.

*Acknowledged*

### **3. APPROACH TO SCOPE OF SERVICES (RFP Section 2.1.1, Section 3.7)**

#### **3.1 Management Framework**

Mad Genius delivers all services through a disciplined management framework built on three foundational pillars:

##### **On Strategy**

- Every campaign, message, and tactic aligns with OST's stated objectives
- Data-driven insights inform all strategic decisions
- Regular alignment checks ensure we stay focused on what matters most

##### **On Time**

- Realistic timelines with built-in contingencies
- Proactive communication about project status
- Early escalation of potential delays
- Capacity to accelerate when urgent needs arise

##### **On Budget**

- Transparent cost estimates before work begins
- Real-time budget tracking and reporting
- Cost optimization through smart negotiations and efficiencies
- No surprises—immediate alerts if projects approach limits

We apply this framework to all services outlined in RFP Section 2.1, ensuring consistency, accountability, and measurable results.

*Acknowledged*

#### **3.2 Marketing Strategy (RFP Section 2.1.1.)**

##### **Annual & Long-Term Campaign Planning**

Mad Genius will partner with OST staff to develop comprehensive marketing strategies that drive awareness, engagement, and participation across all programs.

##### **Our Approach:**

##### **Strategic Planning Process**

**Discovery Phase** – Stakeholder interviews, program analysis, audience research, competitive review

1. **Strategic Framework Development** – Goals, objectives, target audiences, key messages, positioning
2. **Campaign Architecture** – Integrated multi-channel campaign design aligned with OST calendars
3. **Budget Allocation** – Strategic distribution of resources based on priorities and ROI potential
4. **Calendar Development** – Detailed timeline coordinating campaigns with enrollment cycles, legislative sessions, fiscal years, and seasonal events

### **Research & Audience Insights**

- **Baseline Research** – Conduct initial awareness studies to establish benchmarks for each program
- **Audience Segmentation** – Develop detailed personas for key target groups:
  - Parents of young children (MPACT/MACS prospects)
  - Grandparents and family gifters
  - Employers and HR professionals
  - Mississippians with potential unclaimed property
  - Civic and community organizations
  - Media and influencers
- **Behavioral Analysis** – Identify motivations, barriers, and decision triggers for each audience
- **Market Trends** – Monitor economic conditions, education costs, competitive programs, and demographic shifts

### **Integrated Campaign Development**

Mad Genius will design campaigns that leverage multiple channels working in concert to maximize reach and impact:

#### **Broadcast Media**

- Television advertising (network, cable, streaming/OTT)
- Radio advertising (AM/FM, satellite, streaming)
- Commercial creative development and production
- Media planning, buying, and optimization

#### **Digital Marketing**

- Paid search (Google Ads, Bing Ads)
- Paid social media (Facebook, Instagram, LinkedIn, TikTok)
- Display and programmatic advertising
- Video advertising (YouTube, connected TV)
- Retargeting and audience lookalike campaigns

#### **Social Media (Organic)**

- Content strategy
- Community management and engagement
- Influencer partnerships and advocacy programs

- User-generated content campaigns

#### **Print & Out-of-Home**

- Newspaper and magazine advertising
- Billboard and transit advertising
- Print collateral (flyers, brochures, posters)
- Direct mail campaigns

#### **Grassroots & Community**

- Employer outreach and workplace presentations
- Civic organization partnerships
- Community event activations
- Sports marketing placements

#### **Strategic Calendar Management**

We will develop and maintain integrated campaign calendars that align with:

- **Enrollment Cycles** – MPACT and MACS enrollment windows
- **Seasonal Events** – Back-to-school, tax season, holiday gifting periods
- **Legislative Sessions** – Coordination with state government calendars
- **Community Events** – County fairs, festivals, benefit fairs, trade shows
- **Media Planning** – Advance coordination for media buys and creative production
- **Budget Cycles** – Alignment with fiscal year planning and appropriations

#### **Deliverables**

- Annual Strategic Plan (comprehensive document outlining goals, strategies, tactics, timeline, budget)
- Multi-Year Strategic Roadmap (3-5 year vision with annual milestones)
- Campaign Briefs (detailed plans for each major campaign)
- Integrated Marketing Calendar (12-month tactical calendar with all activities)
- Quarterly Strategy Updates (performance review and strategic adjustments)
- Budget Plans & Forecasts (detailed allocation by program and channel)

*Acknowledged*

### **3.3 Public Affairs & Media Relations (RFP Section 2.1.1.I.)**

#### **Executive Office Communications & Media Strategy**

Through our partnership with Foster Relations (Kim Foster, APR), Mad Genius will provide comprehensive public affairs and media relations services for the Executive Office and all OST programs.

## **Our Approach:**

### **Media Relations**

- **Media Monitoring** – Daily tracking of news coverage related to OST, college savings, unclaimed property, and financial programs
- **Media Outreach** – Proactive pitching of stories to Mississippi news outlets (TV, radio, print, digital)
- **Press Release Development** – Professional writing and distribution of announcements, program updates, and success stories
- **Media Training** – Prepare OST leadership and spokespeople for interviews and public appearances
- **Press Conferences** – Planning, logistics, and execution of press events
- **Editorial Opportunities** – Secure op-ed placements and guest columns for State Treasurer

### **Crisis Communications**

- **Crisis Planning** – Develop communications protocols for potential issues
- **Rapid Response** – 24/7 availability for urgent communications needs
- **Message Development** – Craft appropriate messaging during sensitive situations
- **Media Management** – Coordinate media inquiries and responses

### **Media Partnerships**

- Cultivate relationships with key journalists and news outlets
- Identify opportunities for feature stories and human interest angles
- Coordinate interviews with program participants and success stories
- Leverage media partnerships for public service announcements

### **Deliverables**

- Monthly Media Activity Reports (coverage tracking, reach analysis, tone assessment)
- Press Release Library (all releases drafted and distributed)
- Media Contact Database (maintained relationships with Mississippi media)
- Crisis Communications Plan (protocols and messaging frameworks)
- Media Training Sessions (as needed for OST leadership and staff)

## *Acknowledged*



### **3.4 Community Relations & Outreach (RFP Section 2.1.1.D, E, F)**

#### **Grassroots Engagement & Community Partnerships**

Mad Genius will build awareness and drive participation through strategic community engagement across Mississippi's diverse regions and populations.

#### **Our Approach:**

##### **Civic Organization Partnerships**

- **Identify Key Partners** – Rotary Clubs, Lions Clubs, Kiwanis, chambers of commerce, professional associations, PTAs, churches
- **Develop Presentation Materials** – Customizable presentations for different audiences
- **Coordinate Speaking Engagements** – Schedule and support OST staff or agency representatives at organization meetings
- **Provide Marketing Materials** – Supply brochures, flyers, and promotional items for distribution

##### **Employer Outreach (College Savings Programs):**

- **Employer Toolkit Development** – Create resources for HR professionals to promote college savings as an employee benefit
- **Benefit Fair Presentations** – Design booth displays and presentation materials
- **Workplace Presentations** – Coordinate on-site presentations at major Mississippi employers
- **Payroll Deduction Promotion** – Develop campaigns highlighting easy enrollment through payroll
- **Partner with SHRM** – Collaborate with Society for Human Resource Management chapters

##### **Community Event Activations**

- **County Fairs & Festivals** – Booth design, staffing coordination, engagement activities
- **Trade Shows & Conventions** – Professional displays and promotional strategies
- **Sporting Events** – Sports marketing partnerships (Mississippi State, Ole Miss, Southern Miss, etc.)
- **Community Celebrations** – Presence at local events throughout Mississippi

##### **Rural & Underserved Outreach**

- **Targeted Campaigns** – Develop specific strategies for rural and underserved communities
- **Mobile Outreach** – Coordinate traveling presentations and enrollment assistance
- **Community Partner Network** – Work with local organizations serving rural populations
- **Language Accessibility** – Materials and resources in Spanish and other languages as needed
- **Digital Inclusion** – Strategies to reach audiences with limited internet access

### **Unclaimed Property Community Awareness**

- **Awareness Events** – Community events focused on unclaimed property education
- **Partner Outreach** – Work with banks, credit unions, and financial institutions
- **Senior Outreach** – Special focus on helping seniors find and claim property
- **Municipal Partnerships** – Coordinate with city and county governments for awareness campaigns

### **Deliverables**

- Community Outreach Plan (annual strategy with target organizations and events)
- Presentation Materials (customizable PowerPoints, leave-behinds, FAQs)
- Event Marketing Kits (booth displays, banners, signage, promotional items)
- Employer Partnership Materials (toolkits, sample communications, enrollment guides)
- Event Activity Reports (attendance, leads generated, materials distributed)
- Community Partner Directory (maintained relationships across the state)

*Acknowledged*

## **3.5 Creative Advertising & Content (RFP Section 2.1.1.B, 2.1.2)**

### **Campaign Creative Development & Production**

Mad Genius will create compelling, professional marketing materials that resonate with Mississippi audiences and drive action.

#### **Our Approach:**

### **Campaign Concepting & Messaging Frameworks**

**Creative Brief Development** – Collaborative process to define objectives, audiences, messages, tone

- **Concept Exploration** – Multiple creative directions with strategic rationale
- **Tag Line Development** – Memorable, distinctive tag lines for each program (subject to OST approval per RFP Section 2.1.2)
- **Message Architecture** – Hierarchy of messages tailored to different audiences and stages of awareness
- **Brand Standards** – Ensure all materials align with OST brand guidelines

### **Broadcast Production (TV & Radio)**

#### *Television Commercials*

**Script Development** – Compelling storytelling that connects emotionally

- **Storyboard Creation** – Visual representation of commercial concepts
- **Talent Casting** – Selection of on-camera talent and voice-over artists

- **Location Scouting** – Identify authentic Mississippi locations
- **Production Management** – Full-service production with our in-house team
- **Post-Production** – Editing, color correction, sound mixing, graphics
- **Format Delivery** – Multiple versions (30-second, 15-second spots; broadcast, digital, social formats)

#### *Radio Commercials*

- **Script Writing** – Engaging audio storytelling
- **Voice Talent Selection** – Professional voice-over artists
- **Audio Production** – Recording, sound design, mixing
- **Format Delivery** – Various lengths (60-second, 30-second, 15-second spots)

#### **Print & Collateral Design (RFP Section 2.1.2)**

Mad Genius will design and produce all printed marketing materials required by OST:

##### *MPACT/MACS Enrollment Booklet*

- Comprehensive design of enrollment booklet containing:
  - Program application
  - Program description and benefits
  - Rules and disclosures (legal compliance)
  - Enrollment forms
- Professional layout optimized for readability and brand consistency
- Print-ready files coordinated with printer or OST preference
- Annual updates and revisions as needed

##### *Single-Sheet Flyers (Section 2.1.2.B)*

- Quick-reference flyers for each program
- Multiple versions for different distribution channels:
  - Email attachments
  - Payroll stuffers
  - Convention handouts
  - Social media downloads
  - Magazine/newspaper inserts
- Design variations for different audiences

##### *Fold-Over Brochures (Section 2.1.2.C)*

- Tri-fold or bi-fold brochures for:
  - College Savings Plans (MPACT/MACS)
  - Unclaimed Property
  - General OST programs
- Professional design suitable for:
  - Distribution at banks and libraries
  - Convention giveaways

- Direct mail
- Community centers

#### *Posters & Display Stands (Section 2.1.2.D)*

- Eye-catching posters in multiple sizes
- Tabletop display stands
- Free-standing displays for events
- Window clings and counter cards

#### *Banners (Section 2.1.2.E)*

- Event banners for fairs and conventions
- Retractable banner stands
- Large-format outdoor banners
- Step-and-repeat backdrops for photo opportunities

#### **Digital Content**

- **Social Media Graphics** – Branded templates, posts, stories, covers
- **Email Templates** – Responsive designs for newsletters and campaigns
- **Digital Ads** – Banner ads, native ads, video ads in all required formats
- **Infographics** – Data visualization and educational content
- **Presentation Decks** – PowerPoint templates for OST staff

#### **Content Production**

- **Photography** – Original photography of Mississippians and authentic locations
- **Videography** – Testimonial videos, explainer videos, social content
- **Animation** – Animated explainer videos and motion graphics
- **Copywriting** – All written content (scripts, headlines, body copy, calls-to-action)

#### **Production Rights & Ownership**

- All materials produced for OST will be owned by OST per RFP Section 1.13
- Mad Genius will provide final files in editable formats
- OST may reproduce and modify materials as needed

**Note on Production Services (RFP Section 2.1.2):** We acknowledge that while Mad Genius can produce the materials listed above, OST reserves the right to produce materials through competitive bids in accordance with Mississippi Code Annotated 31-7-13. We will coordinate with any third-party vendors selected by OST and provide the necessary design files and specifications.

#### **Deliverables:**

- Creative Concepts (multiple directions for each campaign)
- Tag Lines & Messaging Frameworks (pending OST approval)

- TV & Radio Commercials (scripts, production, final files)
- Print Materials (design files, print-ready PDFs, coordination with printers)
- Digital Assets (all formats optimized for web, social, email, advertising)
- Photography & Video Libraries (organized digital asset management)

*Acknowledged*

### **3.6 Digital & Web Marketing (RFP Section 2.1.1.C, H)**

#### **Website Enhancement & Digital Campaigns**

Mad Genius will modernize OST's digital presence and execute sophisticated digital marketing campaigns to reach Mississippians where they spend their time online.

#### **Our Approach:**

#### **Website Updates & Enhancement (Section 2.1.1.H)**

- **User Experience (UX) Audit** – Analyze current site for usability issues and improvement opportunities
- **Accessibility Compliance** – Ensure WCAG 2.1 AA standards for ADA compliance
- **Mobile Optimization** – Responsive design that works seamlessly on all devices
- **Content Strategy** – Organize information architecture for easy navigation
- **Landing Page Development** – Campaign-specific pages optimized for conversion
- **Enrollment Tools** – Streamlined online enrollment processes
- **Content Updates** – Regular updates to keep information current
- **Performance Monitoring** – Speed optimization, uptime monitoring, security updates

#### **Paid Search Campaigns (SEM)**

- **Ad Copy Development** – Compelling text ads that drive clicks
- **Campaign Structure** – Organized campaigns by program and audience
- **Landing Page Optimization** – Align landing pages with ad messaging
- **Performance Tracking** – Conversion tracking and attribution

#### **Paid Social Media Campaigns**

- **Platform Strategy** – Optimize presence on Facebook, Instagram, LinkedIn, TikTok
- **Audience Targeting** – Leverage demographic, geographic, and behavioral targeting
- **Ad Creative** – Images, videos, and carousel ads designed for each platform
- **A/B Testing** – Continuous testing to improve performance
- **Community Management** – Monitor and respond to comments and messages
- **Retargeting** – Re-engage website visitors who didn't convert

## Email Marketing

- **List Management** – Segment audiences for targeted messaging
- **Newsletter Development** – Regular email newsletters with program updates
- **Drip Campaigns** – Automated email sequences for nurturing prospects
- **Design & Coding** – Responsive email templates
- **Deliverability** – Ensure high open rates and avoid spam filters
- **Performance Tracking** – Open rates, click rates, conversions

## Digital Analytics & Optimization

- **Analytics Setup** – Google Analytics, conversion tracking, goal tracking
- **Dashboard Development** – Real-time performance dashboards
- **A/B Testing** – Test messaging, creative, and targeting
- **Attribution Modeling** – Understand which channels drive conversions
- **Continuous Optimization** – Adjust campaigns based on performance data

## Deliverables

- Website Enhancement Plan (audit findings and recommendations)
- Updated Web Pages & Landing Pages (design, development, deployment)
- Digital Campaign Plans (strategies for paid search and social)
- Ad Creative (all formats for digital platforms)
- Email Templates & Campaigns (designed and deployed)
- Performance Dashboards (real-time digital metrics)
- Monthly Digital Reports (traffic, engagement, conversions by channel)

*Acknowledged*

### 3.7 Measurement & Reporting (RFP Section 2.1.3)

#### Evaluation of Communication & Marketing Results

Mad Genius will provide comprehensive measurement and reporting to demonstrate campaign effectiveness and inform strategic decisions.

#### Our Approach:

##### Awareness Research & Surveys

- **Baseline Studies** – Establish starting point for awareness of each program
- **Tracking Studies** – Regular surveys to measure awareness growth over time
- **Post-Campaign Research** – Evaluate specific campaign impact
- **Methodology** – Online surveys, phone surveys, or a combination based on budget and objectives
- **Sample Size** – Statistically significant samples representing target audiences

## Campaign Performance Metrics

### *Media Metrics*

- **Reach** – Number of unique individuals exposed to campaigns
- **Impressions** – Total number of ad exposures
- **Frequency** – Average number of times individuals saw ads
- **Share of Voice** – OST's presence relative to any competitive messaging

### *Digital Metrics*

- **Website Traffic** – Visits, unique visitors, page views, time on site
- **Engagement** – Click-through rates, social interactions, video views
- **Conversions** – Enrollment form submissions, inquiry calls, email signups
- **Cost Efficiency** – Cost per click (CPC), cost per acquisition (CPA), return on ad spend (ROAS)

### *Public Relations Metrics*

- **Media Placements** – Number and quality of earned media stories
- **Media Impressions** – Potential reach of earned media coverage
- **Message Penetration** – Key messages included in coverage
- **Advertising Value Equivalency (AVE)** – Estimated value of earned media

### *Community Outreach Metrics*

- **Event Participation** – Number of events, attendance, materials distributed
- **Partner Engagement** – Number of civic organizations, employers reached
- **Direct Inquiries** – Questions and enrollment requests generated

## Return on Investment (ROI) Analysis

- **Enrollment Growth** – Year-over-year increases in MPACT/MACS enrollments
- **Account Value Growth** – Total assets under management
- **Unclaimed Property Claims** – Number and value of claims processed



## Reporting Structure

### *Real-Time Dashboards*

- **Digital Dashboard** – Live view of website traffic, digital campaign performance
- **Social Media Dashboard** – Real-time engagement metrics
- **Media Dashboard** – Broadcast and print ad delivery tracking
- **Access** – OST staff provided login credentials for 24/7 access

### *Monthly Reports*

- **Executive Summary** – Key highlights and insights
- **Performance by Channel** – Detailed metrics for each marketing channel
- **Program-Specific Results** – Separate reporting for MPACT, MACS, Unclaimed Property
- **Budget Tracking** – Spending by program and channel vs. plan
- **Recommendations** – Tactical adjustments based on performance

### *Quarterly Reports*

- **Strategic Review** – Assessment of progress toward annual goals
- **Competitive Analysis** – Landscape review and competitive activity
- **Deep Dives** – In-depth analysis of specific campaigns or channels
- **Optimization Recommendations** – Strategic adjustments for the upcoming quarter

### *Annual Reports*

- **Year-End Summary** – Comprehensive review of all activities and results
- **Year-Over-Year Comparisons** – Trends across multiple years
- **ROI Analysis** – Demonstrated return on marketing investment
- **Strategic Recommendations** – Insights and recommendations for next year's plan
- **Success Stories** – Case studies and testimonials

### **Continuous Optimization:**

- **Performance Reviews** – Regular meetings to discuss results and adjustments
- **A/B Testing** – Systematic testing of messages, creative, and tactics
- **Channel Optimization** – Shift resources to best-performing channels
- **Audience Refinement** – Adjust targeting based on response data
- **Budget Reallocation** – Move funds from underperforming to high-performing tactics

### **Deliverables:**

- Research Plans & Survey Instruments (methodology and questionnaires)
- Baseline Awareness Study (initial benchmarks for each program)
- Real-Time Performance Dashboards (24/7 access to digital metrics)
- Monthly Performance Reports (comprehensive results by channel and program)
- Quarterly Strategic Reviews (in-depth analysis and recommendations)
- Annual Evaluation Report (year-end summary with year-over-year comparisons)
- Post-Campaign Research (awareness and behavior studies following major campaigns)

### *Acknowledged*



### 3.8 Additional Services & Capabilities

#### Sports Marketing (RFP Section 2.1.1.K)

Mad Genius has experience coordinating advertising through sports marketing entities and can develop strategies to leverage Mississippi's passion for college athletics.

##### Opportunities

- **SEC Sports** – Mississippi State University, University of Mississippi athletics
- **Conference USA Sports** – University of Southern Mississippi athletics
- **Stadium & Arena Signage** – Prominent placement at sporting venues
- **Broadcast Integration** – Radio and TV mentions during game coverage
- **Digital Sports Properties** – Team websites, mobile apps, social media
- **Sponsorship Packages** – Customized packages aligned with the OST budget

#### Direct Mail Marketing (RFP Section 2.1.1.J)

Mad Genius can assist with targeted direct mail campaigns to reach specific audiences.

##### Capabilities

- **List Strategy** – Identify and acquire targeted mailing lists (new parents, grandparents, specific zip codes)
- **Creative Development** – Design postcards, letters, self-mailers, dimensional mail
- **Personalization** – Variable data printing for personalized messaging
- **Production Management** – Coordinate with mail houses for printing and fulfillment
- **Response Tracking** – Unique URLs, phone numbers, and QR codes to measure response

#### Media Planning & Buying (Section 2.1.1.A)

While covered throughout other sections, it's worth emphasizing Mad Genius's media expertise:

##### Broadcast Media

- Strategic placement aligned with the target audience's viewing/listening patterns
- Optimization based on performance data

##### Digital Media

- Programmatic buying across display, video, and native formats
- Direct buys with premium publishers and platforms
- Advanced targeting and retargeting strategies

##### Print Media

- Strategic placement in Mississippi newspapers and magazines
- Special sections and advertorial opportunities

- Regional editions for geographic targeting

#### **Out-of-Home**

- Billboard placement in high-traffic areas
- Transit advertising (buses, airports)
- Digital billboards for dynamic messaging

*Acknowledged*

### **3.9 Service Delivery Commitment**

**Quality Assurance:** Mad Genius commits to delivering all services with the highest standards of quality, professionalism, and compliance:

- **Multi-Layer Review** – All deliverables reviewed by multiple team members before presentation to OST
- **Compliance Checks** – Legal and regulatory review of all materials
- **Approval Process** – Clear workflows with OST for review and approval
- **Version Control** – Organized tracking of all iterations and revisions
- **Documentation** – Thorough documentation of all decisions and approvals

#### **Timely Delivery**

- **Realistic Timelines** – Project schedules with appropriate lead times
- **Milestone Tracking** – Regular status updates on all active projects
- **Proactive Communication** – Early notification of any potential delays
- **Surge Capacity** – Ability to accelerate timelines when needed

#### **Budget Accountability**

- **Transparent Estimates** – Detailed cost breakdowns before work begins
- **Real-Time Tracking** – Continuous monitoring of costs vs. budget
- **Value Optimization** – Smart negotiations and cost-saving opportunities
- **No Surprises** – Immediate communication if projects approach budget limits

#### **Accessibility & Responsiveness**

- **Dedicated Account Manager** – Single point of contact for all OST needs
- **Rapid Response** – Email and phone inquiries answered within 24 hours
- **On-Site Availability** – Regular in-person meetings at OST offices
- **After-Hours Support** – Emergency contact for urgent communications needs

*Acknowledged*

## 4. ORGANIZATIONAL QUALIFICATIONS & EXPERIENCE (RFP Section 3.5.B.)

### 4.1 Company Overview

- Name: Mad Genius, Inc.
- Years in business: 20+ years
- Location of primary office: 279 S. Perkins Street, Ridgeland, MS
- Average number of employees: 27.5
- Organizational structure

### 4.2 Case Studies with Measurable Results

#### Case Study: "Yes You Should" Donor Awareness Campaign

**Client:** Donate Life Mississippi (a partnership of MORA, MDPS, MDWFP)



**Period:** Nov 2023–Feb 2024

#### Scope of Work

Influencer recruitment, video and photography, animation, graphic design, custom illustration, copywriting, social content creation, media planning, buying, reconciliation, reporting, and inaugural gala facilitation.

#### Goals

- Raise awareness of Mississippi's disproportionately high number of patients awaiting organ donations.
- Increase donor registrations, especially among African Americans (who make up less than 20% of registered donors despite representing ~70% of patients on the waiting list).

#### Messaging & Call to Action

- "Give hope. Give life. Should you register? Yes you should."
- Direct audiences to [yesyoushould.org](https://yesyoushould.org).

#### Marketing Strategy

- Address cultural fears and myths through trusted messengers.
- Recruit prominent Black influencers to speak authentically to African American communities.
- Capture direct, earnest appeals interspersed with facts and motivations, filmed in-studio.

### Media Strategy

- Multi-channel plan: Outdoor, CTV/OTT, display, pre-roll, native, Meta (Facebook/Instagram), streaming audio, Google Search, and TikTok (as of 2024).

[REDACTED]

**Target Audience:** African Americans and multi-ethnic communities, ages 18–35.

### Performance Results

- Impact

[REDACTED]

- Device ID Campaign

[REDACTED]

- Meta (Facebook/Instagram)

[REDACTED]

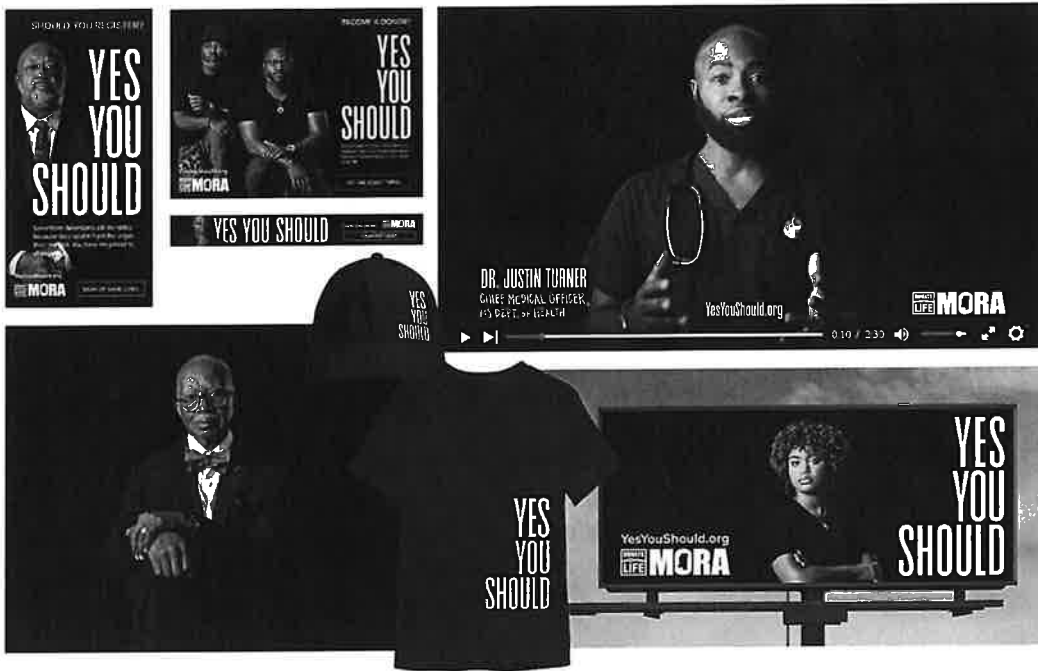
- Programmatic Campaigns

[REDACTED]

### Outcome

The “Yes You Should” campaign successfully raised awareness in the Black community, directly addressed cultural hesitations, and drove measurable increases in donor registrations.

Cross-channel engagement confirmed both the credibility of the influencer-led approach and the efficiency of targeted digital media strategies.



## **Case Study: Canopy Children's Solutions**

**Client:** Canopy Children's Solutions



**Engagement:** 2016–present

### **Scope of Work**

Market research, brand strategy, naming exercise, logo and identity development, trademark certification, mission/vision/values formation, video and photography, animation, graphic design, custom illustration, copywriting, social content creation, and website development.

### **Goals**

- Provide clarity around the breadth of solutions offered.
- Establish an identity that is memorable, unmistakable, and easily understood by both families in need and the organization's supporters.
- Remove stigmas surrounding behavioral health in children and encourage families to seek treatment.

### **Messaging & Call to Action**

- "There's a crisis in Mississippi. One in five children suffers from a behavioral health challenge, more than 131,000 statewide. Treatment works, yet most never get the help they need."
- "Make every child a success story. Learn more at [MyCanopy.org](http://MyCanopy.org)."

### **Marketing Strategy**

In 2016, the organization underwent a complete rebrand, transitioning from Mississippi Children's Home Services to Canopy Children's Solutions. The new name and identity clarified the scope of services and positioned the nonprofit as a modern, trusted provider of behavioral health care.

As part of the rollout, the public health campaign "You Know a Child in Crisis" highlighted the widespread impact of behavioral health challenges. The campaign reframed stigmas, reminding Mississippians that children in crisis are not confined to broken homes or underserved communities—they are in every classroom, church, and neighborhood—the message: unseen pain still requires treatment, and every child deserves to thrive.

### **Media Strategy**

- Outdoor/Billboards
- Broadcast advertising
- Direct mail
- Social media

**Target Audience:** Families across Mississippi struggling to understand and address their children's behavioral health challenges.

### Performance Results

- In 2022, the organization reported a [REDACTED] increase in the number of children served compared to 2021.

- Direct outcomes included:

### Outcome

The rebranding and subsequent awareness campaigns positioned the organization as Mississippi's leading provider of behavioral health services for children. By aligning identity with mission and creating culturally resonant messaging, the campaign improved service access, strengthened public trust, and expanded statewide impact.



*Acknowledged*

## 5. TECHNICAL CAPABILITIES & APPROACH (RFP Section 3.3, 3.6)

### 5.1 Marketing Strategy Development (Section 2.1.1)

- Annual and long-term strategic planning
- Integrated campaign development across channels:
  - **Broadcast:** TV and radio (creation and production)
  - **Digital:** Social media, streaming, search marketing
  - **Traditional:** Print, direct mail
  - **Grassroots:** Employer outreach, civic organizations, community events
- Website enhancement strategies
- Sports marketing placements
- Campaign calendar development and budget management

### 5.2 Marketing Materials Design (Section 2.1.2)

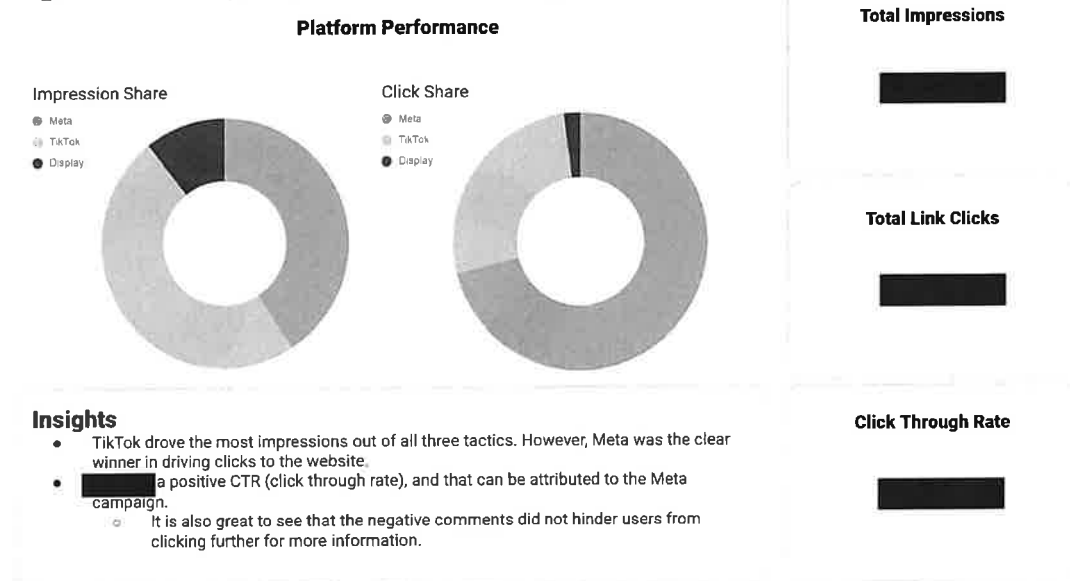
- **Program Branding:** Tag lines, themes, calls-to-action
- **Print Collateral:**
  - Enrollment booklets (like CSPM materials)
  - Single-sheet flyers
  - Fold-over brochures
  - Posters and display stands
  - Banners for events
- **Digital Assets:**
  - Social media graphics
  - Email templates
  - Digital ads
- **Broadcast Production:**
  - TV commercials
  - Radio spots
  - Streaming content



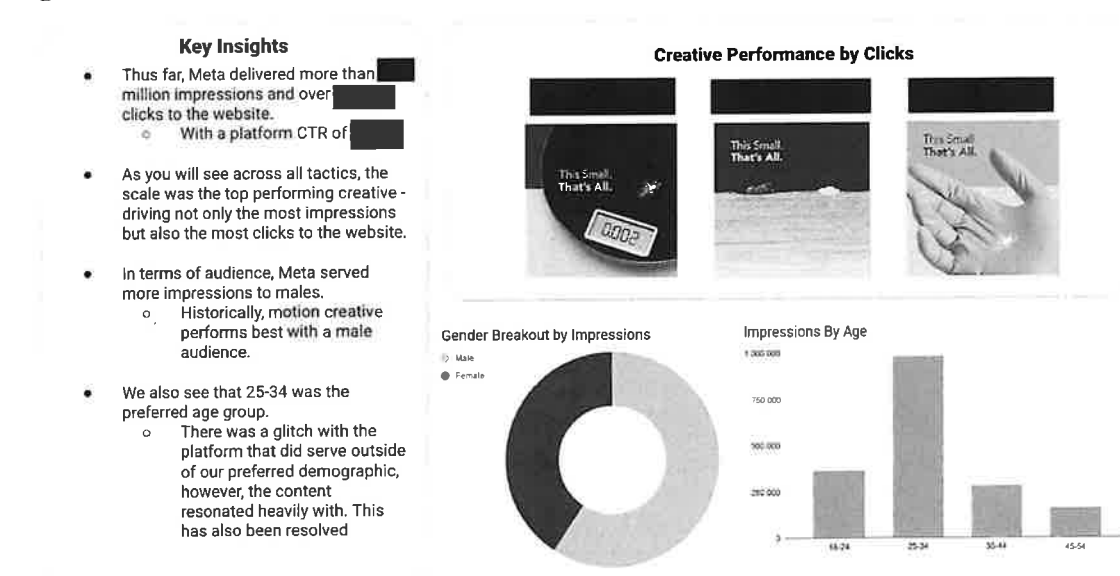
### 5.3 Evaluation & Reporting Capabilities (Section 2.1.3, Section 3.6)

Below is a sample of our campaign performance quality "snapshot" reporting. The sample is for a paid digital media campaign.

#### Digital Marketing Snapshot: Launch - Aug 31



#### Digital Marketing Data - Meta



## Digital Marketing Data - TikTok



### Key Insights

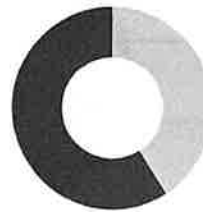
- Thus far, TikTok delivered more than [redacted] million impressions and over [redacted] clicks to the website.
  - With a platform CTR of [redacted]
- Again, the scale was the top performing creative. However, they ran much closer in delivery than Meta.
- There is an interesting correlation between gender and age - our female audience skews younger while the male audience falls under the older side of this demographic.

### Creative Performance by Clicks



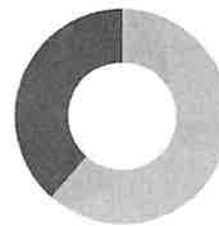
Clicks by Gender

- Male
- Female



Clicks by Age

- 18-24
- 25-34



## Digital Marketing Data - Display



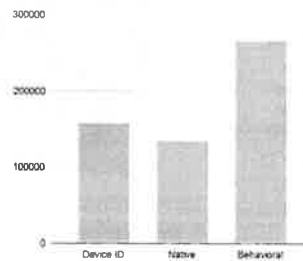
### Key Insights

- Thus far, Meta delivered more than [redacted] impressions and more than [redacted] clicks to the website.
  - With a platform CTR of [redacted]
- The scale was the preferred creative for 2/3 of the top display sizes.
- While Behavioral delivered more impressions than the other placements, Native display drove the most clicks.
  - For the remainder of the campaign, we recommend shifting spend towards the KPI you care most about. (awareness vs. traffic)

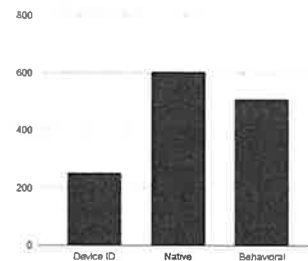
### Top Performing Creative and Specs



Display Placement Impression Breakdown



Display Placement Click Breakdown



Acknowledged

## **6. KNOWLEDGE OF EMERGING STRATEGIES (RFP Section 3.3, Section 4.2.A.2)**

### **Current Trends We're Implementing**

- Programmatic advertising and AI-driven targeting
- Connected TV and OTT streaming strategies
- Social media storytelling and user-generated content
- Influencer partnerships for community reach
- Mobile-first design and SMS marketing
- Personalization and marketing automation
- Accessibility compliance (ADA/WCAG standards)

### **How We Transfer Knowledge to Clients**

- Regular strategy sessions
- Quarterly trend reports
- Training documents for OST staff
- Industry insights and competitive analysis

*Acknowledged*

## **7. PLAN TO IMPLEMENT SCOPE OF SERVICES (RFP Section 3.7)**

### **Phase 1: Discovery & Planning (Months 1-2)**

- Stakeholder interviews with OST leadership
- Baseline research: audience awareness studies
- Competitive analysis
- SWOT analysis for each program (CSPM, MACS, Unclaimed Property)
- Strategic planning sessions
- Campaign calendar development
- Budget allocation by program and channel

**Deliverables:** Strategic brief, campaign plans, approved budgets, 12-month calendar

## **Phase 2: Creative Development (Month 3)**

- Concept development workshops
- Message testing (if needed)
- Creative execution:
  - Tag lines and campaign themes
  - Broadcast storyboards and scripts
  - Print and digital mockups
  - Website enhancement plans
- Review and refinement process
- Final production

Deliverables: Approved creative assets across all channels

## **Phase 3: Campaign Execution (Months 3-12)**

- Media buying and placement
- Production management
- Digital campaign management and optimization
- Community outreach coordination:
  - Employer presentations
  - Event marketing (fairs, conventions)
  - Civic organization outreach
- Monthly reporting and optimization
- Ongoing creative refreshes as needed

Deliverables: Media schedules, placement confirmations, monthly performance reports, activation summaries

## **Phase 4: Evaluation & Optimization (Ongoing + Year-End)**

- Weekly: Digital campaign monitoring
- Monthly: Performance reports
- Quarterly: Strategic reviews and recommendations
- Post-campaign: Awareness and buyer research
- Annual: Comprehensive evaluation, year-over-year comparisons, recommendations for Year 2

Deliverables: Real-time dashboards, monthly reports, quarterly strategy sessions, and annual evaluation report

**Years 2-3 Approach:**

- Annual creative refresh based on Year 1 results
- Expansion of successful tactics
- Deeper community partnerships
- Enhanced digital strategies
- Testing of innovative formats

*Acknowledged*

## **7. QUALITY MANAGEMENT & COMPLIANCE (RFP Section 3.6)**

### **7.1 Project Success Team Structure**

Mad Genius has intentionally organized its Account Service, Project Management, Creative, Web & App Development, Video Production, and Media departments to ensure every client and project receives focused and coordinated attention. Each initiative is supported by a Project Success Team—a three-person unit designed to drive quality, efficiency, and accountability.

**Each Project Success Team includes:**

- **Account Executive** – Leads the client relationship and ensures alignment with objectives.
- **Project Manager** – Oversees timelines, resources, and workflow to maintain project momentum.
- **Subject Matter Expert** – Owns the technical or creative excellence of the deliverable.

**This triad approach ensures projects are onboarded accurately, executed with precision, and delivered on schedule—with clear, efficient communication between your team and ours at every stage.**

**(See Performance Snapshot Reporting examples in section 4.C. of this submission above.)**

### **7.2 Legal & Regulatory Compliance**

☒ Mad Genius, Inc. affirms the following:

**No Litigation or Regulatory Restrictions**

- Neither the company nor any of its principals, officers, or directors has ever been subject to regulatory restrictions, consent orders, or litigation that would impair our ability to perform the services outlined in this RFP.
- No principals, owners, directors, or officers have been convicted of a felony.

**Good Standing**

- Mad Genius is in full compliance with all state and federal laws and regulations.
- The company maintains all necessary certifications and licenses to conduct business in the State of Mississippi.
- Mad Genius is registered with the Mississippi Secretary of State and maintains good standing.

**Financial Stability**

- Mad Genius maintains sound financial standing with no bankruptcy filings or financial judgments.
- The company has operated continuously for 20 years with consistent profitability.
- We maintain appropriate insurance coverage, including general liability, professional liability, and workers' compensation.

***Acknowledged***

## 8. CLIENT REFERENCES (Section 3.5.II.)

### Reference 1: Mississippi Organ Recovery Agency (MORA)

**Contact Name:** Russell Touchet, MSHA, MBA, CPA

**Title:** Executive Vice President/Chief Financial Officer

**Organization:** Mississippi Organ Recovery Agency

**Address:** 4400 Lakeland Dr., Flowood, MS 39232

**Telephone:** [REDACTED]

**Email:** [Available upon request]

#### Services Provided:

- Statewide awareness campaigns (Donate Life Mississippi)
- Creative development (broadcast, print, digital)
- Media planning and buying
- Website development
- Social media strategy
- Community outreach and event marketing

**Years Worked Together:** 10+ years

#### Results:

- 4,350 lives enhanced through organ and tissue donation
- Click-through rates exceeding national benchmarks
- Significant increases in donor registry enrollment
- Award-winning "Yes You Should" campaign

#### Relevance to OST:

MORA represents a multi-year partnership requiring sophisticated statewide campaigns across multiple channels to encourage citizen action (registry enrollment). Like OST programs, MORA's mission requires clear messaging, trusted communication, and measurable results. Our work demonstrates our ability to drive enrollment and participation in programs that improve Mississippians' lives.

## **Reference 2: Memorial Health System**

**Contact Name:** Cecelia Shabazz

**Title:** Brand Strategy/Creative Services

**Organization:** Memorial Health System

**Address:** 4500 13th St., Gulfport, MS 39501

**Telephone:** [REDACTED]

**Email:** [Available upon request]

### **Services Provided:**

- Brand strategy and positioning
- Website development and digital marketing
- Creative campaigns (broadcast, print, digital)
- Media planning and buying
- Community outreach

**Years Worked Together:** 8+ years

### **Results:**

- Successful market positioning in competitive healthcare market
- Increased patient acquisition and brand awareness
- Award-winning creative campaigns
- Comprehensive digital presence

### **Relevance to OST:**

Memorial Health System demonstrates our ability to manage complex, multi-location organizations with diverse audiences. Healthcare marketing requires sensitivity, compliance, and clear communication—skills directly applicable to OST's programs. The long-term relationship showcases our ability to adapt and grow with a client's evolving needs.



**Reference 3: Ergon, Inc.**

**Contact Name:** Kathy Potts

**Title:** VP Marketing Communications

**Organization:** Ergon, Inc.

**Address:** P.O. Box 1639, Jackson, MS 39215-1639

**Telephone:** [REDACTED]

**Email:** [Available upon request]

**Services Provided:**

- Corporate communications
- Brand strategy
- Creative development
- Digital marketing
- Event marketing

**Years Worked Together:** 15+ years

**Results:**

- Consistent brand positioning across multiple business divisions
- Successful product launches and corporate initiatives
- High-quality creative deliverables on tight timelines
- Long-term strategic partnership

**Relevance to OST:**

Ergon demonstrates our ability to serve a complex organization with multiple divisions and stakeholder groups—similar to OST's structure with multiple programs (MPACT, MACS, Unclaimed Property). The 15+ year relationship showcases our commitment to long-term client success and our ability to consistently deliver excellence.

**Additional References Available Upon Request**

# MS Office of the State Treasurer RFP

Communications and Marketing Consultants RFP# - 3120003221

COST PROPOSAL **REDACTED COPY**

This document has been redacted in accordance with: - Mississippi Code Annotated § 25-61-9 (Public Records Act) - Mississippi Code Annotated §§ 75-26-1 through 75-26-19 (Uniform Trade Secrets Act) - Mississippi Code Annotated § 79-23-1 (Trade Secrets)

Date of Redaction: 11/06/25 Redacted by: Mad Genius, Inc.

## Table of Contents

1. Fee Information
2. Hourly Rates by Role
3. Creative & Strategic Services
4. Production Services
5. Marketing Materials
6. Digital Services
7. Media Management & Buying
8. Payment Terms & Billing
9. Total Estimated Annual Cost

### 1. FEE INFORMATION (RFP Section 3.4)

This cost proposal presents Mad Genius's comprehensive pricing structure for communications and marketing consulting services to the Mississippi Office of the State Treasurer (OST).

#### Annual Breakdown by Program (Estimated)

SERVICE	PROPOSED PRICE
[REDACTED]	140,000-160,000
[REDACTED]	\$50,000 - \$70,000
[REDACTED]	\$80,000 - \$100,000
[REDACTED]	\$40,000 - \$60,000
[REDACTED]	\$30,000 - \$40,000
[REDACTED]	\$25,000 - \$35,000
Total Estimated Annual Cost	\$365,000 ± 10%

## 2. Hourly Rates by Role

### APPENDIX A PRICING SCHEDULE

SERVICE	PROPOSED PRICE
Account Manager	\$190/hr
Creative Director	\$190/hr
Art Director	\$190/hr
Graphic Designer	\$190/hr
Copywriter/Content Developer	\$190/hr
Media Director	\$190/hr
Media Manager	\$190/hr
Video Production Lead	\$190/hr
Videographer	\$190/hr
Video Tech	\$190/hr
Key Grip	\$190/hr
Director/DP Scout/Prep	\$190/hr
Gaffer (freelance)	\$190/hr
Freelance 1st AC: A Cam (freelance)	\$190/hr
Producer	\$190/hr
Web Director	\$190/hr
Web Developer	\$190/hr
UI/UX Designer	\$190/hr

### 3. Creative & Strategic Services

#### 3.1 Strategy Development

SERVICE	PROPOSED PRICE
Annual Marketing Strategy Plan	\$190/hr
Brand Positioning & Messaging Strategy	\$190/hr
Target Audience Segmentation Strategy	\$190/hr
Multi-Channel Campaign Strategy	\$190/hr

#### 3.2 Brand & Messaging Development

SERVICE	PROPOSED PRICE
Program Tagline Development	\$190/hr
Program Slogan Development	\$190/hr
Brand Voice & Messaging Guidelines	\$190/hr

#### 3.3 Creative Direction & Design

SERVICE	PROPOSED PRICE
Creative Direction	\$190/hr
Art Direction	\$190/hr
Graphic Design	\$190/hr
Copywriting/Content Development	\$190/hr

#### 3.4 Digital & Social Media Management

SERVICE	PROPOSED PRICE
Community Strategy	\$190/hr

Content Production	\$190/hr
Community Management	\$190/hr
Paid Social Management	\$190/hr

#### 4. Production Services

##### 4.1 Video/Television Production

SERVICE	PROPOSED PRICE
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

##### 4.2 Radio

SERVICE	PROPOSED PRICE
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

#### 4.3 Photography

SERVICE	PROPOSED PRICE

#### 4.4 Audio/Music

SERVICE	PROPOSED PRICE

*Acknowledged*

### 5. MARKETING MATERIALS

#### 5.1 Print Design

SERVICE	PROPOSED PRICE
Mississippi Prepaid Affordable College Tuition Enrollment Booklet Design	\$190/hr
Single Sheet Flyer Design	\$190/hr
Tri-Fold Brochure Design	\$190/hr
Poster Design	\$190/hr
Banner Design	\$190/hr



Business Card Design	\$190/hr
Letterhead/Stationery Package	\$190/hr
Presentation Template	\$190/hr

## 5.2 Print Production Coordination

SERVICE	PROPOSED PRICE
Print Vendor Management & Quality Control	\$190/hr
Enrollment booklets (estimate: 500 qty, 24-page)	\$190/hr
Flyers (1,000 qty, full-color, both sides)	\$190/hr
Tri-fold brochures (1,000 qty, full-color)	\$190/hr
Posters (100 qty, 18x24, full-color)	\$190/hr
Vinyl Banners (3x6 feet)	\$190/hr
Business Cards (1,000 qty, full-color, both sides)	\$190/hr

## 5.3 Large Format/Display Materials

SERVICE	PROPOSED PRICE
Trade Show Booth Design	\$190/hr
Pop-Up Banner Stands (Design + Production)	\$190/hr
Table covers (Design + Production)	\$190/hr

## 5.4 Direct Mail

SERVICE	PROPOSED PRICE
Direct Mail Strategy & List Procurement	\$190/hr + costs
Direct Mail Piece Design (Postcard)	\$190/hr
Direct Mail Piece Design (Letter Package)	\$190/hr
Postage & Fulfillment	\$190/hr

Acknowledged

## 6. DIGITAL SERVICES

### 6.1 Website Services

SERVICE	PROPOSED PRICE
Website Content Updates	\$190/hr
Landing Page Design & Development	\$190/hr
Website Section Redesign (full section, 5-10 pages)	\$190/hr
Full Website Redesign	\$190/hr
Website Maintenance	\$190/hr
WordPress Plugin Updates & Security	\$190/hr

### 6.2 Email Marketing

SERVICE	PROPOSED PRICE
Email Template Design	\$190/hr
Email Campaign Development	\$190/hr
Email Marketing Platform	Actual Cost

### 6.3 Social Media Content

SERVICE	PROPOSED PRICE
Social Media Graphics	\$190/hr
Social Media Post	\$190/hr
Social Media Video	\$190/hr

#### **6.4 Digital Advertising Creative**

<b>SERVICE</b>	<b>PROPOSED PRICE</b>
Display Ad Set	\$190/hr
Social Media Ad	\$190/hr
Search Ad Copywriting	\$190/hr

*Acknowledged*

### **7. Media Management & Buying**

#### **7.1 Media Planning & Management**

<b>SERVICE</b>	<b>PROPOSED PRICE</b>
Media Direction	\$190/hr
Media Management	\$190/hr

#### **7.2 Media Buying**

<b>SERVICE</b>	<b>PROPOSED PRICE</b>
Media Buying & Placement	15% of media spend

*Acknowledged*

## 8. PAYMENT TERMS & BILLING

### Payment Terms:

- Professional services: Net 30 days
- Media placement: Net 30 days upon receipt of invoice
- Production services: 50% deposit upon approval, balance upon delivery
- Print production: Payment upon completion of print vendor coordination
- Monthly retainers: Billed first of the month, due upon receipt

*Acknowledged*

## 9. Total Estimated Annual Cost

Estimated Total: [REDACTED]

I hereby certify that the pricing information provided in this cost proposal is accurate and complete, and that Mad Genius, Inc. agrees to provide the services described at the prices indicated for the contract period specified in RFP #3120003221.

The quoted prices are inclusive of all costs, except where specifically noted (e.g., travel expenses, media spend, third-party vendor costs).

We understand that this cost proposal will be evaluated in conjunction with our technical and management proposals, and that award will be made to the responsive and responsible offeror whose proposal is most advantageous to the State of Mississippi.

Company Name Mad Genius

Signed 

Print Name Rob Bridges

Title Chief Executive Officer

Date 10/31/25

# MS Office of the State Treasurer RFP

Communications and Marketing Consultants RFP# - 3120003221

MANAGEMENT PROPOSAL **REDACTED COPY**

This document has been redacted in accordance with: - Mississippi Code Annotated § 25-61-9 (Public Records Act) - Mississippi Code Annotated §§ 75-26-1 through 75-26-19 (Uniform Trade Secrets Act) - Mississippi Code Annotated § 79-23-1 (Trade Secrets)

Date of Redaction: 11/06/25 Redacted by: Mad Genius, Inc.

## **Cover Page**

Proposal for Communications & Marketing Consulting Services

Submitted by Mad Genius to the Mississippi Office of the State Treasurer (RFP #3120003221)

## Introduction Letter

Theresa Abadie, Comptroller  
Office of the State Treasurer  
Theresa.Abadie@treasury.ms.gov

Ms. Abadie,

Mad Genius is pleased to submit our proposal in response to RFP #3120003221 for Communications & Marketing Consulting Services. As a full-service creative agency headquartered in Ridgeland, Mississippi, we bring decades of experience in crafting public affairs campaigns, community engagement initiatives, and innovative advertising that drive real results.

Our vision is simple: deliver the unexpected. That means blending strategy with creativity, data with storytelling, and bold ideas with practical execution. We understand that the Office of the State Treasurer carries a profound responsibility—managing financial resources and programs that directly impact the lives of Mississippians. We're ready to help OST amplify awareness, strengthen trust, and encourage citizens to participate in these valuable programs.

We acknowledge and accept all terms and conditions included in the RFP. We confirm that Mad Genius is in full compliance with federal and state laws, has no history of litigation, and is prepared to serve OST as an independent contractor.

We appreciate the opportunity to partner with you and are ready to begin work immediately upon award.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob Bridges", with a stylized flourish at the end.

Rob Bridges, CEO  
Mad Genius, Inc.

# Management Proposal

Communications and Marketing Consultants RFP# - 3120003221

## Table of Contents

1. Company Overview & Qualifications
2. Organizational Structure
3. Key Personnel Qualifications
4. Subcontractor Qualifications
5. Staff Availability & Time Commitment
6. On-Site Support Commitment
7. Project Management Approach
8. Client References
9. Compliance Certifications



## 1. COMPANY OVERVIEW & QUALIFICATIONS (RFP Section 3.1.A.B.D., 3.5.B.D.E.)

### 1.1 Company Information

**Legal Name:** Mad Genius, Inc.

**Business Structure:** Privately held Mississippi S-Corporation

**Principal Ownership:**

- Rick Moore

**Primary Place of Business:** 279 S. Perkins Street, Ridgeland, Mississippi 39157

**Place of Performance:** Services will be performed at our Ridgeland office, with on-site support at OST offices in Jackson as needed

**Age of Business:** 20 years (established 2005)

**Average Number of Employees:** 27.5 employees (average over the past 3 years)

**Current Staff Size:** 30 professionals

*Acknowledged*

### 1.2 Qualifications Summary

Mad Genius brings two decades of proven experience delivering communications and marketing services to public sector organizations, nonprofits, and private enterprises throughout Mississippi. As a full-service creative agency headquartered in Ridgeland, we are uniquely positioned to serve the Office of the State Treasurer's specialized needs.

#### Core Competencies

- **Strategic Communications Planning** – 20 years developing integrated campaigns
- **Public Sector Marketing** – Extensive experience with state agencies and institutions
- **Media Planning & Buying** – Statewide broadcast, digital, and print expertise
- **Creative Development** – Award-winning design, video production, and copywriting
- **Digital Marketing** – Website development, social media, search marketing
- **Public Relations** – Earned media, community outreach, civic engagement
- **Data Analytics** – Campaign performance tracking and ROI measurement
- **Production Services** – Broadcast, print, and digital production capabilities

#### Mississippi Market Expertise

- Deep understanding of Mississippi media markets and demographics
- Established relationships with state and local media outlets
- 20-year track record serving Mississippi organizations
- Knowledge of state government procurement processes
- Experience with Mississippi community organizations and civic groups

*Acknowledged*

### 1.3 Relevant Experience

Over the past two decades, Mad Genius has provided communications and marketing consulting services to numerous Mississippi state agencies, public institutions, and organizations with statewide reach:

### **State Agencies & Public Institutions**

- Mississippi Organ Recovery Agency (MORA)
- Mississippi Department of Health
- Mississippi Department of Human Services
- Mississippi Department of Mental Health
- Mississippi Department of Transportation
- Mississippi Department of Wildlife, Fisheries and Parks
- Mississippi Development Authority
- Mississippi Lottery Commission
- Mississippi Attorney General's Office
- Mississippi Administrative Office of Courts
- Mississippi Forestry Commission
- Mississippi State Board of Education
- Mississippi Public Broadcasting

### **Healthcare Systems (Public & Private)**

- Singing River Health System (public hospital system)
- Memorial Health System
- St. Dominic's Hospital
- St. Jude Children's Research Hospital

### **Higher Education Institutions**

- Mississippi State University
- University of Southern Mississippi
- Jackson State University
- Delta State University
- Mississippi Valley State University
- Mississippi Gulf Coast Community College
- Northwest Community College
- Holmes Community College
- Mississippi School for the Arts

### **Tourism & Economic Development**

- Visit Vicksburg
- Canton Convention & Visitors Bureau
- Explore Ridgeland

### **Non-Profit Organizations**

- Canopy Children's Solutions
- Second Harvest Food Bank
- Greater New Orleans Foundation

*Acknowledged*

## 2. ORGANIZATIONAL STRUCTURE (RFP Section 3.5.D., 3.6)

### 2.1 Organizational Chart

#### MAD GENIUS

Rob Bridges, *Chief Executive Officer*  
Chip Sarver, *Chief Growth Officer*  
Eric Hughes, *VP of Accounts*  
Peter Kelly, *Account Executive*  
Catherine Strong, *Chief Financial Officer*  
Rachel Adams-Bolanos, *Media Director*  
Ryan Farmer, *Chief Operating Officer*  
James Ninness, *Creative Director*  
Katie Tully, *Art Director*  
Anna Denette, *Sr. Graphic Designer*  
Paris Lay, *Copywriter*  
Kyle Qualls, *Digital Content Writer*  
Xavier Daley, *Associate Graphic Designer*  
Vicente Ziegler, *Motion Designer*  
Adam Daniel, *Production Director*  
David Matthews, *DP Cinematographer*  
Jerel Levanway, *Senior Producer*  
Sam Ingram, *Photographer / Videographer*  
Jonathan Dolansky, *Video Tech*  
Keifer Slaton, *Web Development Director*  
Jack Hawkins, *Senior UI/UX Designer*  
Wilson Jones, *Senior Full-Stack Developer*  
Pete Katsaboulas, *Senior Web Developer*  
Andrew Long, *SEO Developer*  
Mark Matviiev, *Web Developer*  
Stacy Clark, *Digital Project Manager*  
Kim Sykes, *Project Manager*  
Julianna Ladner, *Project Coordinator*

#### FOSTER RELATIONS (Subcontractor)

Kim Foster, APR, *Founder & President*  
Kayla Stefferud, *Media & Events Director*  
Morgan McHaney, *Public Relations Manager*  
Carolyn Perkins, *Senior Designer & Creative Producer*

*Acknowledged*

## 2.2 Governance & Leadership

### Executive Leadership Team

- Rob Bridges, *Chief Executive Officer* – Sets strategic direction, oversees all operations, serves as executive advisor on OST account
- Chip Sarver, *Chief Growth Officer* – Leads market strategy development, business development, and client relationships
- Ryan Farmer, *Chief Operating Officer* – Oversees operations, digital services, technology infrastructure
- Catherine Strong, *Chief Financial Officer* – Manages financial operations, compliance, and procurement processes

### OST Account Leadership

- Eric Hughes, *Vice President of Accounts* – Primary point of contact for OST, leads account strategy and client service
- James Ninness, *Creative Director* – Oversees all creative development and campaign strategy
- Adam Daniel, *Production Director* – Manages all video production services
- Rachel Adams-Bolanos, *Media Director* – Leads media planning, buying, and placement
- Keifer Slaton, *Web Development Director* – Oversees digital development and website services
- Kim Foster, APR, *Founder & President* (Subcontractor) – Leads public relations and community outreach

*Acknowledged*

## 2.3 Quality Assurance & Oversight

### Project Success Team Structure

Mad Genius has intentionally organized its Account Service, Project Management, Creative, Web & App Development, Video Production, and Media departments to ensure every client and project receives focused and coordinated attention. Each initiative is supported by a Project Success Team—a three-person unit designed to drive quality, efficiency, and accountability.

**Each Project Success Team includes:**

- **Account Executive** – Leads the client relationship and ensures alignment with objectives.
- **Project Manager** – Oversees timelines, resources, and workflow to maintain project momentum.
- **Subject Matter Expert** – Owns the technical or creative excellence of the deliverable.

**This triad approach ensures projects are onboarded accurately, executed with precision, and delivered on schedule—with clear, efficient communication between your team and ours at every stage.**

### Internal Review Structure

- Multi-layer review process for all deliverables
- Account management approval gates
- Executive oversight on strategic initiatives
- Compliance review by the Operations team

### **Client Collaboration Framework**

- Regular status meetings with OST leadership
- Shared project briefs and creative briefs
- Milestone review sessions
- Version control and approval tracking systems

*Acknowledged*

### 3. KEY PERSONNEL QUALIFICATIONS (RFP Section 3.1.C., 3.5.C.F)

The following team members will be directly involved in providing services to the Office of the State Treasurer. Each biography includes name, title, role on the OST account, years of experience, and relevant qualifications.

**Full Resumes:** See Appendix A

#### 3.1 Eric Hughes – Vice President of Accounts (Lead Account Manager)

**Role on OST Account:** Primary Client Contact & Account Lead

**Years of Experience:** 35 years in marketing and advertising services

**Primary Responsibilities:**

- Serve as primary point of contact for OST staff
- Develop account strategy and manage client relationships
- Oversee project planning, timelines, and budgets
- Coordinate cross-functional teams
- Ensure deliverables meet OST expectations and deadlines
- Facilitate communication between OST and Mad Genius teams

**Qualifications & Experience:** With 35 years of experience in account management and client services, Eric brings deep expertise in managing complex, multi-program marketing initiatives. He has successfully led accounts for public sector organizations, healthcare systems, and economic development agencies throughout his career.

Eric excels at translating client objectives into actionable strategies and ensuring seamless execution across creative, media, and production teams. His collaborative approach and attention to detail ensure that campaigns stay on-strategy, on-time, and on-budget.

**Percentage of Time Available to OST:** 15%

*Acknowledged*

#### 3.2 Rob Bridges – Chief Executive Officer

**Role on OST Account:** Executive Advisor

**Years of Experience:** 30 years in communications, marketing, and agency leadership

**Primary Responsibilities:**

- Provide executive-level strategic counsel
- Participate in major planning sessions and presentations
- Ensure agency resources and capabilities align with OST needs
- Serve as an escalation point for high-priority issues
- Review and approve major campaign initiatives

**Qualifications & Experience:** As founder and CEO of Mad Genius, Rob has led the agency for 20 years, building it into one of Mississippi's most respected full-service creative firms. His three decades of experience span strategic planning, creative development, and business leadership.

Rob has personally overseen campaigns for numerous state agencies, public institutions, and statewide initiatives. His strategic vision and commitment to excellence have earned Mad Genius recognition as a trusted partner for Mississippi's most important organizations.

**Percentage of Time Available to OST:** 5% (executive oversight)

*Acknowledged*

### **3.3 Chip Sarver – Chief Growth Officer**

**Role on OST Account:** Market Strategy Advisor

**Years of Experience:** 36 years in marketing strategy and business development

**Primary Responsibilities:**

- Provide strategic counsel on market positioning and audience targeting
- Advise on emerging marketing trends and opportunities
- Support the development of long-term marketing strategies
- Contribute insights on the competitive landscape and best practices

**Qualifications & Experience:** With 36 years of experience in marketing and communications, Chip brings unparalleled expertise in developing market strategies that drive results. His strategic insights help clients navigate complex market dynamics and identify opportunities for growth.

Chip's deep understanding of Mississippi markets, combined with his knowledge of national marketing trends, enables him to provide valuable guidance on positioning OST programs for maximum impact and engagement.

**Percentage of Time Available to OST:** 5% (strategic advisory)

*Acknowledged*

### **3.4 Ryan Farmer – Chief Operating Officer**

**Role on OST Account:** Digital & Operations Advisor

**Years of Experience:** 20 years in digital marketing and operations management

**Primary Responsibilities:**

- Oversee digital marketing strategy and execution
- Ensure operational efficiency and project delivery
- Manage technology infrastructure and digital capabilities
- Advise on digital trends, tools, and platforms

**Qualifications & Experience:** Ryan brings 20 years of experience in digital marketing, operations management, and technology leadership. As COO, he ensures that Mad Genius maintains the systems, processes, and capabilities needed to deliver exceptional results.

In a previous capacity, Ryan worked on several marketing initiatives for the Office of the State Treasurer. This experience, plus his expertise in digital marketing—from website development to



social media to search marketing—ensures that OST's digital presence is modern, effective, and accessible to all Mississippians.

**Percentage of Time Available to OST:** 5% (digital strategy & operations oversight)

*Acknowledged*

### **3.5 Catherine Strong – Senior Vice President of Finance**

**Role on OST Account:** Compliance & Procurement Advisor

**Years of Experience:** 30 years in financial management and compliance

**Primary Responsibilities:**

- Ensure compliance with all RFP requirements and contract terms
- Manage invoicing, financial reporting, and budget tracking
- Coordinate with OST procurement and finance staff
- Oversee contract administration and documentation

**Qualifications & Experience:** Catherine brings 3 decades of experience in financial management, with extensive expertise in public-sector contracting and compliance. She ensures that all Mad Genius activities align with state procurement regulations, financial reporting requirements, and contractual obligations.

Her attention to detail and commitment to compliance give clients confidence that their projects are managed with the highest standards of accountability and transparency.

**Percentage of Time Available to OST:** 5% (compliance & financial oversight)

*Acknowledged*

### **3.6 James Ninness – Creative Director**

**Role on OST Account:** Campaign Strategist & Creative Lead

**Years of Experience:** 20 years in creative direction, design, and content strategy

**Primary Responsibilities:**

- Lead creative strategy development for all OST campaigns
- Oversee design, copywriting, and art direction
- Ensure brand consistency across all materials and channels
- Review and approve all creative deliverables
- Collaborate with OST staff on messaging and creative concepts

**Qualifications & Experience:** James leads the creative team with 20 years of experience spanning brand development, campaign design, content strategy, and multimedia production. He guides all creative work from ideation through delivery, ensuring that every piece of marketing collateral is strategically sound and visually compelling.

James has extensive experience creating materials for public sector organizations and understands the unique communication challenges of government programs. His work has earned numerous awards, including Telly Awards, Addy Awards, and recognition at the Park City Film Music Festival.

**Public Sector Experience:**

- Singing River Health System
- Mississippi Organ Recovery Agency
- Memorial Health System
- Mississippi School for the Arts
- MS State Department of Health
- MS Department of Human Services
- Multiple CVBs and tourism agencies

**Education:** California State University, Long Beach – B.A. English: Creative Writing

**Percentage of Time Available to OST:** 20%

*Acknowledged*

**3.7 Adam Daniel – Production Director**

**Role on OST Account:** Lead Producer

**Years of Experience:** 26 years in television, film, and commercial production

**Primary Responsibilities:**

- Manage all production services (TV, radio, video, print)
- Oversee production team (editors, videographers, sound operators)
- Ensure production quality, timeline, and budget management
- Coordinate with vendors and production partners
- Direct on-location shoots and studio sessions

**Qualifications & Experience:** Adam brings 26 years of professional experience in film, television, and commercial production. After spending six years at Mississippi Public Broadcasting, he joined Mad Genius in 2007 and has since become a multi-talented leader capable of serving as editor, director, producer, sound operator, gaffer, key grip, and creative strategist.

His diverse skill set and innovative approach to visual storytelling enable him to produce high-quality content across all formats—from 30-second TV spots to documentary-style campaign videos. Adam's work has earned multiple awards, including local and regional Addy Awards, Telly Awards, and a CINE Golden Eagle Award.

**Public Sector Experience Includes:**

- Mississippi Public Broadcasting (6 years as Producer/Director)
- MS Department of Health
- MS Department of Human Services
- MS Department of Mental Health
- MS Department of Transportation

- MS Department of Wildlife, Fisheries & Parks
- MS Development Authority
- MS Forestry Commission
- MS Lottery Commission
- MS Attorney General's Office
- Multiple state universities and community colleges

**Education:** Michigan State University – B.A. Telecommunications: TV/Radio

**Awards:**

- Local ADDY Best In Show
- Regional ADDY Gold Awards
- Telly Awards
- CINE Golden Eagle Award

**Percentage of Time Available to OST:** 15%

*Acknowledged*

### **3.8 Rachel Adams-Bolanos – Media Director**

**Role on OST Account:** Media Planner & Buyer

**Years of Experience:** 29 years in media planning, sales, and management

**Primary Responsibilities:**

- Develop comprehensive media plans across all channels
- Negotiate media buys with broadcast, print, and digital outlets
- Manage media budgets and optimize campaign performance
- Track media metrics and provide performance reporting
- Ensure maximum ROI on all media investments

**Qualifications & Experience:** Rachel joined Mad Genius in 2025, bringing nearly three decades of experience in media planning, sales, and management. Her 29-year career spans print, broadcast radio, television, and digital media, with the past 25 years focused primarily on digital platforms.

She specializes in collaborating with media outlets to develop strategic, creative, and effective platforms that connect clients' messages with the right audiences at the right time. Rachel is laser-focused on maximizing ad performance to ensure every media dollar delivers measurable impact.

Her career includes work in both local and national markets (New Orleans, Biloxi/Gulfport, Portland, Baton Rouge, San Diego) and partnerships with organizations ranging from state government (Louisiana COVID-19 awareness campaign) to nationally recognized brands (New Orleans Saints, Portland Trail Blazers, Sony Music, Blue Cross Blue Shield of Louisiana).

**Public Sector Experience Includes:**

- State of Louisiana (COVID-19 awareness campaign)

- University of New Orleans
- University of Southern Mississippi College of Art
- Baton Rouge Community College
- Orleans Parish Schools
- Dillard University
- Greater New Orleans Foundation
- Baton Rouge Police Department
- Jefferson Parish Sheriff's Office
- Various chambers of commerce and economic development organizations

**Education:** University of Southern Mississippi – B.F.A. in Fine Art with Emphasis in Marketing and Graphic Design

**Awards:**

- 2024 America's Credit Unions Diamond Awards: Foreign Language Campaign
- 2024 America's Credit Unions Diamond Awards: One-Time Event
- 2024 Louisiana Credit Union League Luminary Awards: Best Integrated Campaign

**Percentage of Time Available to OST:** 20%

*Acknowledged*

### **3.9 Keifer Slaton – Web Development Director**

**Role on OST Account:** Lead Developer (Website, Digital Platforms)

**Years of Experience:** 10 years in web development and digital engineering

**Primary Responsibilities:**

- Lead website development and enhancement projects
- Manage web development team
- Ensure accessibility compliance (ADA/WCAG standards)
- Oversee security, performance, and quality assurance
- Advise on digital technology strategy and best practices

**Qualifications & Experience:** Keifer has served as Mad Genius's Web Development Director since 2023, managing the digital team and leading development projects including marketing websites, web applications, and native mobile apps. He is responsible for ensuring high-quality development, with an emphasis on best practices, accessibility, security, and performance.

Before joining Mad Genius, Keifer led multiple cross-functional engineering teams for ExxonMobil, including managing a \$20 million polymers research facility and designing systems that reduced operating costs and carbon emissions by over 50%.

His technical expertise spans:

- WordPress development
- Laravel app development
- Headless CMS development

- Frontend frameworks (Next.js, Nuxt.js)
- Python and Node.js for data analysis
- Mobile app development
- Website accessibility and compliance

Keifer brings both technical excellence and strategic thinking, having contributed to major projects from initial concepting through final deployment.

**Public Sector Experience:**

- Memorial Hospital
- Holmes Community College
- Mississippi Organ Recovery Agency
- MS State Department of Health

**Education:** Mississippi State University – B.S. Biomolecular Engineering

**Percentage of Time Available to OST:** 10%

*Acknowledged*

#### **4. SUBCONTRACTOR QUALIFICATIONS (RFP Section 3.5.A., 3.8)**

Mad Genius maintains established partnerships with specialized subcontractors to ensure we can provide comprehensive services and deep expertise across all required areas. All subcontractors are thoroughly vetted for quality, compliance, and reliability.

##### **4.1 Foster Relations, Inc. – Public Relations & Community Outreach**

**Subcontractor Lead:** Kim Foster, APR

##### **Services to be Provided:**

- Executive Office public affairs and media relations
- Earned media strategy and placement
- Civic organization and community event outreach
- Employer outreach for College Savings programs
- Unclaimed Property awareness campaigns
- Community awareness initiatives

##### **Company Information:**

- **Business Name:** Foster Relations, Inc.
- **Primary Contact:** Kim Foster, APR
- **Business Address:** P.O. Box 3089, Tupelo, MS 38803
- **Website:** <https://fosterrelations.com/>
- **Years in Business:** 18 years as an agency
- **Business Structure:** Mississippi corporation

##### **Principal/Key Personnel:**

**Kim Foster, APR – Lead Public Relations Consultant**

**Years of Experience:** 25 years in public relations

**Qualifications:** Kim Foster was the first recipient in Tupelo, Mississippi, to be accredited in public relations (APR). She has spent 25 years in PR, with 18 years as an agency owner, serving national and state governments, destination marketing organizations (DMOs), nonprofits, and private businesses.

Kim has served in numerous national and regional leadership roles, including:

- President and Hall of Fame Chair, Southern Public Relations Federation
- President, Public Relations Association of Mississippi (PRAM)
- President, Local PRAM Chapter
- Board Member & Communications Chair, National Scenic Byways Association

Presently, Kim owns Foster Relations, a full-service public relations firm with proven experience in statewide and national PR leadership, specializing in government communications, tourism, and grant-funded initiatives.

##### **Service Areas:**

- Executive Office Public Affairs & Media Relations

- Earned Media – Civic Organizations & Community Events
- Earned Media – Employer Outreach (College Savings)
- Earned Media – Unclaimed Property Awareness
- Community Awareness Campaigns

**Education:** Mississippi State University – Communications

**Awards:**

- 2025 PRAM Professional Achievement Award
- 2024 Lantern Award for Long-Term Integrated Communications
- 2023 National Scenic Byways "Communications Leader of the Year"
- Mississippi Top 40 Under 40

**Additional Team Members:**

- **Kayla Stefferud** – Public Relations Specialist
- **Morgan McHaney** – Public Relations Specialist

**Percentage of Time Available to OST:** 10%

**Why Foster Relations:** Foster Relations brings specialized expertise in public relations, media relations, and community engagement—critical components of OST's communications needs. Kim's deep connections with Mississippi media outlets, civic organizations, and community leaders make her uniquely qualified to support earned media efforts and grassroots outreach.

Her accreditation (APR) and leadership roles in state and national PR organizations demonstrate her commitment to professional excellence and ethical practice. Her experience with government communications and grant-funded programs aligns perfectly with OST's requirements.

**Subcontractor Agreement:** Foster Relations will work under the direction of Mad Genius and will be subject to all terms and conditions of the contract with OST. Mad Genius will maintain full responsibility for all subcontractor deliverables.

**For Full Resume:** *See Appendix A*

*Acknowledged*

## **4.2 Infinite Digital, LLC – Digital Media & Research**

**Services to be Provided:**

- Digital media strategy and execution
- Audience research and data analytics
- Digital advertising campaign management
- Performance tracking and optimization
- Search engine marketing (SEM)
- Social media advertising

**Company Information:**

- **Business Name:** Infinite Digital, LLC
- **Business Address:** 220 E Las Colinas Blvd, Suite C-210, Irving, TX 75039
- **Website:** <https://infinitedigital.com/>
- **Services:** Digital media planning, buying, and analytics

**Qualifications:** Infinite Digital specializes in digital media strategy, execution, and performance analytics. They bring advanced capabilities in programmatic advertising, audience targeting, and campaign optimization across all digital platforms.

Their services complement Mad Genius's in-house capabilities and provide access to enterprise-level digital tools, platforms, and buying power that enhance campaign performance and ROI.

**Why Infinite Digital:** Infinite Digital extends our digital capabilities with specialized expertise in:

- Programmatic advertising platforms
- Advanced audience segmentation and targeting
- Real-time campaign optimization
- Sophisticated analytics and attribution modeling
- Access to premium digital inventory and partnerships

**Percentage of Time Available to OST:** 10% (as needed for digital campaigns)

**Subcontractor Agreement:** Infinite Digital will work under the direction of Mad Genius and will be subject to all terms and conditions of the contract with OST. Mad Genius will maintain full responsibility for all subcontractor deliverables.

*Acknowledged*



## 5. STAFF AVAILABILITY & TIME COMMITMENT (RFP Section 3.5.F.)

Mad Genius commits the following staff time to the OST account, with the understanding that actual allocation may flex based on campaign intensity, seasonal needs, and specific project requirements:

Role/Function	% of Time Committed	Key Personnel
Account Management & Strategy	15%	Eric Hughes (Lead), Rob Bridges, Chip Sarver
Creative & Design	20%	James Ninness (Lead), Creative Team
Media Planning & Placement	20%	Rachel Adams-Bolanos (Lead), Media Planning Team
Video Production	15%	Adam Daniel (Lead), Production Team
Web & Digital Development	10%	Keifer Slaton (Lead), Web Development Team
Research & Analytics	10%	Ryan Farmer (oversight), Infinite Digital
Public Affairs & Community Outreach	10%	Kim Foster (Subcontractor)

**Total Staff Commitment:** These percentages represent dedicated capacity allocated to OST across our 30-person team plus subcontractors. This ensures sufficient resources to meet all deliverables while maintaining quality and responsiveness.

**Flexibility:** Mad Genius maintains capacity to scale resources up or down based on OST's needs. During peak campaign periods (e.g., enrollment windows, major program launches), we can increase staff allocation accordingly.

**Continuity:** All key personnel identified in this proposal will remain assigned to the OST account throughout the contract term unless otherwise agreed. Any personnel changes will require OST approval per contract terms.

*Acknowledged*

## 6. ON-SITE SUPPORT COMMITMENT (RFP Section 3.5.G)

**Ridgeland Location:** Mad Genius's primary office in Ridgeland (279 S. Perkins Street) is located approximately 8 miles from OST's Jackson offices, enabling quick response times and convenient in-person collaboration.

**On-Site Availability:** Mad Genius staff will be available for on-site meetings, presentations, and collaboration at OST offices in Jackson as needed, including:

- **Regularly Scheduled Meetings:** Account manager and relevant team members will attend scheduled meetings at OST offices (frequency to be determined with OST staff)
- **Strategic Planning Sessions:** Senior leadership and account team will participate in annual and quarterly planning sessions on-site
- **Campaign Launches:** Creative, production, or accounts will attend launch events, press conferences, and community events as needed
- **Emergency/Urgent Needs:** Account manager available for same-day or next-day on-site meetings when urgent issues arise
- **Statewide Events:** Production and creative staff will travel statewide to support events, media activations, and community outreach initiatives

*Acknowledged*

## 7. PROJECT MANAGEMENT APPROACH (RFP Section 3.6)

### 7.1 Client Service Philosophy

Mad Genius operates as a true extension of OST's team. Our approach prioritizes:

**Transparency:** OST will have full visibility into project status, timelines, budgets, and performance at all times

**Collaboration:** We work side-by-side with OST staff, incorporating their insights and feedback throughout every project

**Accountability:** We deliver what we promise, on time and on budget, with clear ownership of responsibilities

**Responsiveness:** We respond quickly to requests, questions, and changing needs

*Acknowledged*

### 7.2 Project Management Framework

#### Planning & Strategy

- Develop detailed project plans with clear milestones and deliverables
- Establish shared calendars with OST for campaigns, events, and deadlines
- Create campaign briefs that document objectives, strategies, and success metrics
- Align budgets with priorities and maintain flexibility for emerging opportunities

#### Execution & Communication

- Conduct regular status meetings (frequency determined with OST)
- Provide written progress reports at agreed-upon intervals
- Use project management tools to track tasks, timelines, and approvals
- Maintain version control for all creative materials
- Document decisions and changes in writing

#### Quality Assurance

- Multi-layer internal review before presenting work to OST
- Compliance checks to ensure all materials meet legal and regulatory requirements
- Proofread all materials for accuracy, grammar, and brand consistency
- Test digital assets for functionality, accessibility, and performance

#### Measurement & Optimization

- Track campaign performance against established benchmarks
- Provide real-time dashboards for digital campaigns
- Analyze results and identify opportunities for improvement
- Conduct post-campaign evaluations with actionable recommendations

*Acknowledged*

### **7.3 Budget Management**

#### **Financial Transparency**

- Provide detailed cost estimates before beginning work
- Track actual costs against estimates throughout projects
- Alert OST immediately if any project approaches budget limits
- Provide regular budget reports showing spending by program and category

#### **Cost Control**

- Negotiate competitive rates with vendors and media outlets
- Identify opportunities for cost savings and efficiency
- Recommend optimal budget allocation based on performance data
- Maintain reserve capacity for unexpected needs or opportunities

*Acknowledged*

### **7.4 Timeline Management**

#### **Meeting Deadlines**

- Build realistic timelines with appropriate buffers
- Identify critical path dependencies and manage proactively
- Communicate early if any delays are anticipated
- Maintain the capacity to accelerate work when urgent needs arise

#### **Seasonal Planning**

- Plan campaigns well in advance to ensure sufficient lead time
- Coordinate with OST calendars (enrollment periods, legislative sessions, fiscal years)
- Reserve media inventory early for peak periods
- Pre-produce materials where possible to reduce timeline pressures

*Acknowledged*

## 8. CLIENT REFERENCES (RFP Section 3.5.H.)

### Reference 1: Mississippi Organ Recovery Agency (MORA)

**Contact Name:** Russell Touchet, MSHA, MBA, CPA  
**Title:** Executive Vice President/Chief Financial Officer  
**Organization:** Mississippi Organ Recovery Agency  
**Address:** 4400 Lakeland Dr., Flowood, MS 39232  
**Telephone:** [REDACTED]  
**Email:** [Available upon request]

#### Services Provided:

- Statewide awareness campaigns (Donate Life Mississippi)
- Creative development (broadcast, print, digital)
- Media planning and buying
- Website development
- Social media strategy
- Community outreach and event marketing

**Years Worked Together:** 10+ years

#### Results:

- 4,350 lives enhanced through organ and tissue donation
- Click-through rates exceeding national benchmarks
- Significant increases in donor registry enrollment
- Award-winning "Yes You Should" campaign

#### Relevance to OST:

MORA represents a multi-year partnership requiring sophisticated statewide campaigns across multiple channels to encourage citizen action (registry enrollment). Like OST programs, MORA's mission requires clear messaging, trusted communication, and measurable results. Our work demonstrates our ability to drive enrollment and participation in programs that improve Mississippians' lives.

## **Reference 2: Memorial Health System**

**Contact Name:** Cecelia Shabazz

**Title:** Brand Strategy/Creative Services

**Organization:** Memorial Health System

**Address:** 4500 13th St., Gulfport, MS 39501

**Telephone:** [REDACTED]

**Email:** [Available upon request]

### **Services Provided:**

- Brand strategy and positioning
- Website development and digital marketing
- Creative campaigns (broadcast, print, digital)
- Media planning and buying
- Community outreach

**Years Worked Together:** 8+ years

### **Results:**

- Successful market positioning in competitive healthcare market
- Increased patient acquisition and brand awareness
- Award-winning creative campaigns
- Comprehensive digital presence

### **Relevance to OST:**

Memorial Health System demonstrates our ability to manage complex, multi-location organizations with diverse audiences. Healthcare marketing requires sensitivity, compliance, and clear communication—skills directly applicable to OST's programs. The long-term relationship showcases our ability to adapt and grow with a client's evolving needs.

**Reference 3: Ergon, Inc.**

**Contact Name:** Kathy Potts

**Title:** VP Marketing Communications

**Organization:** Ergon, Inc.

**Address:** P.O. Box 1639, Jackson, MS 39215-1639

**Telephone:** [REDACTED]

**Email:** [Available upon request]

**Services Provided:**

- Corporate communications
- Brand strategy
- Creative development
- Digital marketing
- Event marketing

**Years Worked Together:** 15+ years

**Results:**

- Consistent brand positioning across multiple business divisions
- Successful product launches and corporate initiatives
- High-quality creative deliverables on tight timelines
- Long-term strategic partnership

**Relevance to OST:**

Ergon demonstrates our ability to serve a complex organization with multiple divisions and stakeholder groups—similar to OST's structure with multiple programs (MPACT, MACS, Unclaimed Property). The 15+ year relationship showcases our commitment to long-term client success and our ability to consistently deliver excellence.

**Additional References Available Upon Request**

*Acknowledged*

## 9. COMPLIANCE CERTIFICATIONS (RFP Section 3.5.I.)

### 9.1 Legal & Regulatory Compliance

☒ Mad Genius, Inc. affirms the following:

#### No Litigation or Regulatory Restrictions

- Neither the company nor any of its principals, officers, or directors has ever been subject to regulatory restrictions, consent orders, or litigation that would impair our ability to perform the services outlined in this RFP.
- No principals, owners, directors, or officers have been convicted of a felony.

#### Good Standing

- Mad Genius is in full compliance with all state and federal laws and regulations.
- The company maintains all necessary certifications and licenses to conduct business in the State of Mississippi.
- Mad Genius is registered with the Mississippi Secretary of State and maintains good standing.

#### Financial Stability

- Mad Genius maintains sound financial standing with no bankruptcy filings or financial judgments.
- The company has operated continuously for 20 years with consistent profitability.
- We maintain appropriate insurance coverage, including general liability, professional liability, and workers' compensation.

*Acknowledged*

### 9.2 Employment & Labor Compliance

**Equal Opportunity Employer:** Mad Genius is an equal opportunity employer and maintains a policy that prohibits unlawful discrimination based on race, color, creed, sex, age, national origin, physical handicap, disability, genetic information, or any other consideration made unlawful by federal, state, or local laws.

**E-Verify Compliance:** If applicable, Mad Genius represents and warrants that it will ensure compliance with the Mississippi Employment Protection Act and will register and participate in the status verification system (E-Verify) for all newly hired employees. Mississippi Code Annotated §§ 71-11-1 and 71-11-3.

Mad Genius agrees to provide a copy of each verification upon request of OST. Any person assigned to perform services under this contract meets the employment eligibility requirements of all immigration laws.

**Workers' Compensation:** Mad Genius maintains workers' compensation insurance coverage for all employees as required by Mississippi law.

*Acknowledged*



### **9.3 Ethics & Conflict of Interest**

**No Contingent Fees:** Mad Genius represents that it has not retained any person or agency on a percentage, commission, or other contingent arrangement to secure this contract. (See Appendix B: Offeror's Declarations)

**No Gratuities:** Mad Genius 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.

Mad Genius 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.

**Mississippi Ethics in Government:** Mad Genius 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.

**No Conflicts of Interest:** Mad Genius has no present interest nor shall acquire any interest that would conflict in any manner with the duties and obligations under this contract.

*Acknowledged*

### **9.4 Independent Contractor Status**

Mad Genius understands and agrees that it will serve as an independent contractor, not as an employee, agent, partner, or joint venturer of OST. Mad Genius will be responsible for:

- All federal and state employment taxes
- All employee benefits and insurance
- Workers' compensation coverage
- Professional liability insurance
- All aspects of employee management and supervision

*Acknowledged*

### **9.5 Right to Audit**

Mad Genius agrees to maintain such financial records and other records as may be prescribed by OST or by applicable federal and state laws and regulations. Mad Genius will retain these records for a period of three years after final payment, or until they are audited by OST, whichever event occurs first.

These records shall be made available during the contract term and the subsequent three-year period for examination, transcription, and audit by OST, the Mississippi State Auditor's Office, and/or other entities of the state.

*Acknowledged*

### **9.6 Subcontractor Compliance**

All subcontractors identified in this proposal (Foster Relations, Inc. and Infinite Digital, LLC) are also in full compliance with applicable federal and state laws and regulations. Mad Genius will ensure that all subcontractors adhere to the same compliance standards required of Mad Genius under the contract.

*Acknowledged*

### 9.7 Public Records Compliance

Mad Genius acknowledges that OST is a public agency of the State of Mississippi and is subject to the Mississippi Public Records Act, Miss. Code Ann. §§ 25-61-1 et seq. (1972, as amended).

All documents, papers, letters, or other materials relating to this contract that are made or received by Mad Genius in conjunction with the contract, and which are required by law to be maintained, must be available for public access and for audit purposes for the period of times specified by OST.

**Trade Secrets/Proprietary Information:** Mad Genius has submitted (*select one as indicated in Appendix C*):

- ☐ A redacted copy of our proposal with confidential information removed
- ☐ Certification that the entire proposal may be released as a public record

*Acknowledged*

### 9.8 Acknowledgement of Amendments

Mad Genius acknowledges receipt of the following amendments to RFP #3120003221

**Receipt of Amendment #1 Acknowledged:** Issued October 15, 2025

Company Name Mad Genius

Signed 

Print Name Rob Bridges

Title Chief Executive Officer

Date 10/31/25

**Receipt of Amendment #2 Acknowledged:** Issued October 20, 2025

Company Name Mad Genius

Signed 

Print Name Rob Bridges

Title Chief Executive Officer

Date 10/31/25

(See Appendix D: Acknowledgement of Amendments)

## APPENDICES

### Appendix A: Resumes (RFP Section 3.5.E.)

#### Eric Hughes, VP of Account Services

Unquestionably, Eric has always considered his work with government organizations in the public health, and financial education sectors the most rewarding part of his career. None more so than his work on the Mississippi youth anti-tobacco campaigns through the MS Department of Health and the Partnership for a Healthy Mississippi. Eric led teams working with Attorney General Mike Moore's office to develop and execute the "Question It" and "R.A.T.!" campaigns, which not only became the Centers for Disease Control's model for state-sponsored youth anti-tobacco campaigns but were also recognized in a plethora of national media, including The Today Show and Newsweek. Those campaigns also garnered national and international awards for creativity and effectiveness, including the Clio Awards, the EFFIE Awards, the Addy Awards, and others.

Eric has also helped develop brand strategies, public information, behavioral change, and fundraising campaigns for organizations such as Canopy Children's Services, St. Jude Children's Hospital, the March of Dimes, the Make-A-Wish Foundation, the American Heart Association, MD Anderson Cancer Center, and others.

#### Responsibilities for the OST Contract

- Collaborate with OST leadership and stakeholders to develop precise and innovative research, marketing, and media strategies and plans to achieve OST performance goals on time and on budget.
- Lead the Mad Genius account service team to maintain and share timely and clear calendars of deliverables, milestones, and productions with the OST team.
- Provide consistent and clear communication of OST goals and strategies to creative, video, digital, and other teams to ensure ideas and executions align with research findings and performance expectations.

**Total Years of Experience Related to Services Requested: 35**

#### Work for State Agencies and Institutions

- Canopy Children's Solutions
- Mississippi Organ Recovery Agency
- Mississippi Department of Health
  - Youth anti-tobacco awareness
- Partnership for a Healthy Mississippi
  - Youth anti-tobacco awareness: Question It!, R.A.T.
  - Adult smoking cessation
- St. Jude Children's Research Hospital
- March of Dimes
- American Cancer Society
- Make-A-Wish Foundation
- MD Anderson Cancer Center
- Nemours Children's Health

#### Work History

- VP of Accounts, Mad Genius, Mar 2024–Present
- Brand Manager, Vista Outdoor Inc., Jan 2023–Mar 2024

- Founding Partner, The Hive—A Branding Agency Sep 2021–Dec 2023
- Owner, Warpspeed Brand Innovation, Oct 2019–Dec 2023
- Senior Manager, Brand Management, Vista Outdoor Inc., May 2016–Aug 2019
- SVP/Executive Creative Director, Mad Genius, Jun 2008–May 2016
- Manager, Creative Services, Hilton Worldwide, Dec 2007–May 2008
- Group Creative Director, Archer Malmo, May 2004–Nov 2007
- SVP/Creative Director, Maris, West & Baker, Apr 1995–Apr 2004
- Senior Writer, Bernstein-Rein Advertising, May 1990–Apr 1995

## **Education**

The University of Kansas, B.S. Journalism

## **Awards & Special Training**

- Local ADDY Best In Shows
- Regional ADDY Golds
- National ADDYs
- Clio Awards
- Effie Awards

## **Rob Bridges, *Chief Executive Officer***

Throughout his career, Rob has worked on numerous public health initiatives, including early childhood immunizations, preschool readiness and reading, stroke awareness, drunk driving prevention, domestic violence awareness, organ donation education, children's mental health initiatives, and diabetes awareness. As the father of a child with Type 1 diabetes, he has devoted his time, talent, and resources to passionately supporting the cause, including volunteering for the JDRF, the Mississippi Diabetes Foundation, and the Joslin Diabetes Center.

Rob co-founded Mad Genius in 2005 and has been its CEO since 2022. As CEO, he possesses a strategic mindset for the agency's clients. He constantly analyzes market conditions, identifies new opportunities, and adapts Mad Genius's processes and services to stay ahead of trends. Rob is instrumental in building customer relationships and winning new business through a hands-on approach with mission-critical clients, leading brand strategy discussions, proactively seeking growth opportunities, and maintaining regular communication. Along with the leadership team, Rob charts the vision for the agency and steers Mad Genius toward its goal of being recognized as the best creative agency in the South.

Rob brings 30 years of experience as a creative professional to every discovery meeting, agency critique, and client opportunity. Throughout his career, he has gained valuable knowledge and insight from each role, progressing from art director to creative director, brand manager to key account strategist, and ultimately, from chief creative officer to chief executive officer. Each career progression demanded a practicum and expertise. His background as a creator, grounded in the elements and principles of design, and as a problem-solver, bolstered by years of branding workshops, underpins his process and guides his choices.

## **Responsibilities for OST Contract:**

- Collaborate with OST leadership and stakeholders to develop precise and innovative research, marketing, and media strategies and plans to achieve OST performance goals on time and on budget.
- Assure quality control and campaign performance by holding all teams accountable to strict creative and messaging standards, and steer overall creative strategy based on campaign KPI demands.

- Present campaign strategy, white paper reports, and performance metrics to OST leadership and stakeholders in person and on demand.

**Total Years of Experience Related to Services Requested: 30**

#### **Work for State Agencies and Institutions**

- Mississippi Department of Health
  - Warning Signs of Stroke
  - Domestic or Interpersonal Violence Crisis Intervention
- Mississippi Department of Public Safety
  - Drunk Driving
- Public Health Nonprofits
  - Canopy Children's Solutions
  - Mississippi Organ Recovery Agency
  - Make-A-Wish Foundation
  - Mississippi Diabetes Foundation
    - Former member of the Board of Directors
  - Mississippi Juvenile Diabetes Research Foundation (JDRF)
  - Joslin Diabetes Foundation
  - St. Jude Children's Research Hospital
  - St. Dominic's Hospital
  - Merit Health System
  - Memorial Health System
  - Singing River Health System
  - Mississippi State University
  - The University of Southern Mississippi
  - Mississippi Gulf Coast Community College
  - Delta State University

#### **Work History**

- Co-Founder, Chief Executive Officer, Mad Genius, July 2005–Present
- Adjunct Professor of Design and Illustration, Tulane University, 2010–2017
- Creative Director, KJA Communications Group, June 1996–June 2005
- Art Director, Diane Allen and Associates, May 1994–June 1996

#### **Education**

Louisiana Tech University, B.F.A. Marketing and Graphic Design

#### **Awards & Special Training**

- Local ADDY Best In Shows
- Regional ADDY Golds
- Telly Awards

**Chip Sarver, Chief Growth Officer**

Chip is a co-founder of Mad Genius and has served as the Chief Growth Officer since 2022. In his role, Chip develops new business and manages client budgets and resources related to growth initiatives. His primary objective is to identify opportunities and develop strategies for expanding the agency's presence into new markets.

Collaborating with other executives and departments, Chip ensures that all of Mad Genius's new relationships and strategies align with the overall business goals and objectives. In his work directly with clients, Chip analyzes numerous market trends and customer insights to steer campaign direction and strategy.

Chip has served as the president of both the Madison County Chamber of Commerce and the Ridgeland Chamber of Commerce. In addition, he has extensive experience in the American Advertising Federation, including presiding as Mississippi State Director for the 7th District and President of the Jackson Advertising Federation.

**Total Years of Experience Related to Services Requested: 36****Work for State Agencies and Institutions**

- Mississippi Department of Human Services
- Mississippi Department of Rehabilitation Services
- Mississippi Forestry Commission
- Mississippi Department of Wildlife & Fisheries
- St. Jude Children's Research Hospital
- St. Dominic's Hospital
- Merit Health System
- Memorial Health System
- Singing River Health System
- Region 8 Mental Health Services
- Hinds Community College
- Mississippi College
- Mississippi Gulf Coast Community College
- Mississippi State University
- Mississippi Valley State University
- Northwest Mississippi Community College
- Tougaloo College
- University of Southern Mississippi

**Work History**

- Mad Genius, Co-Founder and Chief Growth Officer, July 2005–Present
- WJTV-12 (CBS), Account Executive, 1999–2006
- Eyevox, Post Production Supervisor, 1997–1999
- WMDM (CBS)/WGBC (NBC), Production Manager, 1996–1997
- LCC, Production Manager, 1992–1996
- Mississippi News Tonight, Director, 1991–1992
- WLOX (ABC), Director, 1988–1991

**Education**

The University of Southern Mississippi - B.F.A. Radio, Television & Film

**Awards & Special Trainings**

Jackson American Advertising Federation, Silver Medal  
Salvation Army Board of Directors Member

**Ryan Farmer, *Chief Operating Officer***

Ryan has been with Mad Genius for over ten years, onboarding in the creative space and now serving as the agency's chief operations officer. His primary responsibilities include assessing the company's health and addressing any areas of concern to ensure the agency runs smoothly. He partners with the chief executive officer to implement a future-oriented vision for the company while actively leading the service line departments. Ryan's areas of expertise include project management, estimation, creative strategy, and web design. Ryan spearheads the efforts to improve the logistics of delivering excellent work to clients. His constant stream of ideas around marketing and sales efforts keeps Mad Genius's approach dynamic and fresh.

**Total Years of Experience Related to Services Requested: 20**

**Work for State Agencies and Institutions**

- Mississippi Organ Recovery Agency
- Canopy Children's Solutions
- Memorial Health System
- Singing River Health System
- Mississippi Forestry Commission
- Mississippi Department of Human Services
- Mississippi Development Authority
- Governor Phil Bryant
- Governor Haley Barbour
- MS Department of Public Safety
- Attorney General Lynn Fitch
- Treasurer Tate Reeves
- College Savings of Mississippi
- MS Department of Employment Security
- MDA Tourism
- University of Southern Mississippi
- MS Department of Transportation
- Mississippi Gulf Coast Community College
- Mississippi National Guard
- MS State Department of Health

**Work History**

- Mad Genius, Chief Operations Officer, Oct 2013–Present
- Frontier Strategies, Art Director, Web Developer, Aug 2005–Sep 2013

**Education**

Mississippi College - B.S. Graphic Design

**Awards & Special Trainings**

Jackson Ad Federation, Creative Director of the Year, 2020



### **Catherine Strong, Chief Financial Officer**

In 2021, Catherine joined Mad Genius as Senior Vice President, Finance. She is experienced and detail-focused, with years of experience and proven knowledge around financial planning and management. Catherine is disciplined and organized, with the ability to handle the demands of multiple projects.

As the senior officer of the finance department, Catherine has supervised and audited payroll and rebate submissions to the Mississippi Motion Picture Incentive Program, administered by the Mississippi Film Office, for numerous movies totaling more than \$50 million.

Catherine is also responsible for all correspondence with government agencies and financial institutions. This includes all state and federal filings with the Mississippi Department of Revenue, Mississippi Department of Employment Security, and the Internal Revenue Service for sales and use tax returns, withholding returns, payroll returns, garnishments, and the returns for all 1099s and W-2s. Catherine also prepares and submits all annual filings with the Mississippi Secretary of State.

Furthermore, Catherine prepares, reviews, and analyzes monthly, quarterly, and annual income statements and balance sheets for Mad Genius. This includes creating and overseeing the annual budget, as well as managing various daily activities such as cash management, wire transfers, accounts payable/receivable, and human resources.

**Total Years of Experience Related to Services Requested: 30**

#### **Work History**

- Mad Genius, Senior Vice President, Oct 2021–Present
- Greenover Managers LLC, Office Manager/Accountant, Aug 2014–Dec 2021
- BKD, LLP, Outsource Accounting Services, Nov 2001–Aug 2014
- Kenan-Flagler Business School, University of North Carolina, Chapel Hill, Financial Services Manager, Sep 1996–June 1999
- Valley Innovative Services, State and Federal Auditor, Jun 1995–Aug 1996
- Ernst & Young LP, Staff Auditor, Aug 1993–Jun 1995

#### **Education**

University of Mississippi - B.A. Accounting

### **James Ninness, Creative Director**

James's experience in creative work spans over twenty years. He started his creative career in Southern California, working as a copywriter and creative director for several agencies and organizations. He has been with Mad Genius since 2020 and now leads the creative department as the Creative Director.

In his role, James guides and reviews the creative team's work for all web, print, digital, and production marketing collateral, from ideation to delivery. He spearheads content strategy for every type of project, harnessing brand design, copy, art, and digital technology. He is involved with all teams across all

departments, including clients, when developing project plans, analyzing results, and identifying opportunities to help them stand out among their competition.

James's work as a creative has received numerous awards, including Telly Awards, Addy Awards, and gold at the Park City Film Music Festival, as well as appearances on many bestseller lists.

**Total Years of Experience Related to Services Requested: 20**

**Work for State Agencies and Institutions**

- Singing River Health System
- Mississippi Organ Recovery Agency
- Memorial Health System
- Mississippi School for the Arts
- UnitedHealthcare
- MS State Department of Health
- MS Department of Human Services
- Explore Ridgeland
- Canton CVB
- Visit Vicksburg

**Education**

California State University, Long Beach - B.A. English: Creative Writing

**Adam Daniel, Production Director**

Adam Daniel has been a talented professional in the film, TV, and commercial industries for over 26 years. After leaving Mississippi Public Broadcasting in 2007 to work for Mad Genius, he carved his niche by becoming multi-talented in many different positions, ranging from editor, director, producer, sound operator, gaffer, to key grip and even creative strategist. With a passion for storytelling, Adam has collaborated on a wide range of projects, from high-budget commercials to indie films, seamlessly blending creative vision with technical expertise. His diverse portfolio showcases his ability to work across various genres, bringing fresh ideas and unique perspectives to every production.

Overseeing a talented team as Director of Production, Adam is particularly recognized for his innovative approach to visual storytelling, leveraging cutting-edge technology and a deep understanding of audience engagement to create memorable, impactful content. Through his work, he continues to leave a mark on the industry, earning respect for his ability to balance creativity with practicality in the fast-paced world of entertainment.

**Total Years of Experience Related to Services Requested: 26**

**Work for State Agencies and Institutions**

- WKAR- Mid-Michigan Public Broadcasting
- Mississippi Public Broadcasting
- Canopy Children's Solutions
- Canton Convention and Visitors Bureau
- Delta State University
- Explore Ridgeland

- Jackson State University
- Memorial Health System
- Mississippi Administrative Office of Courts
- Mississippi Attorney General's Office
- Mississippi Department of Health
- Mississippi Department of Human Services
- Mississippi Department of Mental Health
- Mississippi Department of Rehabilitation Services
- Mississippi Department of Transportation
- Mississippi Department of Wildlife Fisheries and Parks
- Mississippi Development Authority
- Mississippi Forestry Commission
- Mississippi Gulf Coast Community College
- Mississippi Lottery Commission
- Mississippi Organ Recovery Agency
- Mississippi State Board of Education, Mississippi School of the Arts
- Mississippi State University
- Mississippi Valley State
- Northwest Community College
- Singing River Health System
- St. Dominic's Hospital
- St. Jude Children's Research Hospital
- University of Southern Mississippi
- Visit Vicksburg

#### **Work History**

- Mad Genius, Director of Production, May 2007–Present
- Mississippi Public Broadcasting, Producer/Director, Sept.2001-May 2007
- WKAR-TV (PBS), Director: Instructional Television, Dec. 1999- July 2001

#### **Education**

Michigan State University- B.A.Telecommunications: TV/Radio

#### **Awards & Special Trainings**

- Local ADDY Best In Shows
- Regional ADDY Golds
- TELLY Awards
- CINE Golden Eagle Award

#### **Rachel Adams-Bolanos, Media Director**

A graduate of the University of Southern Mississippi, Rachel Adams-Bolanos joined the Mad Genius team in late summer 2025, bringing nearly three decades of experience in media planning, sales, and management. Over the course of her 29-year career, she has worked extensively across print, broadcast radio, and video, with the past 25 years focused primarily on digital media.

Rachel specializes in collaborating with media outlets to develop strategic, creative, and effective platforms that connect clients' messages with the right audiences at the right time. She is laser-focused on maximizing ad performance to ensure every media budget delivers measurable impact. Working closely with both clients and account teams, she ensures campaigns stay on target, achieve goals, and deliver strong ROI.

Her career spans both local and national markets, including New Orleans, LA; Biloxi/Gulfport, MS; Portland, OR; San Diego, CA; and Baton Rouge, LA. Along the way, she has partnered with a wide range of organizations, including the State of Louisiana during its COVID-19 awareness efforts, as well as nationally recognized brands such as the New Orleans Saints, Portland Trail Blazers, Sony Music, Big Machine Label Group, and Blue Cross Blue Shield of Louisiana.

**Total Years of Experience Related to Services Requested: 29**

**Work for State Agencies and Institutions**

- University of New Orleans
- The University of Southern Mississippi College of Art
- Baton Rouge Community College
- Orleans Parish Schools
- Dillard University
- Delta College
- Upper Iowa University
- State of Louisiana COVID-19
- Greater New Orleans Foundation
- Second Harvest Food Bank
- Baton Rouge Police Department
- Jefferson Parish Sheriff's Office
- Saint Charles Sheriff's Office
- Jefferson Parish Chamber of Commerce
- Blue Cross Blue Shield of Louisiana

**Education**

The University of Southern Mississippi - B.F.A. in Fine Art with an Emphasis in Marketing and Graphic Design

**Awards & Special Training**

- 2024 Americas Credit Unions Diamond Awards: Foreign Language Campaign
- 2024 America's Credit Union Diamond Awards: One-Time Event
- Louisiana Credit Union League/Luminary Awards 2024 (LCUL): Best Integrated Campaign

**Keifer Slaton, Web Development Director**

Keifer has been with Mad Genius for a combined three years. Beginning in early 2023, he assumed the role of Web Development Director. As head of the web department, Keifer manages the digital team and leads development projects, including marketing websites, web apps, and native mobile apps. Additionally, he is responsible for ensuring the quality of development, with an emphasis on best practices, accessibility, security, and performance.

Keifer has led multiple cross-functional engineering teams for ExxonMobil, including leading the successful startup and operation of a \$20 million polymers research facility in Baytown, Texas, as well as

the design and construction of a waste-product recycle system that reduced both operating costs and carbon emissions for the facility by over 50%. In this role, he also served as chair of the health and safety program at his company and led monthly safety stand-ups for more than 200 workers.

He brings five years of experience in data analysis and process optimization, utilizing Python and Node.js for ExxonMobil, as well as five years of experience in WordPress development, Laravel app development, and headless CMS development, leveraging various frontend tools such as Next.js and Nuxt.js. He has extensive experience in scoping, planning, and executing major projects both in web and non-web contexts. In addition to his ability to develop websites, Kiefer is also involved in concepting, having created a mood board to guide the total redesign of a major hospital system.

**Total Years of Experience Related to Services Requested: 10**

**Work for State Agencies and Institutions**

- Memorial Hospital
- Holmes Community College
- Mississippi Organ Recovery Agency
- MS State Department of Health

**Education**

Mississippi State University - B.S. Biomolecular Engineering

**Kim Foster, Public Relations Director**

Kim Foster was the first recipient in Tupelo, Mississippi, to be accredited in public relations (APR). She has spent 25 years in PR, 18 years as an agency owner, serving national/state governments, DMOs, nonprofits, and private businesses.

Kim has served in numerous national and regional leadership roles, including: President and Hall of Fame Chair of the Southern Public Relations Federation; President of the Public Relations Association of Mississippi and its local chapter; and Board Member & Communications Chair of the National Scenic Byways Association.

Presently, Kim owns Foster Relations, a full-service public relations firm with more than 18 years of agency experience. Kim and her team have a proven record of statewide and national PR leadership, specializing in government communications, tourism, and grant-funded initiatives.

**Total Years of Experience Related to Services Requested: 25**

**Service Areas**

- Executive Office Public Affairs & Media Relations
- Earned Media – Civic Organizations & Community Events
- Earned Media – Employer Outreach (College Savings)
- Earned Media – Unclaimed Property Awareness
- Community Awareness Campaigns

**Education**

Mississippi State University - Communications

## **Awards**

- 2025 PRAM Professional Achievement Award
- 2024 Lantern Award for Long-Term Integrated Communications
- 2023 National Scenic Byways "Communications Leader of the Year"
- Mississippi Top 40 Under 40

**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 Mad Genius

Signed 

Print Name Rob Bridges

Title Chief Executive Officer

Date 10/31/25

**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.

Company Name Mad Genius

Signed 

Print Name Rob Bridges

Title Chief Executive Officer

Date 10/31/25

### 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.

Mad Genius acknowledges receipt of the following amendments to RFP #3120003221

**Receipt of Amendment #1 Acknowledged:** Issued October 15, 2025

Company Name Mad Genius

Signed 

Print Name Rob Bridges

Title Chief Executive Officer

Date 10/31/25

**Receipt of Amendment #2 Acknowledged:** Issued October 20, 2025

Company Name Mad Genius

Signed 

Print Name Rob Bridges

**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

