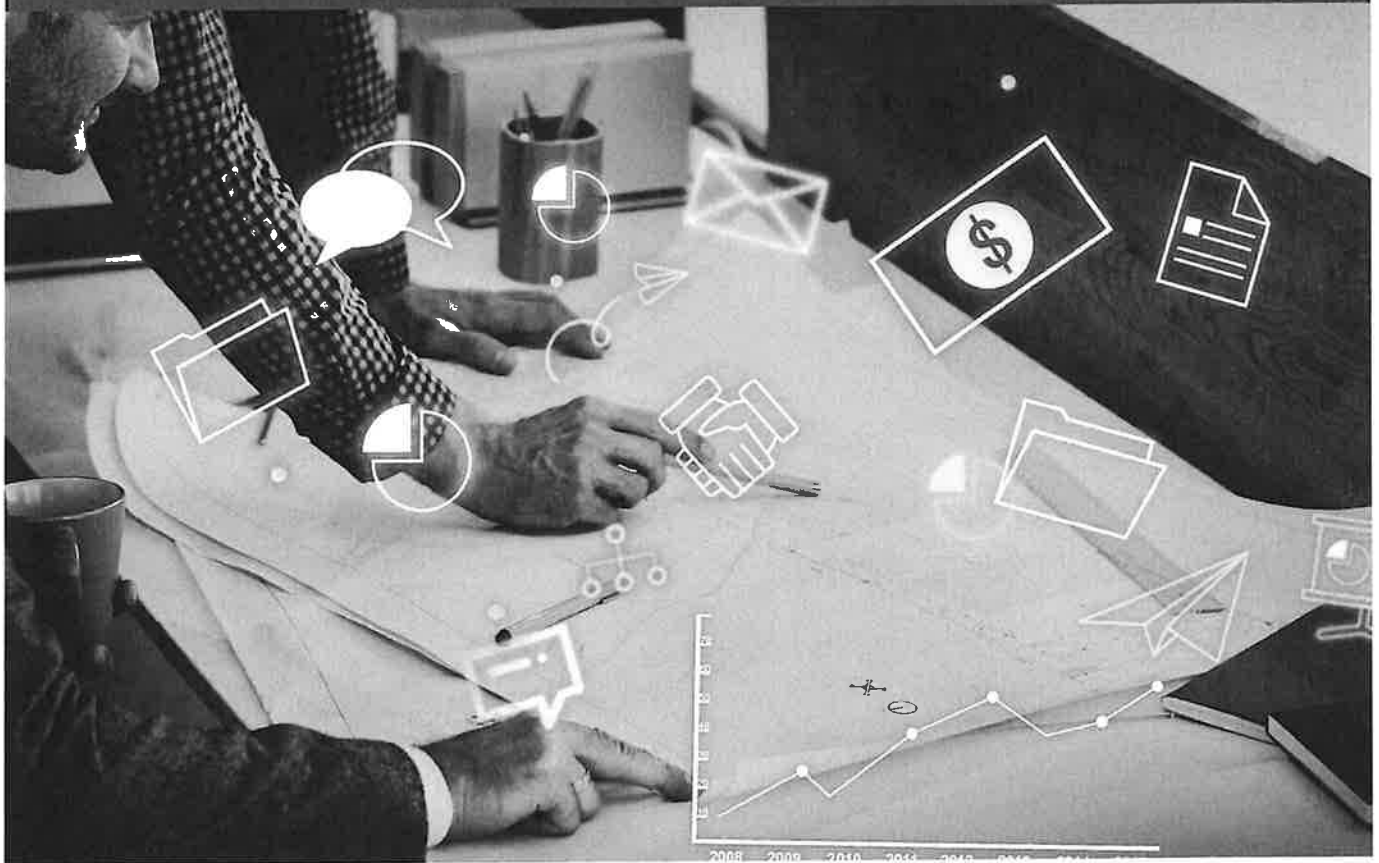


Technical Proposal

RFP #3120003221

COMMUNICATIONS AND MARKETING CONSULTANTS

Submitted On: October 14, 2025



Submitted To:

Mississippi DFA Office
501 North West Street, Suite 701E,
Jackson, MS 39201

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1. ACKNOWLEDGEMENT OF REQUIREMENTS

Acknowledged. All sections and requirements of this RFP have been reviewed and addressed.

| RFP Section | Requirement / Description | Response |
|-------------|--|--------------|
| §1.4 | Contract Type and Term | Acknowledged |
| §1.5 | Proposal Submission Format – Three separate electronic proposals (Technical, Cost, Management | Acknowledged |
| §1.6 | Proposal Submission Deadline – October 14, 2025, 3:00 PM (CDT) | Acknowledged |
| §1.10 | Late Proposals – Not accepted | Acknowledged |
| §1.11 | Rejection of Proposals – OST reserves right to reject | Acknowledged |
| §1.12 | Proposal Withdrawal Procedures | Acknowledged |
| §1.13 | Disclosure of Proposal Contents – Subject to Mississippi Public Records Act | Acknowledged |
| §1.14 | Costs of Preparing Proposal – Contractor bears own costs | Acknowledged |
| §2.1.1 | Marketing Strategy – Advertising, outreach, media, community engagement, website, public affairs | Acknowledged |
| §2.1.2 | Marketing Materials Design – Booklets, flyers, posters, banners, and development of taglines | Acknowledged |
| §2.1.3 | Evaluation of Communication and Marketing Results – Research, analysis, and reporting | Acknowledged |
| §2.2 | Experience and Technical Capabilities – Minimum five (5) years' relevant experience | Acknowledged |
| §3.1 | Preparation of Proposals – Must address all RFP requirements | Acknowledged |
| §3.2 | Format and Sequence – Proposal must follow RFP order and headings | Acknowledged |
| §3.3 | Reporting and Communication with OST | Acknowledged |
| §3.5 | Management and Staffing (to be detailed in Management Volume) | Acknowledged |
| §3.6 | Quality Management Practices – Include quality-reporting example | Acknowledged |

| RFP Section | Requirement / Description | Response |
|--------------------|--|-----------------|
| §3.7 | Understanding and Implementation of Scope | Acknowledged |
| §3.9 | Regulatory Restrictions and Litigation Disclosure | Acknowledged |
| §3.10 | Economy of Presentation – Simple, concise, straightforward | Acknowledged |
| §3.17 | Record-Keeping and Audit Requirements | Acknowledged |
| §3.19 | Trade Secrets and Proprietary Data Handling | Acknowledged |
| §4.2 | Evaluation Criteria – Technical, Cost, and Management | Acknowledged |
| §5.1 | Contract Award and Execution | Acknowledged |
| §5.2 | Contract Administration | Acknowledged |

2. UNDERSTANDING OF SCOPE OF SERVICES

The Respondent fully understands that the purpose of this solicitation is for the Office of the State Treasurer (OST) of Mississippi to engage qualified communications and marketing consultants to support its Executive Office and programs including, but not limited to, the Mississippi Prepaid Affordable College Tuition Program (MPACT), the Mississippi Affordable College Savings Program (MACS), the Unclaimed Property Division, and other operations of the Office.

The consultant shall assist OST in developing and implementing annual and long-term communications and marketing strategies that enhance public awareness, participation, and trust in these programs. The scope encompasses strategic planning, advertising through multiple media platforms (radio, television, social media, internet), public affairs, community outreach, and support in designing and evaluating marketing materials and campaigns statewide.

The Respondent acknowledges the work requires both the management and communication of state financial programs and effective public outreach to ensure Mississippians benefit from the College Savings Plans and Unclaimed Property initiatives.

Services will include technical and creative marketing expertise, campaign coordination, event and community engagement, website and digital communication support, and post-campaign evaluation consistent with the deliverables and expectations defined in Section II of the RFP.

All designs and materials will be reviewed and approved by OST prior to production, which may be performed by the contractor or procured separately by OST in accordance with Miss. Code Ann. §31-7-13

3. PLAN TO IMPLEMENT SCOPE OF SERVICES

3.1 MARKETING STRATEGY

The Respondent will assist the Office of the State Treasurer (OST) in developing and implementing both annual and long-term marketing strategies that promote all OST programs, including MPACT, MACS, and Unclaimed Property.

All visuals in this section are illustrative only and contain no identifying client data; they are provided solely to clarify process steps in a simple and economical manner.

Implementation will follow the structure defined in Section 2.1.1 of the RFP:

1. ADVERTISING AND MEDIA PLACEMENT

Cross-Platform Media Distribution Model

TV, Radio, Digital, Social, Outdoor

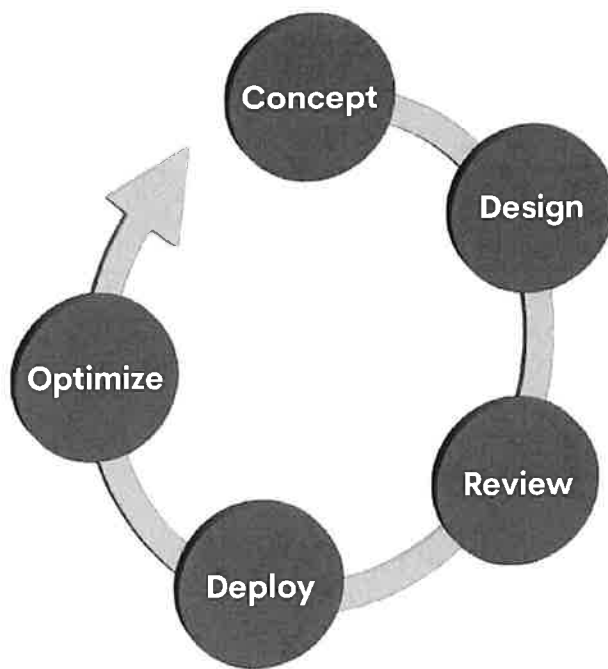
Unified Message Funnel

OST Participation.

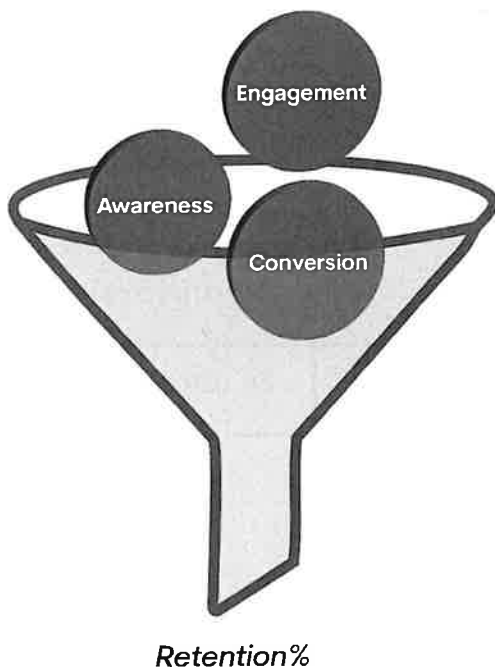
| Channel | Target Audience | Frequency | KPI | Success Metric |
|--------------|---------------------|------------|-------------|----------------|
| TV and Radio | General Public | 3x Daily | Reach | GRP Increase |
| Social Media | Millennials/Parents | Continuous | Engagement | CTR, Comments |
| Outdoor | Travelers | Seasonal | Impressions | Foot Traffic |

2. COMMERCIAL CREATIVE DEVELOPMENT

Mock-Ups of Ad Variations
TV Storyboard, Poster, Banner,
Social Ad Thumbnail



| Stage | Responsibility | Deliverables | Review Metric |
|------------|----------------|------------------------------|-------------------|
| Ideation | Creative Team | Concept Deck | OST Feedback |
| Design | Art/Copy Units | Draft Campaign Assets | Brand Consistency |
| Production | Media Team | Final Cut/Approved Materials | QA Review |



3. INTERNET AND DIGITAL MARKETING

Dashboard Mockup:
Sample analytics dashboard showing
impressions, CTR, conversion trends.

| Platform | Strategy | KPI | Tracking Tool |
|------------|-------------------|------------------|------------------|
| Google Ads | Keyword Campaigns | CPC/CTR | GA Dashboard |
| Facebook | Targeted Ads | Reach/Engagement | META Insights |
| LinkedIn | Employer Outreach | Click-Through | Campaign Manager |

4. Community and Employer Outreach



Engagement Pyramid

| Audience Type | Outreach Method | Frequency | Expected Outcome |
|---------------|-----------------|-----------|----------------------|
| Employees | Webinars, Kits | Quarterly | Benefit Adoption |
| Civic Groups | Local Events | Monthly | Partnership Growth |
| Schools | Presentations | Ongoing | Enrollment Awareness |

5. Unclaimed Property Awareness

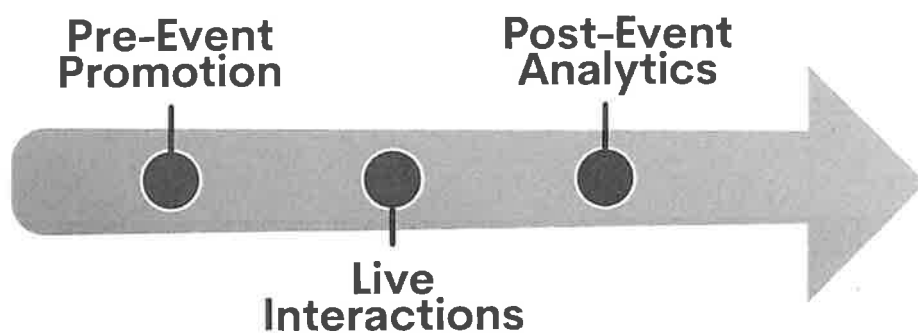
Visuals:

- Storyboard Strip: Visual storytelling of a citizen discovering unclaimed funds.
- Ad Mockups: Campaign examples: "Your Money Might Be Waiting."

| Medium | Core Message | Engagement Metric | Optimization Action |
|----------|-------------------------|-------------------|---------------------|
| Radio | "Check for Your Name" | Call Volume | Adjust Time Slots |
| Facebook | "Claim What's Yours" | Clicks | Retargeting |
| Web Ads | "Find Unclaimed Assets" | Conversion | A/B Testing |

6. EVENTS AND PUBLIC ENGAGEMENT

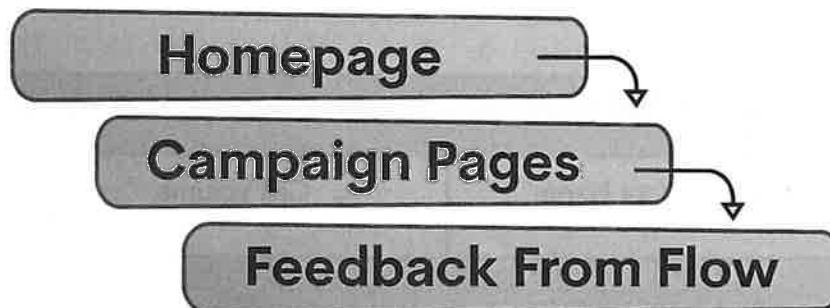
Photo Mockup: Event booth, community engagement display, branded merchandise.



| Event Type | Location | Key Activity | KPI |
|-----------------|----------------|-------------------------|-------------------|
| State Fair | Booth & QR | On-site Signups | # of Interactions |
| Education Expo | Seminar | Presentation Attendance | Post-Event Leads |
| Local Festivals | Pop-Up Display | Survey Collection | Conversion Rate |

7. WEBSITE SUPPORT

Before/After Mockup: Visual showing improved site interface (cleaner, accessible layout).



| Task | Tool | Responsible | KPI |
|---------------------|----------|--------------|-------------------|
| Update Content | CMS | Digital Team | Accuracy Rate |
| SEO Enhancement | SEMrush | SEO Lead | Search Ranking |
| Accessibility Audit | WCAG 2.1 | Dev Team | Compliance Pass % |

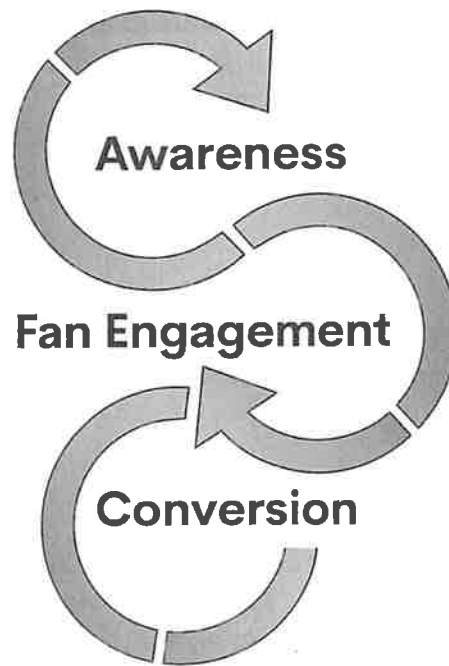
8. PUBLIC AFFAIRS AND MEDIA RELATIONS

Media Network Map: Press channels, local outlets, social verification points.

| Channel | Message Focus | Frequency | Approval Level |
|-------------------|-----------------|-----------|----------------|
| Press Release | Program Update | Monthly | OST Director |
| Interviews | Success Stories | Quarterly | Media Lead |
| Social Statements | Rapid Response | As Needed | PR Manager |

9. DIRECT MAIL AND SPORTS MARKETING

SPORTS PARTNERSHIP CYCLE



10. ANALYTICS AND CONTINUOUS OPTIMIZATION

Real example with metrics (Reach, Engagement, ROI, Sentiment)

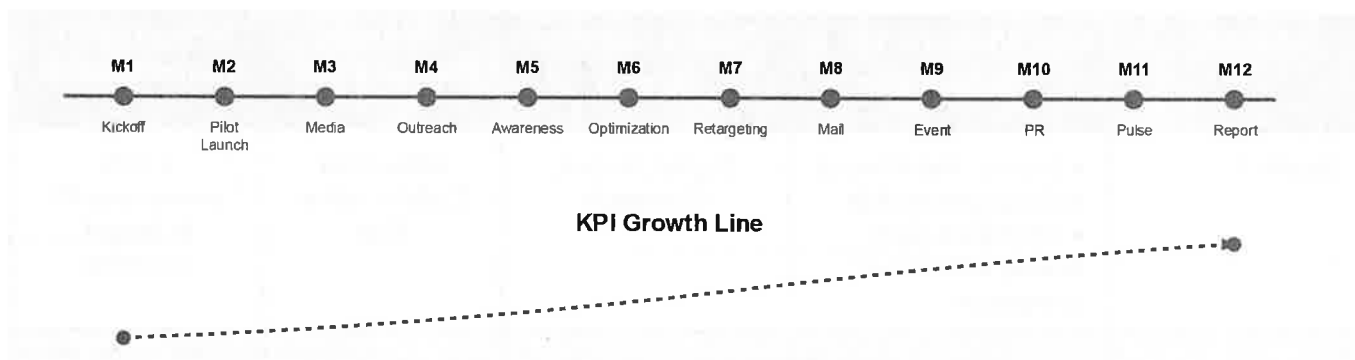


12-MONTH STRATEGIC ROADMAP & KPI PROJECTION

| Month | Key Milestones & Activities | Focus Service Areas | Primary Deliverables | Projected KPI Improvements |
|---------|--|--------------------------------|--|---|
| Month 1 | <ul style="list-style-type: none"> • Kick-off workshop with OST leadership • Finalize Creative & Media Strategy • Establish baseline analytics (reach, awareness, engagement) | All (Strategic Onboarding) | Strategy Charter, Baseline KPI Report, Campaign Calendar | Baseline established — benchmarks for Reach, CTR, Awareness Index |
| Month 2 | <ul style="list-style-type: none"> • Launch pilot digital & social media campaigns • Develop 3 core creative concepts for testing | Advertising, Digital, Creative | A/B Creative Assets, Test Report | +10% engagement vs. baseline; +5% web traffic |
| Month 3 | <ul style="list-style-type: none"> • Begin statewide media placement (TV/Radio/Social) • Implement unified campaign dashboard | Advertising, Analytics | Statewide Ad Deployment, Live KPI Dashboard | +20% awareness, +10% CTR improvement |
| Month 4 | <ul style="list-style-type: none"> • Rollout Employer & Community Outreach Kits • Initiate local civic partnership events | Outreach, Public Affairs | Partnership Toolkit, Event Schedule | +15% community reach; +5 new employer partners |
| Month 5 | <ul style="list-style-type: none"> • Launch Unclaimed Property Awareness Campaign • Produce video PSAs & radio spots | Unclaimed Property, Creative | Multimedia PSA Set | +25% increase in claims inquiries |
| Month 6 | <ul style="list-style-type: none"> • Mid-term Performance Review • Optimize underperforming channels • Website content refresh | Digital, Website, Analytics | Mid-Year Optimization Report | Overall engagement +30% vs. baseline; CTR up to 3.5% |

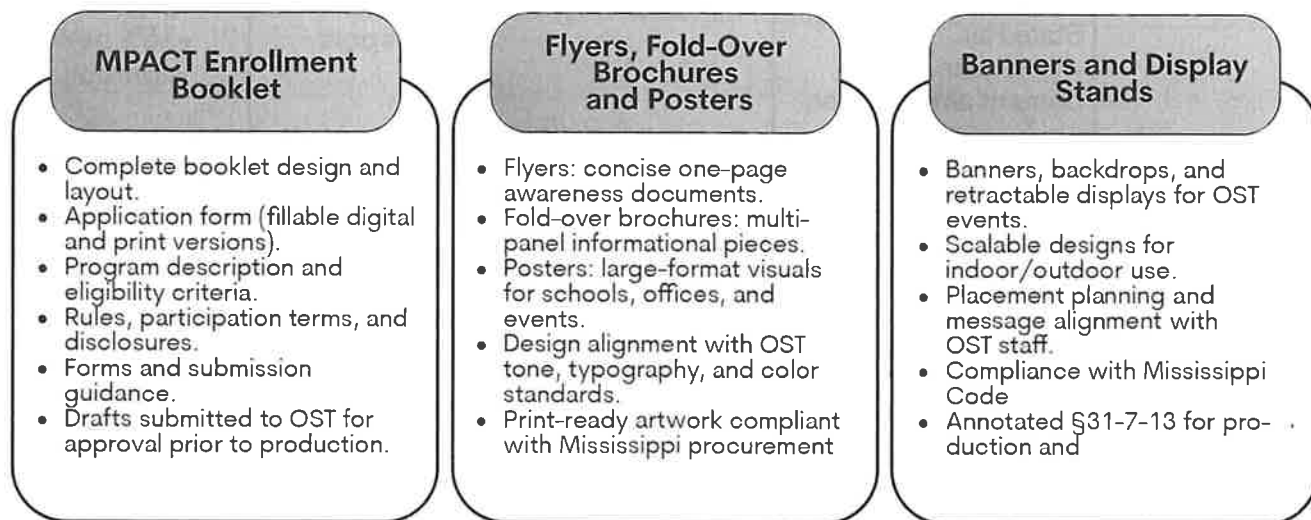
| Month | Key Milestones & Activities | Focus Service Areas | Primary Deliverables | Projected KPI Improvements |
|----------|--|-----------------------------|--------------------------------------|--|
| Month 7 | <ul style="list-style-type: none"> • Expand Paid Social & Retargeting Ads • Introduce community influencer campaign | Digital, Social, Outreach | Influencer Collaboration Plan | +15% awareness lift in target counties |
| Month 8 | <ul style="list-style-type: none"> • Launch Direct Mail campaign and Sports Marketing integration • Produce OST-branded event materials | Direct Mail, Sports, Events | Print Collateral, Sports Partnership | +10% participation in programs; +20% digital inquiries |
| Month 9 | <ul style="list-style-type: none"> • Host flagship OST booth at major State Fair • Real-time digital content amplification | Events, Public Engagement | Live Content Package, Event Report | +40% on-site engagement, +15% new sign-ups |
| Month 10 | <ul style="list-style-type: none"> • Publish quarterly Media Relations Briefing • Press releases highlighting success metrics | Public Affairs, Media | Media Coverage Pack, KPI Story | +25% earned media mentions |
| Month 11 | <ul style="list-style-type: none"> • Launch "Year-End Digital Pulse" campaign • Conduct satisfaction survey & impact study | Digital, Analytics | Impact Survey, BI Report | +15% citizen trust index, +10% conversion retention |
| Month 12 | <ul style="list-style-type: none"> • Final Comprehensive Report & Next-Year Strategy Workshop • Present insights and recommendations | All | Annual Report, Strategy Roadmap 2.0 | Total awareness +50%, engagement +40%, participation +30% vs. baseline |

Timeline Axis



3.2 MARKETING MATERIALS DESIGN

Taglines & Slogans: Develop and create program-specific taglines/slogans (subject to OST approval) for use across campaigns and materials. In accordance with Section 2.1.2 of the RFP, the Respondent will assist OST staff with design, layout, and creative development of marketing materials. All designs will be subject to OST approval. Deliverables may include:



3.3 EVALUATION OF COMMUNICATION AND MARKETING RESULTS

Following major campaigns or events such as the MPACT/MACS enrollment period or Unclaimed Property initiatives, the Respondent will assist OST in evaluating campaign effectiveness at OST's request

Activities will include:

- **Conducting** awareness and buyer research as requested by OST.
- **Providing** oral and written reports summarizing findings, outcomes, and recommendations.
- **Submitting** reports and updates at the frequency requested by the Agency or the State Treasurer.

4. EXPERIENCE AND TECHNICAL CAPABILITIES

This experience meets and exceeds the RFP's minimum five (5) years of communications and marketing experience requirement.

The Respondent brings an extensive record of performance in strategic communications and marketing, supported by a data-driven approach and advanced technical capabilities. Over the past decade, the Respondent has successfully executed more than six hundred marketing and digital transformation projects for leading commercial organizations, consistently demonstrating measurable performance improvements across awareness, engagement, and conversion metrics.

The following table summarizes the representative portfolio outcomes and performance indicators:

TABLE 1 – SUMMARY OF DEMONSTRATED EXPERIENCE AND RESULTS

| Project / Campaign Type | Measured Outcome | Scope and Technical Focus | Relevance to OST Scope |
|------------------------------------|---|---|---|
| Digital Advertising Optimization | Achieved \$30M+ in media spend savings through targeted audience segmentation and account optimization. | Applied predictive analytics and conversion modeling to reduce waste and maximize budget efficiency. | Demonstrates ability to manage and optimize paid campaigns within fiscal constraints for public outreach programs |
| Mobile App & Platform Marketing | Delivered 85% increase in downloads and 75% higher ROI for app-based clients; 50% reduction in down-funnel costs. | Utilized app store optimization, A/B testing, and performance tracking to enhance visibility and retention. | Illustrates capacity to improve citizen engagement through digital platforms and measure campaign success quantitatively. |
| Influencer & Community Campaigns | Generated 512% growth in brand awareness, 150% rise in sales, and 10,000+ user-generated content items. | Designed and executed influencer-driven strategies integrating storytelling and social proof. | Aligns with OST's need for broad public awareness campaigns and multi-channel outreach initiatives. |
| Conversion Rate Optimization (CRO) | Delivered 57% improvement in conversion rates through data-led A/B testing and UX refinement. | Implemented behavioral analytics and creative testing frameworks to increase participation. | Reflects analytical and creative methodology applicable to OST's marketing evaluation and citizen engagement processes. |

| Project / Campaign Type | Measured Outcome | Scope and Technical Focus | Relevance to OST Scope |
|----------------------------------|---|---|--|
| Search & Organic Growth Programs | Achieved 35% increase in iOS search impressions and 32% rise in organic downloads within six months.. | Leveraged algorithmic insights, metadata optimization, and keyword strategy to improve discoverability. | Demonstrates sustained approach to content visibility, applicable to OST web and social media initiatives. |
| Large-Scale Budget Management | Oversaw and optimized marketing budgets exceeding \$250M in aggregate client media spend. | Employed structured performance reporting and ROI tracking systems | Ensures financial discipline and compliance in managing state-level marketing expenditures. |

SUMMARY

This record illustrates a consistent pattern of quantifiable success, emphasizing efficiency, optimization, and innovation in communication and marketing delivery.

The Respondent's technical strength lies in integrating data analytics, content strategy, and creative execution, ensuring each initiative achieves measurable awareness and engagement outcomes.

The performance indicators above demonstrate the Respondent's capability to:

- Deliver cost-effective communication programs that maximize reach per dollar spent.
- Employ performance analytics to evaluate campaign effectiveness in real time.
- Manage multi-channel media strategies across digital, broadcast, and community platforms.
- Translate commercial best practices into public-sector outreach strategies focused on transparency, education, and citizen participation.

Collectively, this experience positions the Respondent to meet the Mississippi Office of the State Treasurer's objectives under RFP #3120003221, by providing disciplined, results-oriented communications and marketing support grounded in proven performance methodologies.

CASE STUDY

█'s new app has taken over the App Store through a strategic 48-hour media burst, leveraging Facebook, Google, and additional mobile ad networks.



CASE STUDY

Looking to enhance their mobile promotion and generate more organic attention in the iOS App and Google Play stores, the Discovery network turned to █ for help in promoting their portfolio of name-brand apps. They achieved a higher conversion ratio and the lowest cost per download.



█ Helps Redefine Meat Launch Globally

Building massive awareness and customer demand pre-launch.

50,000+

Waitlist Sign-Ups
Before Product
Launch

Boosting Galaxy Apps Downloads

Improving app engagement with advanced personalization.

+1400%

Growth From
Download to
Social

Say App Launch Exceeds User Growth Targets

Delivering 60,000+ active users in 3 months.

+60%

Savings in cost
per install

5. QUALITY MANAGEMENT PRACTICES

The Respondent maintains a structured and evidence-based quality management system designed to ensure consistent performance, accuracy, and compliance across all communications and marketing deliverables. This framework is grounded in measurable standards, continuous review, and transparent reporting to align with the Office of the State Treasurer's (OST) expectations for accountability and reliability.

5.1 QUALITY ASSURANCE FRAMEWORK

The Respondent's approach to quality management emphasizes three key dimensions:

Planning and Standards Definition

Establishing quality benchmarks for every deliverable creative, analytical, or operational, aligned with OST's project objectives and the specifications outlined in the RFP.

Process Control and Review

Applying a defined review cycle for each phase of work. All deliverables undergo internal peer review and performance validation before submission.

Measurement and Reporting

Implementing outcome tracking through quantifiable metrics such as audience reach, engagement ratios, cost efficiency, and conversion rates. Periodic reports are prepared to evaluate campaign effectiveness and to identify opportunities for improvement.

5.2 DOCUMENTATION AND MONITORING

All project activities and outputs are recorded through digital tracking systems that document review comments, approvals, and revisions. These records form the basis of a transparent audit trail consistent with OST's right-to-audit requirements.

5.3 PERFORMANCE INDICATORS

The Respondent uses specific indicators to evaluate quality:

- Accuracy and consistency of message delivery.
- Timeliness of deliverables against project schedules.
- Adherence to OST's branding, content, and compliance requirements.
- Effectiveness measured through data-driven post-campaign analysis.

5.4 CONTINUOUS IMPROVEMENT

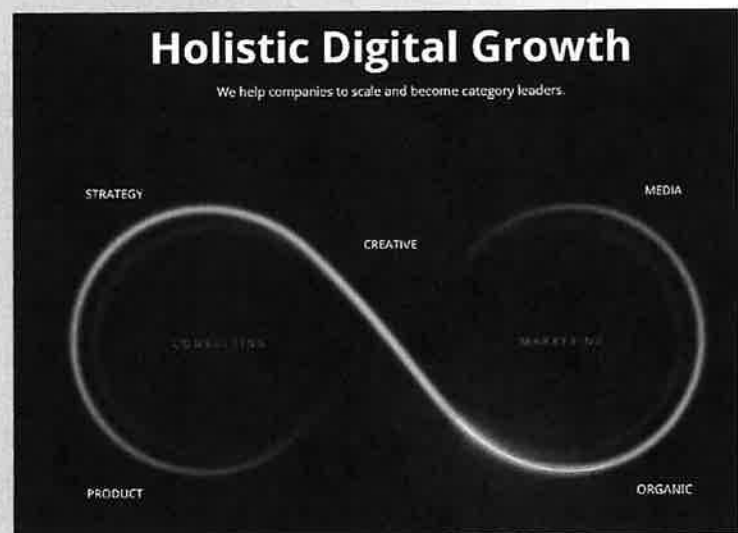
Feedback gathered from each campaign cycle is analyzed and incorporated into subsequent planning phases. Lessons learned are documented in internal quality review reports to ensure cumulative improvement across project stages.

This systematic quality management structure ensures that all work performed for OST meets the required standards of precision, clarity, and measurable public impact.

| QUALITY STATUS REPORT | | |
|-----------------------|----------------------------------|-----------------|
| Project/Client | Metric/Outcome | Relevance Score |
| [REDACTED] | 87% CPI reduction, 86% CPA drop | Medium |
| [REDACTED] | 57% conversion rate increase | Medium |
| [REDACTED] | 85% downloads, 75% ROI | Medium |
| [REDACTED] | 512% brand awareness, 150% sales | Medium |
| [REDACTED] | \$250M+ media spend saved | Medium |

QUICK PROOF POINTS

- \$30M+ saved in media spend for global brands.
- 87% reduction in cost-per-install for Shopkick.
- 512% increase in brand awareness via influencer campaigns
- 57% increase in conversion rates for Bingo Blitz



6. DELIVERABLES AND PERFORMANCE MONITORING

The Respondent recognizes that the success of this engagement depends on the timely delivery of defined outputs and continuous alignment with the Office of the State Treasurer's (OST) performance expectations. To ensure measurable results and accountability, all deliverables will be structured around the RFP's required services and supported by a monitoring system that tracks progress, quality, and outcomes.

6.1 DELIVERABLES OVERVIEW

Deliverables will correspond directly to the service categories defined in Section 2.1 of the RFP. Each output will be developed in coordination with OST staff and delivered according to mutually agreed timelines.

| Deliverable Category | Key Outputs | Frequency / Schedule | Verification Method |
|--------------------------------|---|--|---|
| Marketing Strategy Development | Annual and long-term marketing strategy documents; campaign plans; content calendars. | Annual strategy planning and quarterly updates. | Submission of written strategy reports and OST approval. |
| Advertising and Media Support | Creative concepts, scripts, media plans, and finalized ad placements across TV, radio, digital, and social media. | Per campaign cycle. | OST review and approval prior to release. |
| Community & Employer Outreach | Event materials, outreach toolkits, and partnership plans targeting civic and employer audiences. | Ongoing, as scheduled by OST. | OST staff validation and participation tracking. |
| Marketing Material Design | Enrollment booklets, brochures, flyers, banners, and posters for all OST programs. | As requested by OST; typically quarterly or per event. | Approval of final proofs by OST project lead. |
| Website & Digital Support | Updated website content, landing pages, and digital assets for online campaigns. | As needed during campaign cycles. | Quality check for accuracy, accessibility, and compliance with OST web standards. |
| Research & Evaluation Reports | Awareness studies, post-campaign analytics, and recommendations for future strategy. | After completion of each major campaign or enrollment cycle. | Written report submission and debrief meeting with OST. |

6.2 PERFORMANCE MONITORING APPROACH

Performance will be monitored through structured reporting and review mechanisms consistent with Sections 3.3 and 3.17 of the RFP.

Designated Point of Contact

The Respondent will assign a primary project lead responsible for coordination with OST staff, ensuring all deliverables are reviewed, approved, and implemented within defined timelines.

Progress Reporting

Regular status updates and progress summaries will be shared according to OST's requested frequency, typically monthly or per project milestone.

Quality Verification

Each deliverable will undergo internal quality control review before submission, followed by OST's acceptance review as outlined in the RFP.

Issue Resolution

Any variances in schedule or output quality will be immediately reported, with corrective actions implemented upon OST direction.

Performance Documentation

All work will be documented in a project log, capturing milestones, feedback, and revisions to maintain full transparency and compliance with OST's record-keeping expectations.

6.3 REPORTING AND REVIEW

The Respondent will provide both oral and written reports on work progress, findings, and recommendations at intervals determined by OST. These reports will support OST in evaluating program impact, budget performance, and communication reach across all marketing activities. This structured system of deliverables and monitoring ensures transparency, accountability, and alignment with OST's operational standards and program objectives throughout the contract term.

All performance documentation and reports will be retained in accordance with RFP §3.17 and OST's audit and record-keeping requirements.

7. COMPLIANCE STATEMENTS

The Respondent hereby affirms full compliance with all applicable provisions and requirements outlined in Sections 3.9 and 3.19 of RFP #3120003221 issued by the Office of the State Treasurer (OST). These statements confirm the Respondent's adherence to ethical, legal, and regulatory standards governing this solicitation.

7.1 REGULATORY AND LEGAL COMPLIANCE

In accordance with RFP Section 3.9, the Respondent declares that:

1. There is no past or pending regulatory restrictions, consent orders, or litigation affecting its capacity to perform the services required under this solicitation.
2. None of the Respondent's principals, owners, directors, or officers have been convicted of a felony.
3. The Respondent is in full compliance with all federal, state, and local laws and regulations applicable to marketing, communications, and public service contracts.
4. The Respondent acknowledges that any occurrence of future regulatory restriction or litigation will be promptly disclosed to OST as required.

7.2 TRADE SECRETS AND PROPRIETARY DATA

In accordance with RFP Section 3.19, the Respondent recognizes that OST is subject to the Mississippi Public Records Act (Miss. Code Ann. §§25-61-1 et seq.).

The Respondent agrees that:

1. Any materials designated as containing trade secrets or proprietary information will be clearly identified at the time of submission.
2. Only the portions specifically marked as proprietary will be considered for confidential treatment, consistent with Mississippi Code Annotated §25-61-9 and §79-23-1.
3. All other portions of the proposal, including pricing and service descriptions, shall be treated as public record upon submission.
4. The Respondent understands that OST bears no liability for the lawful release of information required by court order or statute.

7.3 ETHICAL AND PROFESSIONAL CONDUCT

The Respondent confirms adherence to all state procurement regulations, equal opportunity employment policies, and contractual integrity standards. No gratuities, contingent fees, or improper inducements have been or will be offered in connection with this solicitation.

The Respondent further certifies that its operations, employment practices, and service delivery methods will at all times comply with OST policies, state statutes, and any applicable administrative regulations.

8. CONCLUSION

The Respondent respectfully submits this Technical Proposal in full compliance with all requirements outlined in RFP #3120003221 issued by the Office of the State Treasurer (OST).

This proposal has been prepared in accordance with Sections 1.5, 2.1, and 3.2–3.10 of the RFP, addressing every mandatory element in sequence and ensuring adherence to the prescribed blind evaluation format.

The Respondent affirms:

1. Full understanding of the scope of services, objectives, and performance standards required to support OST programs, including MPACT, MACS, Unclaimed Property, and other statewide initiatives.
2. Commitment to delivering communications and marketing services that are strategic, measurable, and compliant with all applicable state policies and procedures.
3. Capability to provide data-driven campaign execution, cost-effective implementation, and continuous performance evaluation to strengthen public awareness and participation in OST programs.
4. Willingness to collaborate closely with OST staff to ensure all campaigns, materials, and deliverables reflect the agency's goals, brand integrity, and public mission.

All statements, plans, and proposed methodologies in this Technical Proposal are submitted in good faith and with the assurance that, upon award, the Respondent will perform all duties to the highest professional and ethical standards established by the State of Mississippi.

APPENDIX A PRICING SCHEDULE

Fill out the below table with the service and the proposed price. Include the unit for price (per hour, percentage above cost, etc)

| SERVICE | PROPOSED PRICE |
|--|--------------------|
| Strategic Marketing & Campaign Development | \$210/hour |
| Brand Identity & Creative Direction | \$195/hour |
| Digital & Social Media Advertising | \$180/hour |
| Content Production & Asset Design | \$165/hour |
| Website Optimization & UX Enhancement | \$175/hour |
| Email, CRM & Automation Strategy | \$160/hour |
| Data Analytics & Performance Reporting | \$150/hour |
| Public Relations & Community Engagement | \$175/hour |
| Media Buying & Placement Management | 12% of media spend |
| Research & Program Evaluation | \$140/hour |
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