

MISSISSIPPI OFFICE OF THE STATE TREASURER

Request For Proposals
Communications And
Marketing Consultants

November 3, 2025



GIBBES

Technical Response

SECTION I | ACKNOWLEDGED

SECTION II | ACKNOWLEDGED

2.1.1 MARKETING STRATEGY

Historically, the marketing of the Office of the State Treasurer (OST) has been focused on two major programs – Unclaimed Property and College Savings – which both legitimately require significant public outreach, but the duties and responsibilities of the office have a much larger extent. That is why we believe it is equally important to project the professionalism of the office in managing the state's financial resources, overseeing the wise investment of funds, and searching for new opportunities to enhance the state's economy.

Mississippi Treasurer David McRae assured state residents he would operate the office in a professional manner and would have four guiding points that would govern its operation. As he is in his second term, he has shown himself to be a responsible steward of the state's funds. We want to continue to communicate his strategic messaging while also communicating the success of his time in office. For instance, more than half of the total dollars returned to Mississippians in the Unclaimed Property program has been during McRae's tenure. And, under McRae's watch, the Mississippi Affordable College Savings Program has added additional methods for payment such as Venmo and PayPal, in an effort to provide convenient options to Mississippi citizens. We will use messaging like this to underline the important developments constantly taking place in the OST.

OBJECTIVE

Provide premier service to taxpayers as Treasurer of the State of Mississippi.

STRATEGY

Implement and communicate the Treasurer's duties in all areas, focusing on his highlighted responsibilities:

1. Help families save for college.
2. Pay the state's bills on time.
3. Assure citizens the Unclaimed Property program is legitimate and return unclaimed property to the rightful owners.
4. Maintain a strong credit rating.
5. Oversee taxpayer dollars.
6. Issue bonds to keep communities strong.

TACTICS

Promote how the OST works to be more efficient and accountable to taxpayers:

- a. Utilize website as main communications channel for efficiency.
- b. Produce a digital newsletter to report successes.
- c. In media interviews, always bringing programmatic topics back to one or more of the highlighted responsibilities.
- d. In public speaking events, including legislative presentations and civic club speeches, bringing programmatic topics back to one or more of the highlighted responsibilities.

A. ADVERTISING THROUGH RADIO AND TELEVISION

Gibbes does not recommend placing broadcast or cable television or radio campaigns for the OST, due to the expenses, but we would consider placing a campaign on YouTube TV or a streaming television buy. This would fall out of a larger conversation about the best place to allocate budget dollars. We have included pricing in Appendix A for reference on possible costs.

B. CREATION OF COMMERCIAL CREATIVE AND PRODUCTION OF SPOTS

Gibbes recommends producing frequent videos for use on social media and streaming digital. These videos would promote both the Unclaimed Property and College Savings Plans of Mississippi programs. Video content is highly effective on social media platforms, as users are twice as likely to click on a post with a video over a post with a photo or text only.

20 hours per video (scripting, shooting, editing)

C. ASSIST WITH INTERNET MARKETING CAMPAIGNS

We believe a strong Internet marketing campaign will serve the Treasurer's office well, including advertising on social media channels. With digital campaigns, we can target very specifically based on geographic location, age, gender, and household income as well as many other factors. Gibbes will partner with Prince Digital to take full advantage of the services they offer in this area.

For Unclaimed Property, we recommend utilizing the Unclaimed Property database to capture the IP addresses associated with the specific physical addresses in the database and serve ads to those devices. Users can click on the link to recover their unclaimed property.

For CSPM, we can target physical addresses with lower school age children and serve ads to the devices within those homes. Digital ads would be hyperlinked to appropriate College Savings webpages.

12 hours a month plus digital media buy

D. MARKETING TO CIVIC ORGANIZATIONS AND COMMUNITY EVENTS

We recommend that the State Treasurer promote himself or someone in his office as a featured speaker for various meetings or events to highlight both the Unclaimed Property program and CSPM. We will work with the program manager to develop talking points and a digital presentation that can be tailored based on the group holding the event.

12 hours for initial presentation; 3 hours for subsequent updates

E. MARKETING TO EMPLOYERS IN THE STATE AND PROMOTION OF COLLEGE SAVINGS PLANS AS AN EMPLOYEE BENEFIT

Gibbes recommends reaching out to the Mississippi Business Alliance (formerly MEC) and various associations in the state (medical, dental, apartment, etc.) with a proposal educating them on the value of including college savings plans as an employee benefit. We will make a presentation to them and offer collateral materials that they can in turn pass along to their members. By partnering with these organizations we can reach a large number of companies in the state without placing an undue financial or manpower burden on the OST.

10 hours per month

F. MARKETING TO COMMUNITIES IN THE STATE TO BRING AWARENESS OF THE UNCLAIMED PROPERTY PROGRAM AND HELP CITIZENS FIND AND CLAIM THEIR UNCLAIMED PROPERTY

We will initially target media venues throughout the state (talk radio, local television morning shows) and have the State Treasurer and/or Unclaimed Property manager do interviews to discuss the OST's "Money Match" and explain how the program leverages widely available public records to return unclaimed money to owners. We will develop talking points to assist in this effort, as well as graphics that can be sent ahead of time and used on screen during interviews. We will also work with local mayors' offices and enlist their help in getting the word out about the program. We will develop video testimonials from Mississippians who have claimed money to show the program's simplicity and benefits.

4 hours per month

G. DISPLAY AND BOOTH SET UP AT CONVENTIONS, ASSOCIATION MEETINGS, FAIRS, ETC

Gibbes will provide art design for any booth displays needed and will assist with set-up and take-down at events as needed.

10 hours per event

H. ASSIST WITH UPDATES TO THE TREASURY WEBSITE

Gibbes will assist in any updates needed to the current Treasury website; we will simply need to be given log-in credentials to the administration portion of the site. Gibbes can assist with writing new copy or making edits/corrections. We are happy to make recommendations throughout the term of the contract as we see changes or updates that will help the site remain current both visually and informationally.

\$125/hour for updates

I. PUBLIC AFFAIRS AND MEDIA RELATIONS FOR THE EXECUTIVE OFFICE

Gibbes is highly experienced in helping clients navigate the sometimes treacherous waters of media exposure. We will monitor all statewide media outlets for coverage that could affect the Treasurer's office and offer counsel on how to best address each situation, whether that includes social media posts, press releases, press conferences, scheduling meetings with key players, conducting individual press interviews, etc.

10 hours a month

J. ASSIST WITH DIRECT MAILINGS TO TARGETED GROUPS

We recommend that the OST consider eliminating direct mail and instead utilize programmatic email. Gibbes will utilize the Unclaimed Property database and send eblasts directly to these users with a message to contact the OST directly for information on the property. For CSPM, we can provide direct email pieces that can be targeted a variety of ways, including by occupation, interests, and home value, as well as to parents with children of a certain age. Through these emails we can build a database of parents that we can begin to communicate with and continue for years to come. Should CSPM wish to maintain a direct mail channel, we will provide support and estimates as requested.

6 hours per email (two per month)

Cost: \$750 per email

K. ASSIST WITH ADVERTISING THROUGH SPORTS MARKETING ENTITIES

Our recommendation is to "own" high school sports broadcasts and feature targeted messaging for CSPM. We will partner with 6A and 7A sports throughout the state to sponsor championship events and advertise during broadcasts.

15 hours per month during sports months

2.1.2 MARKETING MATERIALS DESIGN

The Contractor shall develop and create tag lines readily identified by the public for use by each program. Gibbes relishes the challenge of creating new and exciting tag lines for these two programs. We see them as very distinct entities with unique styles. With CSPM, we will be reaching out primarily to parents of young children; with Unclaimed Property we will be targeting middle-age and older adults. Both programs should have a recognizable brand that falls under the umbrella brand of the OST.

Manpower: 12 hours for taglines for both programs

Cost: \$1,500

Below we have incorporated costs for producing all the collateral materials listed in the RFP. However, our recommendation is to produce as many materials as possible digitally and send links electronically rather than printing them. There are a couple of reasons for this:

- Producing digital materials is much less costly than paying for printing, and with the Treasurer's promise to run the OST more efficiently, this is a way to show a concerted effort to be more cost efficient.
- Digital materials can be updated and re-sent with much less cost than re-printing a brochure or flyer. We can be more specific in our content regarding rates or other information, knowing that we can make changes quickly when needed.

A. THE MISSISSIPPI PREPAID AFFORDABLE COLLEGE TUITION ENROLLMENT BOOKLET. THE BOOKLET CONTAINS PROGRAM APPLICATION, DESCRIPTION, RULES, DISCLOSURE AND FORMS.

Gibbes will design this booklet based on the design of the current OST website as a way to retain consistency. OST to provide text; agency to provide design, proofing, project management, and production oversight.

Manpower: 48 hours

Cost: \$6,000 agency time

Printing specs:

6" x 9"

24 pages plus cover

100# Gloss Cover

100# Gloss Text

Saddle-stitched

Printing estimate:

15,000 = \$8,786

25,000 = \$14,011

50,000 = \$23,545

B. SINGLE SHEET FLYERS FOR DISTRIBUTION BY UNCLAIMED PROPERTY AND CSPM IN A VARIETY OF OUTLETS, CONVENTIONS, EMAILS, PAYROLL DEDUCTION BENEFIT FAIRS, MAGAZINES, NEWSPAPERS, SOCIAL MEDIA, ETC.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design flyers, and oversee printing.

Manpower: 6 hours per flyer
Cost: \$750 agency time

Printing specs:
8.5" x 11"
Gloss, 4/4

Printing estimate:
15,000 = \$1,440
25,000 = \$2,152
50,000 = \$3,324

C. FOLD-OVER BROCHURES FOR DISTRIBUTION BY UNCLAIMED PROPERTY AND CSPM AT CONVENTIONS, BANKS, LIBRARIES, ETC.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design brochures, and oversee printing.

Manpower: 8 hours per brochure
Cost: \$1,000 agency time

Printing specs:
Flat- 9" x 12",
Folded- 4" x 9"
Gloss, 4/4

Printing estimate:
15,000 = \$1,680
25,000 = \$2,395
50,000 = \$3,445

D. POSTERS AND DISPLAY STANDS ADVERTISING UNCLAIMED PROPERTY AND CSPM.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design poster, and oversee printing.

Manpower: 5 hours per piece
Cost: \$625 agency time

Printing specs:
18" x 24"
100# Gloss Text, 4/0

Printing estimate:
15,000 = \$2,715
25,000 = \$4,315
50,000 = \$7809

E. BANNERS ANNOUNCING UNCLAIMED PROPERTY AND CSPM, SUITABLE FOR DISPLAY AT FAIRS AND CONVENTIONS, ETC.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design poster, and oversee printing.

Manpower: 5 hours per piece
Cost: \$625 agency time

Printing specs:
3' x 8'
With grommets
Vinyl, outdoor
Full color

Printing estimate:
1 = \$346
(The per unit price
will decrease if
multiple quantities
are ordered.)

2.1.3 EVALUATION OF COMMUNICATION AND MARKETING RESULTS

While post campaign measurement is always a good idea, we think that research should also be done before the launch of a new campaign. Target audience research is necessary to aid in the development of the correct marketing message.

We use an unbiased third party research agency to handle all of our clients' research services. For the OST programs, our initial research would be conducted by telephone survey, and the sample group would be 600 individuals across the state, evenly split among North, Central and South Mississippi.

The Gibbes Company will conduct analysis research at the conclusion of each campaign to aid in developing subsequent strategies and campaigns. This research will be ongoing throughout each campaign and will include performing analytics on website traffic, digital advertising, and social media campaigns.

2.1.4 EXPERIENCE

In business for over 25 years, The Gibbes Company has a solid reputation in the industry for creative and innovative solutions for our clients. We know results and a return on investment are of primary importance to our clients, and we provide reporting for every project we undertake, including analytics for digital and social campaigns that we manage. We continually follow-up on media relations efforts and provide publication copies to show successful results.

Gibbes has received numerous awards over the years from the American Advertising Federation; Southern Public Relations Foundation; Public Relations Association of Mississippi; Mississippi Business Journal; Davey Awards; and other professional organizations. Expertise.com has recognized Gibbes as one of Jackson's best advertising agencies several times, as well as one of Jackson's best social media marketing agencies.

Section III | Acknowledged

3.1 INFORMATION REQUIRED FROM RESPONDENTS

A. THE NAME OF THE CONSULTANT, THE LOCATION OF THE CONSULTANT'S PRINCIPAL PLACE OF BUSINESS AND, IF DIFFERENT, THE PLACE OF PERFORMANCE OF THE PROPOSED CONTRACT.

The Gibbes Company has been locally owned and operated in Ridgeland, MS for over 25 years.

261 Trace Colony Park Drive

Suite C

Ridgeland, MS 39157

Denton Gibbes, President & CEO

Main: 601-853-8120

Denton (direct): 601-707-3310

Denton (cell): 601-214-2770

B. THE AGE OF THE CONSULTANT'S BUSINESS AND AVERAGE NUMBER OF EMPLOYEES OVER A PREVIOUS PERIOD OF TIME, AS SPECIFIED IN THE REQUEST FOR PROPOSAL.

Age of business: 25 years

Average number of employees: 8

C. THE ABILITIES, QUALIFICATIONS, AND EXPERIENCE OF ALL PERSONS WHO WOULD BE ASSIGNED TO PROVIDE THE REQUIRED SERVICES.

Company principal Denton Gibbes founded The Gibbes Company after leading another large Mississippi agency. Gibbes has a highly capable staff of professionals, each with 20 to 30 years of experience in marketing, advertising, public relations, and governmental affairs. Our staff is available to clients 24/7, 365 days a year. It's ingrained in our company culture that we are timely in our responsiveness to clients.

The following pages contain biographies for our employees.

ACCOUNT TEAM



DENTON GIBBES | PRESIDENT

EDUCATION: THE UNIVERSITY OF MISSISSIPPI

Agency founder and president Denton Gibbes began his career in print and broadcast media, then expanded his skills into the public and media relations arenas with stints with the University of Mississippi, the Mississippi Institutions of Higher Learning, and the agency now known as the Mississippi Development Authority (MDA). While at MDA, Denton ran the multi-million dollar marketing program to attract business, industry and retirees to Mississippi and was highly involved in recruiting Southwest Airlines to Jackson. He was principally involved in launching a number of initiatives which continue today, such as real estate consultant outreach, Mississippi Market, and Hometown Mississippi Retirement.

MDA led to a private sector job with another Jackson-area agency, where he established a public relations department and handled business development. Denton quickly rose through the ranks to be named president of that firm, and when it sold in 2000, he founded The Gibbes Company.

Denton has served on the board of directors for a number of organizations including Friends of Children's Hospital at Blair E. Batson Children's Hospital and Special Olympics Mississippi and received numerous business awards.

CAREER HIGHLIGHTS:

- Worked with a national energy-producing company to promote, educate, and successfully achieve government approval of two energy generation facilities.
- Shepherded a multi-state high-voltage transmission line project through the legislative, regulatory, and landowner acquisition process.
- Managed marketing communications, advertising, and public relations strategy for a number of financial institutions, including: Southern Bancorp; BankPlus; First Federal Savings & Loan; State Bank & Trust; Richton Bank & Trust; BancorpSouth BXS Insurance; and Union Planter's Bank.



LISA HATHORN, APR | DIRECTOR OF PUBLIC RELATIONS

EDUCATION: MISSISSIPPI STATE UNIVERSITY

Lisa Hathorn has more than 30 years of experience in public relations and corporate communications and has received her Accreditation in Public Relations, the national standard for professionals who have shown knowledge and achievement in this field. Prior to her employment with Gibbes she was the Director of Public Affairs for AT&T Mississippi.

Lisa has managed and directed marketing and public affairs initiatives; media, community and government relations; grassroots campaigns; and product launches. She is a long-time member of the Public Relations Association of Mississippi (PRAM) and the Southern Public Relations Federation (SPRF). She has been awarded the SPRF Senior Practitioner Award, recognized with the Mississippi Business Journal's Top 40 Under 40 distinction, and named PR Professional of the Year by the Public Relations Association of Mississippi's Central Chapter.

Lisa has served on the board of directors for the AT&T Pioneers, Mississippi Public Broadcasting Foundation, Fondren Renaissance Foundation and the Public Relations Association of Mississippi (central chapter and state organization) and is a sustaining member of the Junior League of Jackson.

CAREER HIGHLIGHTS:

- Compiled vast knowledge of financial institutional marketing through management of communications, advertising, and public relations strategy for Southern Bancorp, First Federal Savings & Loan, and State Bank & Trust.
- Supervised community outreach and media relations planning and execution for a large-scale energy project and two disaster recovery programs.
- Created and executed legislative advocacy; social media; workforce development initiatives; brand awareness; and reputation management for a large, statewide membership-based association.
- Planned and executed a media event with entertainer B.B. King that resulted in more than 130 news stories across the U.S.



TRACEY WILLIAMSON | SENIOR ACCOUNT EXECUTIVE & DIGITAL MARKETING MANAGER

EDUCATION: MISSISSIPPI STATE UNIVERSITY

With more than 30 years of experience in the advertising and public relations field, Tracey offers knowledge garnered from working with clients in a wide variety of industries, including Viking Range, Pattern Energy, The Mississippi Band of Choctaw Indians, and Mississippi Development Authority.

CAREER HIGHLIGHTS:

- Amassed a great deal of experience over her career in marketing financial institutions, including providing account management, copywriting, media planning and buying, and social media services. Some of her past clients include: BankPlus; Community Bank; First Mississippi Credit Union; M&F Bank; Ouachita Independent Bank, and Southern Bancorp.
- Conducted market research projects for Southern Bancorp including focus group testing of three unique markets and mystery shopping of 11 bank locations, including internal and external branches. This resulted in key findings for the bank that offered helpful insights into their customer service, products and services, and location choices.
- Managed outreach and communication efforts for the Southern Spirit Transmission, a high-voltage power line that will cross four states. This multi-year project included individual meetings and group presentations, event planning, media relations, and overall strategic planning.
- Managed account service and public relations efforts for Viking Range Corporation for nine years, including overseeing the production of several national print and television advertising campaigns. Garnered placements for the company's products in magazines such as Bon Appetit, House Beautiful, House & Garden, and Food & Wine. Compiled press kits for national and international trade shows every year and met with media for personal briefings, resulting in favorable press coverage from each show.

JON CARR | CREATIVE DIRECTOR

EDUCATION: UNIVERSITY OF SOUTHERN MISSISSIPPI

Jon Carr is a Creative Director and Visual Storyteller with more than 20 years of experience in graphic design and communications. He has developed brand identity and collateral materials for clients across industries including retail, nonprofits, utilities, legal, and healthcare. His expertise spans branding, website design, video production and editing, illustration, and the integration of emerging AI tools into creative workflows. Jon's work has been recognized with numerous honors, including the Southern Public Relations Federation's Lantern Award and multiple PIAS Graphic Awards.

In addition to his professional practice, Jon pursues personal art projects that expand his creative voice, including the design of original Tarot card decks and fine art painting. Whether directing a campaign, developing a website, or exploring symbolic storytelling through art, Jon brings a consistent focus on clarity, imagination, and craft to every project.

PRINCE DIGITAL

As President of Prince Digital, Michael Simmons works one-on-one with clients to navigate the digital marketing landscape and effectively utilize their marketing budget. Prince Digital combines campaign management and artificial intelligence to effectively and efficiently calculate and manage millions of potential optimizations.

Prince Digital provides a multitude of digital targeting options and programmatic technology to deliver better brand protection and results that are back by performance analytics and metrics. Prince offers targeting technologies such as micro-proximity, IP, location data collection and device identification technology, the latter of which would serve the OST useful in targeting pediatric clinics for digital advertising.

Prince Digital supplies reports and analytics that demonstrate how clients' return on investment is maximized.

Michael is also an experienced associate publisher in the newspaper industry, along with company owner Jim Prince who is a long-time publisher. Their skills include news and feature writing, advertising, editing, and media relations.

D. A LISTING OF OTHER CONTRACTS UNDER WHICH SERVICES SIMILAR IN SCOPE, SIZE, OR DISCIPLINE TO THE REQUIRED SERVICES WERE PERFORMED OR UNDERTAKEN WITHIN A PREVIOUS PERIOD OF TIME, AS SPECIFIED IN THE REQUEST FOR PROPOSAL.

SOUTHERN BANCORP

Gibbes represents this Little Rock-based, multi-state Community Development Financial Institution before the Mississippi Legislature and with year-round public affairs and advocacy issues..

Contact: Nathan Pittman | 501.351.4847 | nathan.pittman@banksouthern.com

MISSISSIPPI DENTAL ASSOCIATION

Gibbes was hired to assist the Mississippi Dental Association with strategic counsel related to issues before the Legislature and state regulatory boards impacting the dental industry, including Medicaid, direct supervision of hygienists, COVID-19 response, and with general public outreach and awareness.

Contact: Wahnee Sherman | 601.664.9691 | wahnee@msdental.org

PATTERN ENERGY

Gibbes directed community outreach and government relations in Mississippi and Louisiana for Pattern Energy's proposed Southern Spirit Transmission Project. Gibbes has conducted research; managed public and community outreach sessions, advertising and vendor fairs; spearheaded outreach to state and local officials; and handled communications with a goal of generating earned media and political and community support.

Contact: Adam Renz | 832-260-6843 | adam.renz@patternenergy.com

APEX ENERGY

Gibbes was tasked with assisting the company with the regulatory and community outreach process as it introduced new energy generation projects in the state of Mississippi.

Contact: Chris Hawk | 601-918-8633 | chris.hawk@apexcleanenergy.com

MISSISSIPPI BAND OF CHOCTAW INDIANS

Gibbes works with several divisions within the Tribe, with the primary one being the Office of Economic Development, for which Gibbes manages all its social media channels as well as ongoing business development strategy. Gibbes has completed websites for the overall Tribe, Economic Development, and Gaming Commission.

Contact: John Hendrix | 601.650.1607 | jhendrix@choctaw.org

AMERICAN COUNCIL OF ENGINEERING COMPANIES OF MISSISSIPPI

Gibbes created an entirely new website for this organization with many improvements including an interactive map of all members and online payment functionality. Gibbes manages the organization's email communications with its members and assists in event planning and management.

Contact: Craig Carter | 601.420.2002 | craig@acecms.org

IDEMIA NORTH AMERICA

Gibbes is in the midst of a complete website redesign for this organization that is a leader in providing identity-related security services to governments and private companies.

Contact: Laura Lee Allen | 601-754-5533 | lauralee.allen@us.idemia.com

MISSISSIPPI POULTRY ASSOCIATION

Gibbes provided new branding for the organization as well as marketing services and a new website with improved functionality.

Contact: Mark Leggett | 601-932-7560 | Leggett@mspoultry.org

E. A PLAN GIVING AS MUCH DETAILS AS IS PRACTICAL EXPLAINING HOW THE SERVICES WILL BE PERFORMED.

At Gibbes, everything we do starts with the basics – objective, strategy, tactics, and measurement. We believe research is a fundamental part of a strategic plan and after discussing a client's goals, should be the first step in the planning process. Our strategic planning process typically follows this order:

Client Meeting/Establish Goals

Research

Planning

Implementation

Evaluation/Analysis

Restructure/Redefine/Additional Research (as needed)

After meeting with a client and establishing their goals and objectives, Gibbes staff has an internal “kick off” meeting where we brainstorm and devise concepts, and an employee is assigned for daily account management and client relations.

Campaign options are fleshed out and presented to the client. Once the client selects an option, the Gibbes team expands it with designs, a multi-channel marketing/media plan, and accompanying budget.

Because of our constant focus on measurement and reporting, we sometimes determine that adjustments can be made to make a campaign more successful. With the current emphasis on digital strategies, we find that changes can be made quickly without a cost burden. We also recommend bi-monthly meetings (at a minimum) either in-person or virtually with clients to ensure all projects remain on schedule for completion.

Please see Section 2.1.1. for our detailed plan for the OST.

3.2 PROPOSAL FORMAT

Gibbes has addressed in writing each requirement in all sections of this RFP and has “acknowledged” each section.

3.3 SUFFICIENCY OF PROPOSAL

Gibbes believes our response has sufficiently addressed each requirement and service outlined in Section II.

3.4 FEE INFORMATION

A detailed price per hour for each type of consulting service is contained in our separate cost proposal. Because all invoices must be submitted in arrears, Gibbes will charge a commission on media purchases, which is listed in the cost proposal.

3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS

A. NAME OF EACH STAFF MEMBER OR SUBCONTRACTOR (IF ANY) THAT THE FIRM PROPOSES TO USE IN FULFILLING ITS RESPONSIBILITIES.

Denton Gibbes

Jon Carr

Lisa Hathorn

Prince Digital

Tracey Williamson

More information about these employees and subcontractors is included in Section 3.1.C. of this response.

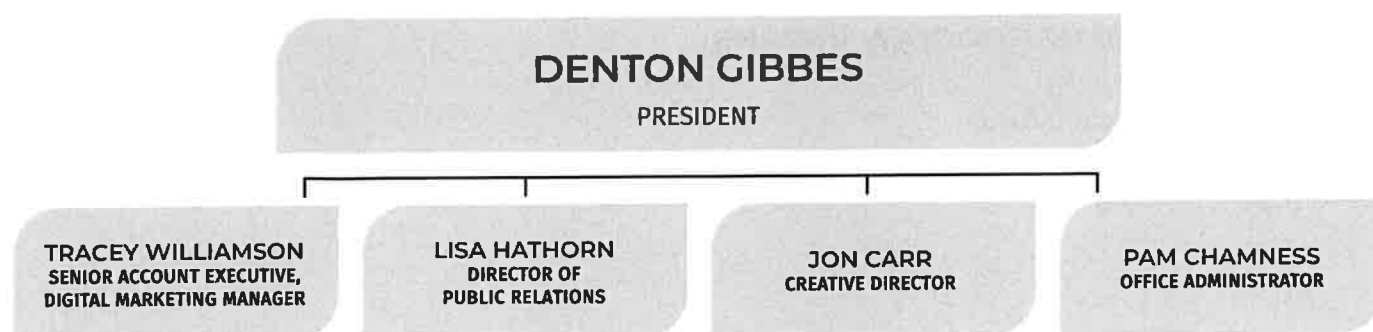
B. THE SUBMISSION OF DETAILED STATEMENTS, WHICH CITE THE QUALIFICATIONS OF THE RESPONDENT AS A WHOLE, AS WELL AS THE QUALIFICATIONS OF EACH PARTICIPATING STAFF MEMBER WITHIN THE FIRM FULFILLING THEIR RESPONSIBILITIES HEREUNDER.

With more than 25 years of agency experience, Gibbes is fully qualified as a Respondent to deliver the services outlined in this RFP. Our staff is comprised of highly capable professionals, each with 20 to 30 years of experience in marketing, advertising, public relations, and governmental affairs.

C. DESCRIPTION OF THE EXPERIENCE OF STAFF, INCLUDING THE NUMBER OF YEARS, IN PROVIDING COMMUNICATIONS AND MARKETING SERVICES. EXPERIENCE IN MARKETING FINANCIAL SERVICES PRODUCTS OR SIMILAR INVESTMENTS, WHILE NOT REQUIRED, SHOULD BE CLEARLY NOTED.

The biographical information included in Section 3.1.C of this response notes the 20 to 30 years of experience in marketing financial services for Denton Gibbes, Lisa Hathorn, Tracey Williamson, and Jon Carr.

D. ORGANIZATION CHART OF THE FIRM AND INDICATE THE POSITION OF EACH OF THE ABOVE PERSONNEL.



E. NAME OF PERSON(S) WHO WILL BE ASSIGNED MAJOR ROLES IN THE FULFILLMENT OF THE WORK OBLIGATIONS OUTLINED UNDER SECTION II AND RESUMÉS FOR SUCH SHOULD BE PROVIDED

Please refer to section 3.1.C for a listing of personnel who will work on the OST account and information about each.

F. STATEMENT OF THE PERCENTAGE OF TIME THAT EACH PERSON WILL BE AVAILABLE TO PERFORM THE WORK UNDER THE CONTRACT.

Denton Gibbes – 80%

Lisa Hathorn – 100%

Tracey Williamson – 100%

Jon Carr – 80%

G. STATEMENT OF THE WILLINGNESS OF THE RESPONDENT TO PROVIDE ADEQUATE ON-SITE SUPPORT AS NEEDED.

Gibbes is 100% willing and able to provide on-site support as needed. We previously provided full-time on-site support for the Mississippi Department of Transportation for a period of four months when they were without a communications director.

H. NAMES OF CUSTOMERS CURRENTLY USING SIMILAR SKILLS, SERVICES, AND PRODUCTS OF THE RESPONDENT AS IDENTIFIED IN THIS RFP. THE NAME OF A CONTACT PERSON, TITLE, ADDRESS, AND TELEPHONE NUMBER FOR EACH CUSTOMER SHALL ALSO BE SPECIFIED. OST RESERVES THE RIGHT TO CONTACT EACH REFERENCE LISTED IN THE RESPONDENT'S PROPOSAL.

We have included information for three current clients the OST may contact regarding Gibbes' capabilities and services. Additional customer contact information is provided in Section 3.1.D. of this response.

MISSISSIPPI BAND OF CHOCTAW INDIANS

John Hendrix

Economic Development Director

601-650-1607 office

jhendrix@choctaw.org

MISSISSIPPI DENTAL ASSOCIATION

Wahnee Sherman
Executive Director
601-664-9691
wahnee@msdental.org

PATTERN ENERGY

Adam Renz
Director of Project Development
832-260-6843
Adam.renz@patternenergy.com

I. CERTIFICATION THAT THE RESPONDENT IS IN COMPLIANCE WITH ALL CURRENT CONTRACTS.

The Gibbes Company certifies that we are in compliance with all current contracts.

3.6 QUALITY MANAGEMENT PRACTICES

Gibbes' commitment to quality management is integral in every stage of our creative and strategic process. It is a structured process that ensures every campaign meets the highest standards of creativity, accuracy, and client satisfaction. Our approach integrates continuous improvement, cross-departmental review, and quantitative performance tracking to maintain consistent excellence across all client deliverables.

We believe quality management should be an ongoing discipline that ensures every campaign reflects our clients' goals, brand standards, and the highest professional benchmarks. Our quality management practices involve:

- Creative Review Process: Every campaign concept passes through a three-tier review – Creative Director, Account Manager, and Client Services – to verify strategic alignment, brand compliance, and creative quality before release.
- Client Feedback Integration: Post-campaign surveys and feedback sessions are systematically reviewed during bi-weekly meetings to identify improvement areas and review tactical strategies.
Performance Benchmarking: In addition to internal measures, our quality reporting includes ongoing analysis of campaign performance benchmarks such as engagement and conversion rates.
- Gibbes' culture of continuous quality improvement extends beyond process and metrics. Team members participate in regular training on emerging media standards, brand compliance, and ethical advertising practices – ensuring that every ad we produce not only meets client goals but also upholds our agency's reputation for reliability, creativity, and measurable impact.

Gibbes' culture of continuous quality improvement extends beyond process and metrics. Team members participate in regular training on emerging media standards, brand compliance, and ethical advertising practices – ensuring that every ad we produce not only meets client goals but also upholds our agency's reputation for reliability, creativity, and measurable impact.

3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES

Gibbes understands the services required by the OST and outlined in this RFP and is qualified to deliver such services. The information included in Section 3.1.E. and the strategy identified in Section 2 serves as our plan outlining how we propose to provide services to the OST.

3.8 USE OF SUBCONTRACTORS

Gibbes has identified in this response the subcontractor we may use and included evidence of the ability to fill their duties.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

Gibbes has no current or past litigation in which our firm, its principal, or employees have been involved.

3.10 THROUGH 3.23

Gibbes has read Sections 3.10 through 3.19 and understands/acknowledges the information contained in these sections.

SECTION IV | ACKNOWLEDGED

4.1 PROPOSAL SUBMISSION

Gibbes has endeavored to adhere to every aspect of the RFP, including deadline, format, and content.

4.2 EVALUATION CRITERIA

A. TECHNICAL

1. Gibbes was established as an advertising and communications firm with a clear mission: to deliver strategic, results-driven marketing solutions through a blend of creative innovation and data-based insight. Through the years, we have developed a proven history of successfully managing specialized projects for clients in both the public and private sectors – earning a reputation for precision, reliability, and measurable impact.

Since its inception, Gibbes has focused on projects that require a deep understanding of diverse

audiences and complex communication goals. Our team brings extensive experience in designing and executing integrated marketing programs that engage multiple markets and stakeholder groups, ensuring every campaign is strategically aligned, clearly communicated, and effectively implemented.

A core strength of our firm lies in our expertise in market research and direct marketing campaigns. We have developed and refined methods for analyzing demographic data, identifying audience behaviors, and crafting messages that resonate with specific populations across Mississippi and beyond. This approach has proven invaluable in initiatives where clarity, accountability, and targeted outreach are essential – qualities that align directly with the communication priorities of the Mississippi Office of State Treasurer.

Gibbes operates with the agility and responsiveness of a boutique firm while maintaining the structure, discipline, and performance standards expected of a full-service communications partner. With a proven record of producing high-quality campaigns that inform, engage, and motivate action, we stand ready to support the State Treasurer's Office with strategic marketing solutions that advance its mission and serve the citizens of Mississippi effectively.

2. As an agency, we remain firmly committed to continuous learning and innovation—particularly in the fast-evolving landscape of marketing and public communications. Our team actively studies and integrates emerging marketing strategies to ensure that every campaign we develop reflects the most effective, current methods for reaching and engaging today's audiences.

We recognize that the Mississippi Office of the State Treasurer serves a broad and diverse constituency – spanning different age groups, communities, and levels of financial literacy. To communicate effectively with these audiences, we will employ an adaptive strategy that combines data-driven insights, audience segmentation, and modern engagement tools such as targeted digital outreach, multimedia storytelling, and community-based messaging.

Our goal is not only to apply these innovations but also to share our knowledge with the Treasurer's office, fostering a collaborative relationship. Through regular reporting, analytics reviews, and strategic planning sessions, we will work with the Treasurer's office to interpret data, identify communication opportunities, and refine outreach strategies that strengthen trust with the public.

By combining emerging marketing practices with proven communication principles, Gibbes helps public entities like the Office of the State Treasurer expand their reach, enhance message clarity, and build stronger relationships with the citizens they serve. This shared commitment to learning and adapting ensures that every message delivered is timely, relevant, and impactful.

3. Gibbes' creative director Jon Carr has more than two decades of experience in graphic design for large marketing campaigns that vary in interest and target markets. Denton Gibbes, Lisa Hathorn, and Tracey Williamson each have more than 25 years of experience in market research and utilizing analytics

to develop creative approaches to demographically targeted marketing campaigns. Please refer to the biographical information for Gibbes' employees included in Section 3.1.C of this response for a full description of our extensive qualifications.

B. COST

1. Gibbes feels that we offer fair and reasonable rates for our services, priced in a competitive manner to other firms of our size and scope.
2. This is acknowledged by Gibbes.

C. MANAGEMENT

Everything mentioned in this section has been covered in this RFP response to the best of our knowledge.

D. INTERVIEW

Gibbes looks forward to the opportunity to meet with the Office of the State Treasurer and give more details about our capabilities and our proposed marketing and outreach tactics.

SECTION V | ACKNOWLEDGED

MISSISSIPPI OFFICE OF THE STATE TREASURER

Request For Proposals
Communications And
Marketing Consultants

November 3, 2025



GIBBES

Cost Proposal

APPENDIX A | PRICING SCHEDULE

HOURLY RATES

Account Service	\$125
Copy Writing	\$125
Creative/Graphic Design	\$125
Website Development and Programming	\$125
Public and Media Relations	\$125
Photography	\$125
Videography	\$175
Photo and Video Editing	\$125
Social Media – Content Development and Management	\$125
Media Planning and Buying	\$125

CPM PRICING FOR DIGITAL PRODUCTS

Programmatic Display	\$10
Device ID Match	\$15
Device ID Match (Programmatic Video)	\$25
Live Targeting	\$15
Native Advertising	\$14
Streaming Audio	\$30
Programmatic Video	\$17
YouTube	\$0.05
Streaming TV (Premium Channels)	\$40
Device ID Match (Streaming TV)	\$45

A. ADVERTISING THROUGH RADIO AND TELEVISION

The Gibbes Company does not recommend placing broadcast or cable television or radio campaigns for the OST due to the expenses, but we would consider placing a campaign on YouTube TV or a streaming television buy. This would fall out of a larger conversation about the best place to allocate budget dollars. We have included pricing in Appendix A for reference on possible costs.

B. CREATION OF COMMERCIAL CREATIVE AND PRODUCTION OF SPOTS

The Gibbes Company recommends producing frequent videos for use on social media and streaming digital. These videos would promote both the Unclaimed Property and College Savings Plans of Mississippi programs. Video content is highly effective on social media platforms, as users are twice as likely to click on a post with a video over a post with a photo or text only.

20 hours per video (scripting, shooting, editing)

C. ASSIST WITH INTERNET MARKETING CAMPAIGNS

We believe a strong Internet marketing campaign will serve the Treasurer's office well, including advertising on social media channels. With digital campaigns, we can target very specifically based on geographic location, age, gender, and household income as well as many other factors. The Gibbes Company will partner with Prince Digital to take full advantage of the services they offer in this area.

For Unclaimed Property, we recommend utilizing the Unclaimed Property database to capture the IP addresses associated with the specific physical addresses in the database and serve ads to those devices. Users can click on the link to recover their unclaimed property.

For CSPM, we can target physical addresses with lower school age children and serve ads to the devices within those homes. Digital ads would be hyperlinked to appropriate College Savings webpages.

12 hours a month plus digital media buy

D. MARKETING TO CIVIC ORGANIZATIONS AND COMMUNITY EVENTS

We recommend that the State Treasurer promote himself or someone in his office as a featured speaker for various meetings or events to highlight both the Unclaimed Property program and CSPM. We will work with the program manager to develop talking points and a digital presentation that can be tailored based on the group holding the event.

12 hours for initial presentation; 3 hours for subsequent updates

E. MARKETING TO EMPLOYERS IN THE STATE AND PROMOTION OF COLLEGE SAVINGS PLANS AS AN EMPLOYEE BENEFIT

The Gibbes Company recommends reaching out to the Mississippi Business Alliance (formerly MEC) and various associations in the state (medical, dental, apartment, etc.) with a proposal educating them on the value of including college savings plans as an employee benefit. We will make a presentation to them and offer collateral materials that they can in turn pass along to their members. By partnering with these organizations we can reach a large number of companies in the state without placing an undue financial or manpower burden on the OST.

10 hours per month

F. MARKETING TO COMMUNITIES IN THE STATE TO BRING AWARENESS OF THE UNCLAIMED PROPERTY PROGRAM AND HELP CITIZENS FIND AND CLAIM THEIR UNCLAIMED PROPERTY

We will initially target media venues throughout the state (talk radio, local television morning shows) and have the State Treasurer and/or Unclaimed Property manager do interviews remotely. We will develop talking points to assist in this effort, as well as graphics that can be sent ahead of time and used on screen during interviews. We will also work with local mayors' offices and enlist their help in getting the word out about the program. We will develop video testimonials from Mississippians who have claimed money to show how simple and beneficial the program is.

4 hours per month

G. DISPLAY AND BOOTH SET UP AT CONVENTIONS, ASSOCIATION MEETINGS, FAIRS, ETC

The Gibbes Company will provide art design for any booth displays needed and will assist with set-up and take-down at events as needed.

10 hours per event

H. ASSIST WITH UPDATES TO THE TREASURY WEBSITE

The Gibbes Company will assist in any updates needed to the current Treasury website; we will simply need to be given log-in credentials to the administration portion of the site. The Gibbes Company can assist with writing new copy or making edits/corrections. We are happy to make recommendations throughout the term of the contract as we see changes or updates that will help the site remain current both visually and informationally.

\$125/hour for updates

I. PUBLIC AFFAIRS AND MEDIA RELATIONS FOR THE EXECUTIVE OFFICE

The Gibbes Company is highly experienced in helping clients navigate the sometimes treacherous waters of media exposure. We will monitor all statewide media outlets for coverage that could affect the Treasurer's office and offer counsel on how to best address each situation, whether that includes social media posts, press releases, press conferences, scheduling meetings with key players, conducting individual press interviews, etc.

10 hours a month

J. ASSIST WITH DIRECT MAILINGS TO TARGETED GROUPS

We recommend that the OST consider eliminating direct mail and instead utilize programmatic email. The Gibbes Company will utilize the Unclaimed Property database and send eblasts directly to these users with a message to contact the OST directly for information on the property. For CSPM, we can provide direct email pieces that can be targeted a variety of ways, including by occupation, interests, and home value, as well as to parents with children of a certain age. Through these emails we can build a database of parents that we can begin to communicate with and continue for years to come. Should CSPM wish to maintain a direct mail channel, we will provide support and estimates as requested.

6 hours per email (two per month)

Cost: \$750 per email

K. ASSIST WITH ADVERTISING THROUGH SPORTS MARKETING ENTITIES

Our recommendation is to "own" high school sports broadcasts and feature targeted messaging for CSPM. We will partner with 6A and 7A sports throughout the state to sponsor championship events and advertise during broadcasts.

2.1.2 MARKETING MATERIALS DESIGN

The Contractor shall develop and create tag lines readily identified by the public for use by each program. The Gibbes Company relishes the challenge of creating new and exciting tag lines for these two programs. We see them as very distinct entities with unique styles. With CSPM, we will be reaching out primarily to parents of young children; with Unclaimed Property we will be targeting middle-age and older adults. Both programs should have a recognizable brand that falls under the umbrella brand of the OST.

Manpower: 12 hours for taglines for both programs

Cost: \$1,500

Below we have incorporated costs for producing all the collateral materials listed in the RFP. However, our recommendation is to produce as many materials as possibly digitally and send links electronically rather than printing them. There are a couple of reasons for this:

- Producing digital materials is much less costly than paying for printing, and with the Treasurer’s promise to run the OST more efficiently, this is a way to show a concerted effort to be more cost efficient.
- Digital materials can be updated and re-sent with much less cost than re-printing a brochure or flyer. We can be more specific in our content regarding rates or other information, knowing that we can make changes quickly when needed.



A. THE MISSISSIPPI PREPAID AFFORDABLE COLLEGE TUITION ENROLLMENT BOOKLET. THE BOOKLET CONTAINS PROGRAM APPLICATION, DESCRIPTION, RULES, DISCLOSURE AND FORMS.

The Gibbes Company will design this booklet based on the design of the current OST website as a way to retain consistency. OST to provide text; agency to provide design, proofing, project management, and production oversight.

Manpower: 48 hours

Cost: \$6,000 agency time

Printing specs:

6" x 9"
24 pages plus cover
100# Gloss Cover
100# Gloss Text
Saddle-stitched

Printing estimate:

15,000 = \$8,786
25,000 = \$14,011
50,000 = \$23,545

B. SINGLE SHEET FLYERS FOR DISTRIBUTION BY UNCLAIMED PROPERTY AND CSPM IN A VARIETY OF OUTLETS, CONVENTIONS, EMAILS, PAYROLL DEDUCTION BENEFIT FAIRS, MAGAZINES, NEWSPAPERS, SOCIAL MEDIA, ETC.

These will fall out of our established branded look for each program. The Gibbes Company will work with OST to write copy, design flyers, and oversee printing.

Manpower: 6 hours per flyer
Cost: \$750 agency time

Printing specs:
8.5" x 11"
Gloss, 4/4

Printing estimate:
15,000 = \$1,440
25,000 = \$2,152
50,000 = \$3,324

C. FOLD-OVER BROCHURES FOR DISTRIBUTION BY UNCLAIMED PROPERTY AND CSPM AT CONVENTIONS, BANKS, LIBRARIES, ETC.

These will fall out of our established branded look for each program. The Gibbes Company will work with OST to write copy, design brochures, and oversee printing.

Manpower: 8 hours per brochure
Cost: \$1,000 agency time

Printing specs:
Flat- 9" x 12",
Folded- 4" x 9"
Gloss, 4/4

Printing estimate:
15,000 = \$1,680
25,000 = \$2,395
50,000 = \$3,445

D. POSTERS AND DISPLAY STANDS ADVERTISING UNCLAIMED PROPERTY AND CSPM.

These will fall out of our established branded look for each program. The Gibbes Company will work with OST to write copy, design poster, and oversee printing.

Manpower: 5 hours per piece
Cost: \$625 agency time

Printing specs:
18" x 24"
100# Gloss Text, 4/0

Printing estimate:
15,000 = \$2,715
25,000 = \$4,315
50,000 = \$7809

E. BANNERS ANNOUNCING UNCLAIMED PROPERTY AND CSPM, SUITABLE FOR DISPLAY AT FAIRS AND CONVENTIONS, ETC.

These will fall out of our established branded look for each program. The Gibbes Company will work with OST to write copy, design poster, and oversee printing.

Manpower: 5 hours per piece
Cost: \$625 agency time

Printing specs:
3' x 8'
With grommets
Vinyl, outdoor
Full color

Printing estimate:
1 = \$346
(The per unit price
will decrease if
multiple quantities
are ordered.)

MISSISSIPPI OFFICE OF THE STATE TREASURER

Request For Proposals
Communications And
Marketing Consultants

November 3, 2025



GIBBES

Management Response

SECTION I | ACKNOWLEDGED

SECTION II | ACKNOWLEDGED

2.1.1 MARKETING STRATEGY

Historically, the marketing of the Office of the State Treasurer (OST) has been focused on two major programs – Unclaimed Property and College Savings – which both legitimately require significant public outreach, but the duties and responsibilities of the office have a much larger extent. That is why we believe it is equally important to project the professionalism of the office in managing the state's financial resources, overseeing the wise investment of funds, and searching for new opportunities to enhance the state's economy.

Mississippi Treasurer David McRae assured state residents he would operate the office in a professional manner and would have four guiding points that would govern its operation. As he is in his second term, he has shown himself to be a responsible steward of the state's funds. We want to continue to communicate his strategic messaging while also communicating the success of his time in office. For instance, more than half of the total dollars returned to Mississippians in the Unclaimed Property program has been during McRae's tenure. And, under McRae's watch, the Mississippi Affordable College Savings Program has added additional methods for payment such as Venmo and PayPal, in an effort to provide convenient options to Mississippi citizens. We will use messaging like this to underline the important developments constantly taking place in the OST.

OBJECTIVE

Provide premier service to taxpayers as Treasurer of the State of Mississippi.

STRATEGY

Implement and communicate the Treasurer's duties in all areas, focusing on his highlighted responsibilities:

1. Help families save for college.
2. Pay the state's bills on time.
3. Assure citizens the Unclaimed Property program is legitimate and return unclaimed property to the rightful owners.
4. Maintain a strong credit rating.
5. Oversee taxpayer dollars.
6. Issue bonds to keep communities strong.

TACTICS

Promote how the OST works to be more efficient and accountable to taxpayers:

- a. Utilize website as main communications channel for efficiency.
- b. Produce a digital newsletter to report successes.
- c. In media interviews, always bringing programmatic topics back to one or more of the highlighted responsibilities.
- d. In public speaking events, including legislative presentations and civic club speeches, bringing programmatic topics back to one or more of the highlighted responsibilities.

A. ADVERTISING THROUGH RADIO AND TELEVISION

Gibbes does not recommend placing broadcast or cable television or radio campaigns for the OST, due to the expenses, but we would consider placing a campaign on YouTube TV or a streaming television buy. This would fall out of a larger conversation about the best place to allocate budget dollars. We have included pricing in Appendix A for reference on possible costs.

B. CREATION OF COMMERCIAL CREATIVE AND PRODUCTION OF SPOTS

Gibbes recommends producing frequent videos for use on social media and streaming digital. These videos would promote both the Unclaimed Property and College Savings Plans of Mississippi programs. Video content is highly effective on social media platforms, as users are twice as likely to click on a post with a video over a post with a photo or text only.

20 hours per video (scripting, shooting, editing)

C. ASSIST WITH INTERNET MARKETING CAMPAIGNS

We believe a strong Internet marketing campaign will serve the Treasurer's office well, including advertising on social media channels. With digital campaigns, we can target very specifically based on geographic location, age, gender, and household income as well as many other factors. Gibbes will partner with Prince Digital to take full advantage of the services they offer in this area.

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For CSPM, we can target physical addresses with lower school age children and serve ads to the devices within those homes. Digital ads would be hyperlinked to appropriate College Savings webpages.

12 hours a month plus digital media buy

D. MARKETING TO CIVIC ORGANIZATIONS AND COMMUNITY EVENTS

We recommend that the State Treasurer promote himself or someone in his office as a featured speaker for various meetings or events to highlight both the Unclaimed Property program and CSPM. We will work with the program manager to develop talking points and a digital presentation that can be tailored based on the group holding the event.

12 hours for initial presentation; 3 hours for subsequent updates

E. MARKETING TO EMPLOYERS IN THE STATE AND PROMOTION OF COLLEGE SAVINGS PLANS AS AN EMPLOYEE BENEFIT

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10 hours per month

F. MARKETING TO COMMUNITIES IN THE STATE TO BRING AWARENESS OF THE UNCLAIMED PROPERTY PROGRAM AND HELP CITIZENS FIND AND CLAIM THEIR UNCLAIMED PROPERTY

We will initially target media venues throughout the state (talk radio, local television morning shows) and have the State Treasurer and/or Unclaimed Property manager do interviews to discuss the OST's "Money Match" and explain how the program leverages widely available public records to return unclaimed money to owners. We will develop talking points to assist in this effort, as well as graphics that can be sent ahead of time and used on screen during interviews. We will also work with local mayors' offices and enlist their help in getting the word out about the program. We will develop video testimonials from Mississippians who have claimed money to show the program's simplicity and benefits.

4 hours per month

G. DISPLAY AND BOOTH SET UP AT CONVENTIONS, ASSOCIATION MEETINGS, FAIRS, ETC

Gibbes will provide art design for any booth displays needed and will assist with set-up and take-down at events as needed.

10 hours per event

H. ASSIST WITH UPDATES TO THE TREASURY WEBSITE

Gibbes will assist in any updates needed to the current Treasury website; we will simply need to be given log-in credentials to the administration portion of the site. Gibbes can assist with writing new copy or making edits/corrections. We are happy to make recommendations throughout the term of the contract as we see changes or updates that will help the site remain current both visually and informationally.

\$125/hour for updates

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10 hours a month

J. ASSIST WITH DIRECT MAILINGS TO TARGETED GROUPS

We recommend that the OST consider eliminating direct mail and instead utilize programmatic email. Gibbes will utilize the Unclaimed Property database and send eblasts directly to these users with a message to contact the OST directly for information on the property. For CSPM, we can provide direct email pieces that can be targeted a variety of ways, including by occupation, interests, and home value, as well as to parents with children of a certain age. Through these emails we can build a database of parents that we can begin to communicate with and continue for years to come. Should CSPM wish to maintain a direct mail channel, we will provide support and estimates as requested.

6 hours per email (two per month)

Cost: \$750 per email

K. ASSIST WITH ADVERTISING THROUGH SPORTS MARKETING ENTITIES

Our recommendation is to "own" high school sports broadcasts and feature targeted messaging for CSPM. We will partner with 6A and 7A sports throughout the state to sponsor championship events and advertise during broadcasts.

15 hours per month during sports months

2.1.2 MARKETING MATERIALS DESIGN

The Contractor shall develop and create tag lines readily identified by the public for use by each program. Gibbes relishes the challenge of creating new and exciting tag lines for these two programs. We see them as very distinct entities with unique styles. With CSPM, we will be reaching out primarily to parents of young children; with Unclaimed Property we will be targeting middle-age and older adults. Both programs should have a recognizable brand that falls under the umbrella brand of the OST.

Manpower: 12 hours for taglines for both programs

Cost: \$1,500

Below we have incorporated costs for producing all the collateral materials listed in the RFP. However, our recommendation is to produce as many materials as possible digitally and send links electronically rather than printing them. There are a couple of reasons for this:

- Producing digital materials is much less costly than paying for printing, and with the Treasurer's promise to run the OST more efficiently, this is a way to show a concerted effort to be more cost efficient.
- Digital materials can be updated and re-sent with much less cost than re-printing a brochure or flyer. We can be more specific in our content regarding rates or other information, knowing that we can make changes quickly when needed.

A. THE MISSISSIPPI PREPAID AFFORDABLE COLLEGE TUITION ENROLLMENT BOOKLET. THE BOOKLET CONTAINS PROGRAM APPLICATION, DESCRIPTION, RULES, DISCLOSURE AND FORMS.

Gibbes will design this booklet based on the design of the current OST website as a way to retain consistency. OST to provide text; agency to provide design, proofing, project management, and production oversight.

Manpower: 48 hours

Cost: \$6,000 agency time

Printing specs:

6" x 9"

24 pages plus cover

100# Gloss Cover

100# Gloss Text

Saddle-stitched

Printing estimate:

15,000 = \$8,786

25,000 = \$14,011

50,000 = \$23,545

B. SINGLE SHEET FLYERS FOR DISTRIBUTION BY UNCLAIMED PROPERTY AND CSPM IN A VARIETY OF OUTLETS, CONVENTIONS, EMAILS, PAYROLL DEDUCTION BENEFIT FAIRS, MAGAZINES, NEWSPAPERS, SOCIAL MEDIA, ETC.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design flyers, and oversee printing.

Manpower: 6 hours per flyer

Cost: \$750 agency time

Printing specs:

8.5" x 11"

Gloss, 4/4

Printing estimate:

15,000 = \$1,440

25,000 = \$2,152

50,000 = \$3,324

C. FOLD-OVER BROCHURES FOR DISTRIBUTION BY UNCLAIMED PROPERTY AND CSPM AT CONVENTIONS, BANKS, LIBRARIES, ETC.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design brochures, and oversee printing.

Manpower: 8 hours per brochure

Cost: \$1,000 agency time

Printing specs:

Flat- 9" x 12",

Folded- 4" x 9"

Gloss, 4/4

Printing estimate:

15,000 = \$1,680

25,000 = \$2,395

50,000 = \$3,445

D. POSTERS AND DISPLAY STANDS ADVERTISING UNCLAIMED PROPERTY AND CSPM.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design poster, and oversee printing.

Manpower: 5 hours per piece

Cost: \$625 agency time

Printing specs:

18" x 24"

100# Gloss Text, 4/0

Printing estimate:

15,000 = \$2,715

25,000 = \$4,315

50,000 = \$7809

E. BANNERS ANNOUNCING UNCLAIMED PROPERTY AND CSPM, SUITABLE FOR DISPLAY AT FAIRS AND CONVENTIONS, ETC.

These will fall out of our established branded look for each program. Gibbes will work with OST to write copy, design poster, and oversee printing.

Manpower: 5 hours per piece

Cost: \$625 agency time

Printing specs:

3' x 8'

With grommets

Vinyl, outdoor

Full color

Printing estimate:

1 = \$346

(The per unit price will decrease if multiple quantities are ordered.)

2.1.3 EVALUATION OF COMMUNICATION AND MARKETING RESULTS

While post campaign measurement is always a good idea, we think that research should also be done before the launch of a new campaign. Target audience research is necessary to aid in the development of the correct marketing message.

We use an unbiased third party research agency to handle all of our clients' research services. For the OST programs, our initial research would be conducted by telephone survey, and the sample group would be 600 individuals across the state, evenly split among North, Central and South Mississippi.

The Gibbes Company will conduct analysis research at the conclusion of each campaign to aid in developing subsequent strategies and campaigns. This research will be ongoing throughout each campaign and will include performing analytics on website traffic, digital advertising, and social media campaigns.

2.1.4 EXPERIENCE

In business for over 25 years, The Gibbes Company has a solid reputation in the industry for creative and innovative solutions for our clients. We know results and a return on investment are of primary importance to our clients, and we provide reporting for every project we undertake, including analytics for digital and social campaigns that we manage. We continually follow-up on media relations efforts and provide publication copies to show successful results.

Gibbes has received numerous awards over the years from the American Advertising Federation; Southern Public Relations Foundation; Public Relations Association of Mississippi; Mississippi Business Journal; Davey Awards; and other professional organizations. Expertise.com has recognized Gibbes as one of Jackson's best advertising agencies several times, as well as one of Jackson's best social media marketing agencies.

Section III | Acknowledged

3.1 INFORMATION REQUIRED FROM RESPONDENTS

A. THE NAME OF THE CONSULTANT, THE LOCATION OF THE CONSULTANT'S PRINCIPAL PLACE OF BUSINESS AND, IF DIFFERENT, THE PLACE OF PERFORMANCE OF THE PROPOSED CONTRACT.

The Gibbes Company has been locally owned and operated in Ridgeland, MS for over 25 years.

261 Trace Colony Park Drive

Suite C

Ridgeland, MS 39157

Denton Gibbes, President & CEO

Main: 601-853-8120

Denton (direct): 601-707-3310

Denton (cell): 601-214-2770

B. THE AGE OF THE CONSULTANT'S BUSINESS AND AVERAGE NUMBER OF EMPLOYEES OVER A PREVIOUS PERIOD OF TIME, AS SPECIFIED IN THE REQUEST FOR PROPOSAL.

Age of business: 25 years

Average number of employees: 8

C. THE ABILITIES, QUALIFICATIONS, AND EXPERIENCE OF ALL PERSONS WHO WOULD BE ASSIGNED TO PROVIDE THE REQUIRED SERVICES.

Company principal Denton Gibbes founded The Gibbes Company after leading another large Mississippi agency. Gibbes has a highly capable staff of professionals, each with 20 to 30 years of experience in marketing, advertising, public relations, and governmental affairs. Our staff is available to clients 24/7, 365 days a year. It's ingrained in our company culture that we are timely in our responsiveness to clients.

The following pages contain biographies for our employees.

ACCOUNT TEAM



DENTON GIBBES | PRESIDENT

EDUCATION: THE UNIVERSITY OF MISSISSIPPI

Agency founder and president Denton Gibbes began his career in print and broadcast media, then expanded his skills into the public and media relations arenas with stints with the University of Mississippi, the Mississippi Institutions of Higher Learning, and the agency now known as the Mississippi Development Authority (MDA). While at MDA, Denton ran the multi-million dollar marketing program to attract business, industry and retirees to Mississippi and was highly involved in recruiting Southwest Airlines to Jackson. He was principally

involved in launching a number of initiatives which continue today, such as real estate consultant outreach, Mississippi Market, and Hometown Mississippi Retirement.

MDA led to a private sector job with another Jackson-area agency, where he established a public relations department and handled business development. Denton quickly rose through the ranks to be named president of that firm, and when it sold in 2000, he founded The Gibbes Company.

Denton has served on the board of directors for a number of organizations including Friends of Children's Hospital at Blair E. Batson Children's Hospital and Special Olympics Mississippi and received numerous business awards.

CAREER HIGHLIGHTS:

- Worked with a national energy-producing company to promote, educate, and successfully achieve government approval of two energy generation facilities.
- Shepherded a multi-state high-voltage transmission line project through the legislative, regulatory, and landowner acquisition process.
- Managed marketing communications, advertising, and public relations strategy for a number of financial institutions, including: Southern Bancorp; BankPlus; First Federal Savings & Loan; State Bank & Trust; Richton Bank & Trust; BancorpSouth BXS Insurance; and Union Planter's Bank.



LISA HATHORN, APR | DIRECTOR OF PUBLIC RELATIONS

EDUCATION: MISSISSIPPI STATE UNIVERSITY

Lisa Hathorn has more than 30 years of experience in public relations and corporate communications and has received her Accreditation in Public Relations, the national standard for professionals who have shown knowledge and achievement in this field. Prior to her employment with Gibbes she was the Director of Public Affairs for AT&T Mississippi.

Lisa has managed and directed marketing and public affairs initiatives; media, community and government relations; grassroots campaigns; and product launches. She is a long-time member of the Public Relations Association of Mississippi (PRAM) and the Southern Public Relations Federation (SPRF). She has been awarded the SPRF Senior Practitioner Award, recognized with the Mississippi Business Journal's Top 40 Under 40 distinction, and named PR Professional of the Year by the Public Relations Association of Mississippi's Central Chapter.

Lisa has served on the board of directors for the AT&T Pioneers, Mississippi Public Broadcasting Foundation, Fondren Renaissance Foundation and the Public Relations Association of Mississippi (central chapter and state organization) and is a sustaining member of the Junior League of Jackson.

CAREER HIGHLIGHTS:

- Compiled vast knowledge of financial institutional marketing through management of communications, advertising, and public relations strategy for Southern Bancorp, First Federal Savings & Loan, and State Bank & Trust.
- Supervised community outreach and media relations planning and execution for a large-scale energy project and two disaster recovery programs.
- Created and executed legislative advocacy; social media; workforce development initiatives; brand awareness; and reputation management for a large, statewide membership-based association.
- Planned and executed a media event with entertainer B.B. King that resulted in more than 130 news stories across the U.S.



TRACEY WILLIAMSON | SENIOR ACCOUNT EXECUTIVE & DIGITAL MARKETING MANAGER

EDUCATION: MISSISSIPPI STATE UNIVERSITY

With more than 30 years of experience in the advertising and public relations field, Tracey offers knowledge garnered from working with clients in a wide variety of industries, including Viking Range, Pattern Energy, The Mississippi Band of Choctaw Indians, and Mississippi Development Authority.

CAREER HIGHLIGHTS:

- Amassed a great deal of experience over her career in marketing financial institutions, including providing account management, copywriting, media planning and buying, and social media services. Some of her past clients include: BankPlus; Community Bank; First Mississippi Credit Union; M&F Bank; Ouachita Independent Bank, and Southern Bancorp.
- Conducted market research projects for Southern Bancorp including focus group testing of three unique markets and mystery shopping of 11 bank locations, including internal and external branches. This resulted in key findings for the bank that offered helpful insights into their customer service, products and services, and location choices.
- Managed outreach and communication efforts for the Southern Spirit Transmission, a high-voltage power line that will cross four states. This multi-year project included individual meetings and group presentations, event planning, media relations, and overall strategic planning.
- Managed account service and public relations efforts for Viking Range Corporation for nine years, including overseeing the production of several national print and television advertising campaigns. Garnered placements for the company's products in magazines such as Bon Appetit, House Beautiful, House & Garden, and Food & Wine. Compiled press kits for national and international trade shows every year and met with media for personal briefings, resulting in favorable press coverage from each show.

JON CARR | CREATIVE DIRECTOR

EDUCATION: UNIVERSITY OF SOUTHERN MISSISSIPPI

Jon Carr is a Creative Director and Visual Storyteller with more than 20 years of experience in graphic design and communications. He has developed brand identity and collateral materials for clients across industries including retail, nonprofits, utilities, legal, and healthcare. His expertise spans branding, website design, video production and editing, illustration, and the integration of emerging AI tools into creative workflows. Jon's work has been recognized with numerous honors, including the Southern Public Relations Federation's Lantern Award and multiple PIAS Graphic Awards.

In addition to his professional practice, Jon pursues personal art projects that expand his creative voice, including the design of original Tarot card decks and fine art painting. Whether directing a campaign, developing a website, or exploring symbolic storytelling through art, Jon brings a consistent focus on clarity, imagination, and craft to every project.

PRINCE DIGITAL

As President of Prince Digital, Michael Simmons works one-on-one with clients to navigate the digital marketing landscape and effectively utilize their marketing budget. Prince Digital combines campaign management and artificial intelligence to effectively and efficiently calculate and manage millions of potential optimizations.

Prince Digital provides a multitude of digital targeting options and programmatic technology to deliver better brand protection and results that are back by performance analytics and metrics. Prince offers targeting technologies such as micro-proximity, IP, location data collection and device identification technology, the latter of which would serve the OST useful in targeting pediatric clinics for digital advertising.

Prince Digital supplies reports and analytics that demonstrate how clients' return on investment is maximized.

Michael is also an experienced associate publisher in the newspaper industry, along with company owner Jim Prince who is a long-time publisher. Their skills include news and feature writing, advertising, editing, and media relations.

D. A LISTING OF OTHER CONTRACTS UNDER WHICH SERVICES SIMILAR IN SCOPE, SIZE, OR DISCIPLINE TO THE REQUIRED SERVICES WERE PERFORMED OR UNDERTAKEN WITHIN A PREVIOUS PERIOD OF TIME, AS SPECIFIED IN THE REQUEST FOR PROPOSAL.

SOUTHERN BANCORP

Gibbes represents this Little Rock-based, multi-state Community Development Financial Institution before the Mississippi Legislature and with year-round public affairs and advocacy issues..

Contact: Nathan Pittman | 501.351.4847 | nathan.pittman@banksouthern.com

MISSISSIPPI DENTAL ASSOCIATION

Gibbes was hired to assist the Mississippi Dental Association with strategic counsel related to issues before the Legislature and state regulatory boards impacting the dental industry, including Medicaid, direct supervision of hygienists, COVID-19 response, and with general public outreach and awareness.

Contact: Wahnee Sherman | 601.664.9691 | wahnee@msdental.org

PATTERN ENERGY

Gibbes directed community outreach and government relations in Mississippi and Louisiana for Pattern Energy's proposed Southern Spirit Transmission Project. Gibbes has conducted research; managed public and community outreach sessions, advertising and vendor fairs; spearheaded outreach to state and local officials; and handled communications with a goal of generating earned media and political and community support.

Contact: Adam Renz | 832-260-6843 | adam.renz@patternenergy.com

APEX ENERGY

Gibbes was tasked with assisting the company with the regulatory and community outreach process as it introduced new energy generation projects in the state of Mississippi.

Contact: Chris Hawk | 601-918-8633 | chris.hawk@apexcleanenergy.com

MISSISSIPPI BAND OF CHOCTAW INDIANS

Gibbes works with several divisions within the Tribe, with the primary one being the Office of Economic Development, for which Gibbes manages all its social media channels as well as ongoing business development strategy. Gibbes has completed websites for the overall Tribe, Economic Development, and Gaming Commission.

Contact: John Hendrix | 601.650.1607 | jhendrix@choctaw.org

AMERICAN COUNCIL OF ENGINEERING COMPANIES OF MISSISSIPPI

Gibbes created an entirely new website for this organization with many improvements including an interactive map of all members and online payment functionality. Gibbes manages the organization's email communications with its members and assists in event planning and management.

Contact: Craig Carter | 601.420.2002 | craig@acecms.org

IDEMIA NORTH AMERICA

Gibbes is in the midst of a complete website redesign for this organization that is a leader in providing identity-related security services to governments and private companies.

Contact: Laura Lee Allen | 601-754-5533 | lauralee.allen@us.idemia.com

MISSISSIPPI POULTRY ASSOCIATION

Gibbes provided new branding for the organization as well as marketing services and a new website with improved functionality.

Contact: Mark Leggett | 601-932-7560 | Leggett@mspoultry.org

E. A PLAN GIVING AS MUCH DETAILS AS IS PRACTICAL EXPLAINING HOW THE SERVICES WILL BE PERFORMED.

At Gibbes, everything we do starts with the basics – objective, strategy, tactics, and measurement. We believe research is a fundamental part of a strategic plan and after discussing a client's goals, should be the first step in the planning process. Our strategic planning process typically follows this order:

Client Meeting/Establish Goals

Research

Planning

Implementation

Evaluation/Analysis

Restructure/Redefine/Additional Research (as needed)

After meeting with a client and establishing their goals and objectives, Gibbes staff has an internal "kick off" meeting where we brainstorm and devise concepts, and an employee is assigned for daily account management and client relations.

Campaign options are fleshed out and presented to the client. Once the client selects an option, the Gibbes team expands it with designs, a multi-channel marketing/media plan, and accompanying budget.

Because of our constant focus on measurement and reporting, we sometimes determine that adjustments can be made to make a campaign more successful. With the current emphasis on digital strategies, we find that changes can be made quickly without a cost burden. We also recommend bi-monthly meetings (at a minimum) either in-person or virtually with clients to ensure all projects remain on schedule for completion.

Please see Section 2.1.1. for our detailed plan for the OST.

3.2 PROPOSAL FORMAT

Gibbes has addressed in writing each requirement in all sections of this RFP and has "acknowledged" each section.

3.3 SUFFICIENCY OF PROPOSAL

Gibbes believes our response has sufficiently addressed each requirement and service outlined in Section II.

3.4 FEE INFORMATION

A detailed price per hour for each type of consulting service is contained in our separate cost proposal. Because all invoices must be submitted in arrears, Gibbes will charge a commission on media purchases, which is listed in the cost proposal.

3.5 RESPONDENT'S ORGANIZATION AND CREDENTIALS

A. NAME OF EACH STAFF MEMBER OR SUBCONTRACTOR (IF ANY) THAT THE FIRM PROPOSES TO USE IN FULFILLING ITS RESPONSIBILITIES.

Denton Gibbes

Jon Carr

Lisa Hathorn

Prince Digital

Tracey Williamson

More information about these employees and subcontractors is included in Section 3.1.C. of this response.

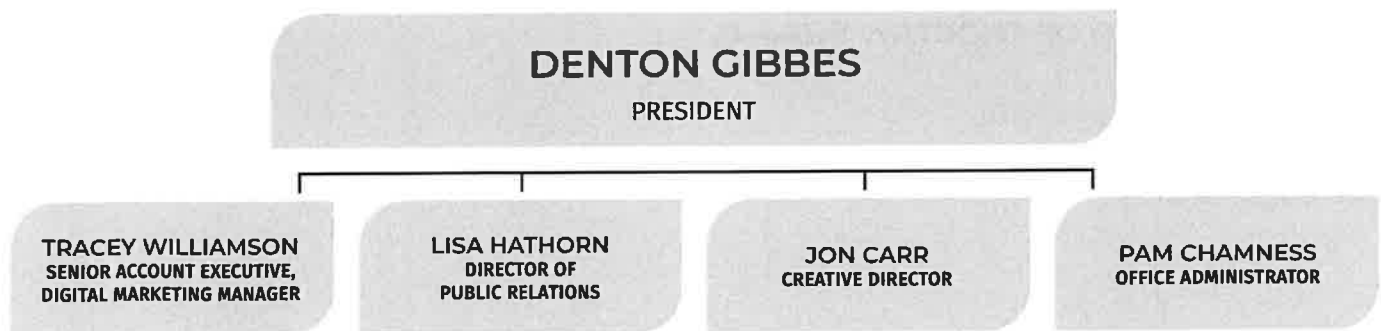
B. THE SUBMISSION OF DETAILED STATEMENTS, WHICH CITE THE QUALIFICATIONS OF THE RESPONDENT AS A WHOLE, AS WELL AS THE QUALIFICATIONS OF EACH PARTICIPATING STAFF MEMBER WITHIN THE FIRM FULFILLING THEIR RESPONSIBILITIES HEREUNDER.

With more than 25 years of agency experience, Gibbes is fully qualified as a Respondent to deliver the services outlined in this RFP. Our staff is comprised of highly capable professionals, each with 20 to 30 years of experience in marketing, advertising, public relations, and governmental affairs.

C. DESCRIPTION OF THE EXPERIENCE OF STAFF, INCLUDING THE NUMBER OF YEARS, IN PROVIDING COMMUNICATIONS AND MARKETING SERVICES. EXPERIENCE IN MARKETING FINANCIAL SERVICES PRODUCTS OR SIMILAR INVESTMENTS, WHILE NOT REQUIRED, SHOULD BE CLEARLY NOTED.

The biographical information included in Section 3.1.C of this response notes the 20 to 30 years of experience in marketing financial services for Denton Gibbes, Lisa Hathorn, Tracey Williamson, and Jon Carr.

D. ORGANIZATION CHART OF THE FIRM AND INDICATE THE POSITION OF EACH OF THE ABOVE PERSONNEL.



E. NAME OF PERSON(S) WHO WILL BE ASSIGNED MAJOR ROLES IN THE FULFILLMENT OF THE WORK OBLIGATIONS OUTLINED UNDER SECTION II AND RESUMÉS FOR SUCH SHOULD BE PROVIDED

Please refer to section 3.1.C for a listing of personnel who will work on the OST account and information about each.

F. STATEMENT OF THE PERCENTAGE OF TIME THAT EACH PERSON WILL BE AVAILABLE TO PERFORM THE WORK UNDER THE CONTRACT.

Denton Gibbes – 80%

Lisa Hathorn – 100%

Tracey Williamson – 100%

Jon Carr – 80%

G. STATEMENT OF THE WILLINGNESS OF THE RESPONDENT TO PROVIDE ADEQUATE ON-SITE SUPPORT AS NEEDED.

Gibbes is 100% willing and able to provide on-site support as needed. We previously provided full-time on-site support for the Mississippi Department of Transportation for a period of four months when they were without a communications director.

H. NAMES OF CUSTOMERS CURRENTLY USING SIMILAR SKILLS, SERVICES, AND PRODUCTS OF THE RESPONDENT AS IDENTIFIED IN THIS RFP. THE NAME OF A CONTACT PERSON, TITLE, ADDRESS, AND TELEPHONE NUMBER FOR EACH CUSTOMER SHALL ALSO BE SPECIFIED. OST RESERVES THE RIGHT TO CONTACT EACH REFERENCE LISTED IN THE RESPONDENT'S PROPOSAL.

We have included information for three current clients the OST may contact regarding Gibbes' capabilities and services. Additional customer contact information is provided in Section 3.1.D. of this response.

MISSISSIPPI BAND OF CHOCTAW INDIANS

John Hendrix

Economic Development Director

601-650-1607 office

jhendrix@choctaw.org

MISSISSIPPI DENTAL ASSOCIATION

Wahnee Sherman
Executive Director
601-664-9691
wahnee@msdental.org

PATTERN ENERGY

Adam Renz
Director of Project Development
832-260-6843
Adam.renz@patternenergy.com

I. CERTIFICATION THAT THE RESPONDENT IS IN COMPLIANCE WITH ALL CURRENT CONTRACTS.

The Gibbes Company certifies that we are in compliance with all current contracts.

3.6 QUALITY MANAGEMENT PRACTICES

Gibbes' commitment to quality management is integral in every stage of our creative and strategic process. It is a structured process that ensures every campaign meets the highest standards of creativity, accuracy, and client satisfaction. Our approach integrates continuous improvement, cross-departmental review, and quantitative performance tracking to maintain consistent excellence across all client deliverables.

We believe quality management should be an ongoing discipline that ensures every campaign reflects our clients' goals, brand standards, and the highest professional benchmarks. Our quality management practices involve:

- Creative Review Process: Every campaign concept passes through a three-tier review – Creative Director, Account Manager, and Client Services – to verify strategic alignment, brand compliance, and creative quality before release.
- Client Feedback Integration: Post-campaign surveys and feedback sessions are systematically reviewed during bi-weekly meetings to identify improvement areas and review tactical strategies. Performance Benchmarking: In addition to internal measures, our quality reporting includes ongoing analysis of campaign performance benchmarks such as engagement and conversion rates.
- Gibbes' culture of continuous quality improvement extends beyond process and metrics. Team members participate in regular training on emerging media standards, brand compliance, and ethical advertising practices – ensuring that every ad we produce not only meets client goals but also upholds our agency's reputation for reliability, creativity, and measurable impact.

Gibbes' culture of continuous quality improvement extends beyond process and metrics. Team members participate in regular training on emerging media standards, brand compliance, and ethical advertising practices – ensuring that every ad we produce not only meets client goals but also upholds our agency's reputation for reliability, creativity, and measurable impact.

3.7 PLAN TO IMPLEMENT SCOPE OF SERVICES

Gibbes understands the services required by the OST and outlined in this RFP and is qualified to deliver such services. The information included in Section 3.1.E. and the strategy identified in Section 2 serves as our plan outlining how we propose to provide services to the OST.

3.8 USE OF SUBCONTRACTORS

Gibbes has identified in this response the subcontractor we may use and included evidence of the ability to fill their duties.

3.9 REGULATORY RESTRICTIONS AND LITIGATION

Gibbes has no current or past litigation in which our firm, its principal, or employees have been involved.

3.10 THROUGH 3.23

Gibbes has read Sections 3.10 through 3.19 and understands/acknowledges the information contained in these sections.

SECTION IV | ACKNOWLEDGED

4.1 PROPOSAL SUBMISSION

Gibbes has endeavored to adhere to every aspect of the RFP, including deadline, format, and content.

4.2 EVALUATION CRITERIA



A. TECHNICAL

1. Gibbes was established as an advertising and communications firm with a clear mission: to deliver strategic, results-driven marketing solutions through a blend of creative innovation and data-based insight. Through the years, we have developed a proven history of successfully managing specialized projects for clients in both the public and private sectors – earning a reputation for precision, reliability, and measurable impact.

Since its inception, Gibbes has focused on projects that require a deep understanding of diverse

audiences and complex communication goals. Our team brings extensive experience in designing and executing integrated marketing programs that engage multiple markets and stakeholder groups, ensuring every campaign is strategically aligned, clearly communicated, and effectively implemented.

A core strength of our firm lies in our expertise in market research and direct marketing campaigns. We have developed and refined methods for analyzing demographic data, identifying audience behaviors, and crafting messages that resonate with specific populations across Mississippi and beyond. This approach has proven invaluable in initiatives where clarity, accountability, and targeted outreach are essential – qualities that align directly with the communication priorities of the Mississippi Office of State Treasurer.

Gibbes operates with the agility and responsiveness of a boutique firm while maintaining the structure, discipline, and performance standards expected of a full-service communications partner. With a proven record of producing high-quality campaigns that inform, engage, and motivate action, we stand ready to support the State Treasurer's Office with strategic marketing solutions that advance its mission and serve the citizens of Mississippi effectively.

2. As an agency, we remain firmly committed to continuous learning and innovation—particularly in the fast-evolving landscape of marketing and public communications. Our team actively studies and integrates emerging marketing strategies to ensure that every campaign we develop reflects the most effective, current methods for reaching and engaging today's audiences.

We recognize that the Mississippi Office of the State Treasurer serves a broad and diverse constituency – spanning different age groups, communities, and levels of financial literacy. To communicate effectively with these audiences, we will employ an adaptive strategy that combines data-driven insights, audience segmentation, and modern engagement tools such as targeted digital outreach, multimedia storytelling, and community-based messaging.

Our goal is not only to apply these innovations but also to share our knowledge with the Treasurer's office, fostering a collaborative relationship. Through regular reporting, analytics reviews, and strategic planning sessions, we will work with the Treasurer's office to interpret data, identify communication opportunities, and refine outreach strategies that strengthen trust with the public.

By combining emerging marketing practices with proven communication principles, Gibbes helps public entities like the Office of the State Treasurer expand their reach, enhance message clarity, and build stronger relationships with the citizens they serve. This shared commitment to learning and adapting ensures that every message delivered is timely, relevant, and impactful.

3. Gibbes' creative director Jon Carr has more than two decades of experience in graphic design for large marketing campaigns that vary in interest and target markets. Denton Gibbes, Lisa Hathorn, and Tracey Williamson each have more than 25 years of experience in market research and utilizing analytics

to develop creative approaches to demographically targeted marketing campaigns. Please refer to the biographical information for Gibbes' employees included in Section 3.1.C of this response for a full description of our extensive qualifications.



B. COST

1. Gibbes feels that we offer fair and reasonable rates for our services, priced in a competitive manner to other firms of our size and scope.
2. This is acknowledged by Gibbes.



C. MANAGEMENT

Everything mentioned in this section has been covered in this RFP response to the best of our knowledge.



D. INTERVIEW

Gibbes looks forward to the opportunity to meet with the Office of the State Treasurer and give more details about our capabilities and our proposed marketing and outreach tactics.

SECTION V | ACKNOWLEDGED

| APPENDIX



GIBBES

APPENDIX A | PRICING SCHEDULE

HOURLY RATES

Account Service	\$125
Copy Writing	\$125
Creative/Graphic Design	\$125
Website Development and Programming	\$125
Public and Media Relations	\$125
Photography	\$125
Videography	\$175
Photo and Video Editing	\$125
Social Media – Content Development and Management	\$125
Media Planning and Buying	\$125

CPM PRICING FOR DIGITAL PRODUCTS

Programmatic Display	\$10
Device ID Match	\$15
Device ID Match (Programmatic Video)	\$25
Live Targeting	\$15
Native Advertising	\$14
Streaming Audio	\$30
Programatic Video	\$17
YouTube	\$0.05
Streaming TV (Premium Channels)	\$40
Device ID Match (Streaming TV)	\$45

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 The Gibbes Company
Signed [Signature]
Print Name Denton Gibbes
Title President & CEO
Date 11 / 3 / 25
MM DD YY

APPENDIX C
Release of Proposal as Public Record

The offeror shall acknowledge which of the following statements is applicable regarding the release of its proposal as a public record. An offeror may be deemed non-responsive if the offeror does not acknowledge either statement, acknowledges both statements, or fails to comply with the requirements of the statement acknowledged.

CHOOSE ONE:

☐ Along with a complete copy of its proposal, offeror has submitted a second copy of the proposal in which all information offeror deems to be confidential commercial and financial information and/or trade secrets is redacted in black. Offeror acknowledges that it may be subject to exclusion pursuant to Chapter 15 of the PPRB OPSCR Rules and Regulations if MEMA or the Public Procurement Review Board determine redactions were made in bad faith in order to prohibit public access to portions of the proposal which are not subject to Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. Offeror acknowledges and agrees that MEMA may release the redacted copy of the proposal at any time as a public record without further notice to offeror. A offeror who selects this option but fails to submit a redacted copy of its proposal may be deemed non-responsive.

☒ Offeror hereby certifies that the complete unredacted copy of its proposal may be released as a public record by MEMA at any time without notice to offeror. The proposal contains no information offeror deems to be confidential commercial and financial information and/or trade secrets in accordance with Miss. Code Ann. §§ 25-61-9, 75-26-1 through 75-26-19, and/or 79-23-1. *Offeror explicitly waives any right to receive notice of a request to inspect, examine, copy, or reproduce its proposal as provided in Miss. Code Ann. § 25-61-9(1)(a).* An offeror who selects this option but submits a redacted copy of its proposal may be deemed non-responsive.

Signed _____

Print Name _____

Title _____

Date _____

MM DD YY

APPENDIX D
Acknowledgement of Amendments

The offeror shall acknowledge receipt of any amendment to the RFP in writing. The acknowledgement shall be submitted with your bid package. Each bidder shall submit a written acknowledgement of every amendment to the Office of the State Treasurer on or before the submission deadline.

Please list the amendments acknowledged by the amendment number and date:

Amendment 1, 10/16/25 Amendment 2, 10/20/25

The Gibbes Company
Company Name:

Denton Gibbes
Printed Name of Representative:

 10/30/25
Signature/ Date

Note: Failure to sign the acknowledgement form may result in the bid/offer being rejected as non-responsive. Modifications or additions to any portion of this bid document may be cause for rejection.

37	N/A	N/A	Can OST clarify the expected scope of employer marketing? For example, does OST envision statewide employer partnerships coordinated by the contractor, or is the intent primarily to provide creative toolkits and messaging for OST staff to distribute?	Primarily the latter.
38	N/A	N/A	Should respondents assume media-relations management (pitching, press lists, monitoring) or only message development and press-release drafting under this item?	Pitching and monitoring may be needed. However, in those cases where Treasury personnel may have existing relationships, these outreaches will be made in close coordination with Treasury staff.

Receipt of Amendment #2 Acknowledged:

Company: The Gibbes Company

By: Denton Gibbes

Printed Name: Denton Gibbes

Title: President & CEO



GIBBES

To discuss this proposal, contact

Denton Gibbes

O: 601.707.3310

C: 601.214.2770

dgibbes@gibbes.net

