

SERVICE AGREEMENT

*Focus Group, Inc. d/b/a dfr*

**THIS AGREEMENT** is made this day between the Mississippi Secretary of State, C. DELBERT HOSEMANN, JR. (hereinafter referred to as "SECRETARY") and THE FOCUS GROUP (hereinafter referred to as "CONTRACTOR"), located at 727 Howard Avenue, Suite 401, Biloxi, Mississippi 39530.

In consideration of the mutual benefits and advantages to each other, SECRETARY desires to engage CONTRACTOR for the purposes and for the time period set forth below; and CONTRACTOR agrees to perform the services in accordance with the terms and conditions of this Agreement.

**1. SCOPE OF SERVICES.**

CONTRACTOR shall provide services related to the statewide Census 2020 marketing campaign, as specified by CONTRACTOR's response to SECRETARY's request for a qualified firm, incorporated herein as (Exhibit B).

CONTRACTOR represents and warrants that the services performed shall be of professional quality consistent with and in accordance with generally accepted industry standards for the performance of such services.

**2. PERIOD OF PERFORMANCE.**

Unless this Agreement is extended by mutual written agreement of the parties or terminated as prescribed elsewhere herein, this Agreement shall begin on December 02, 2019 and end no later than June 30, 2020.

**3. CONSIDERATION AND PAYMENT.**

As consideration for the satisfactory performance of those services contemplated by this Agreement, SECRETARY agrees to pay and CONTRACTOR agrees to accept the rate in accordance with SECRETARY's request for a qualified firm (Exhibit B) with total compensation for all services rendered pursuant to this Agreement NOT TO EXCEED TWENTY-TWO THOUSAND FIVE HUNDRED DOLLARS AND 00/100 (\$22,500.00). CONTRACTOR shall invoice SECRETARY monthly for services provided.

It shall be the responsibility of CONTRACTOR to monitor hours worked under this CONTRACT and to notify SECRETARY when the monetary amount billed in performance of this CONTRACT reaches SEVENTY-FIVE PERCENT (75%) of the amount set forth above. CONTRACTOR shall include in its notice to SECRETARY the current status of the contracted services and a reasonable estimate of the number of hours that will be required to complete the contracted services. CONTRACTOR should not perform work in excess of the monetary amount set forth above without prior written approval by SECRETARY.

CONTRACTOR shall at all times be regarded as and shall be legally considered an independent CONTRACTOR and neither CONTRACTOR nor its employees shall, under any circumstances, be considered servants, agents or employees of SECRETARY, and SECRETARY shall at no time be legally responsible for any negligence or other wrongdoing by CONTRACTOR, its partners, principals, officers, agents, employees or representatives. Nothing contained in this Agreement shall be deemed or construed as creating the relationship of principal and agent, partners, joint ventures, or any similar relationship between SECRETARY and CONTRACTOR. At no time shall CONTRACTOR be authorized to do so and no time shall CONTRACTOR act as an agent for SECRETARY.

4. **PAYMODE CLAUSE.**

Payments shall be made and remittance information provided electronically as directed by the State. These payments shall be deposited into the bank account of CONTRACTOR's choice. SECRETARY may, at its sole discretion, require CONTRACTOR to submit invoices and supporting documentation electronically at any time during the term of this Agreement. Invoices submitted more than sixty (60) days after performance of services under the Agreement will not be paid. CONTRACTOR understands and agrees that the SECRETARY is exempt from the payment of taxes. All payments shall be made in United States currency. Payments on behalf of SECRETARY to CONTRACTOR for services will be rendered in accordance with Mississippi law on "Timely Payments for Purchases by Public Bodies," Mississippi Code Annotated Section 31-7-301, et seq., which generally provides for payment of undisputed amounts by the agency within forty-five (45) days of receipt of invoice.

5. **E-VERIFICATION.**

CONTRACTOR represents and warrants that it will ensure its compliance with the Mississippi Employment Protection Act, Section 71-11-1, et seq. of the Mississippi Code Annotated, and will register and participate in the status verification system for all newly hired employees. The term "employee" as used herein means any person hired to perform work within the State of Mississippi. As used herein, "status verification system" means the Illegal Immigration Reform and Immigration Responsibility Act of 1996 operated by the United States Department of Homeland Security, also known as the E-Verify Program, or any other successor electronic verification system replacing the E-Verify Program. CONTRACTOR agrees to maintain records of such compliance and, upon request of the State and approval of the Social Security Administration or Department of Homeland Security, where required, to provide a copy of each such verification to the State. CONTRACTOR further represents and warrants that any person assigned to perform services hereunder meets the employment eligibility requirements of all immigration laws of the state of Mississippi. CONTRACTOR understands and agrees that any breach of these warranties may subject CONTRACTOR to the following:

- (a) termination of this Agreement and ineligibility for any state or public contract in Mississippi for up to three (3) years, with notice of such cancellation and/or termination being made public, or
- (b) the loss of any license, permit, certification or other document granted to CONTRACTOR by an agency, department or governmental entity for the right to do business in Mississippi for up to one (1) year, or
- (c) both. In the event of such termination/cancellation, CONTRACTOR would also be liable for any additional costs incurred by the State due to contract cancellation or loss of license or permit.

6. **AVAILABILITY OF FUNDS.**

It is expressly understood and agreed that the obligation of SECRETARY to proceed under this Agreement is conditioned upon the appropriation of funds by the Mississippi State Legislature and the receipt of state and/or federal funds. If the funds anticipated for the continuing fulfillment of the Agreement are, at any time, not forthcoming or insufficient, either through the failure of the federal government to provide funds or of the State of Mississippi to appropriate funds or the discontinuance or material alteration of the program under which funds were provided or if funds are not otherwise available to SECRETARY, SECRETARY shall have the right upon ten (10) working days written notice to CONTRACTOR, to terminate this Agreement without damage, penalty, cost or expenses to SECRETARY of any kind whatsoever. The effective date of termination shall be specified in the notice of termination.

7. **APPLICABLE LAW.**

This Agreement shall be governed by and construed in accordance with the laws of the State of Mississippi, excluding its conflict of laws provisions, and any litigation with respect thereto shall be brought in the courts of Rankin County, Mississippi. CONTRACTOR shall comply with applicable federal, state and local laws and regulations.

8. **ASSIGNABILITY AND SUBCONTRACTING.**

CONTRACTOR shall not assign any interest in this Agreement, and shall not transfer any interest in the same without the prior written consent of SECRETARY thereto. None of the work or services covered by this Agreement shall be subcontracted without prior written approval by SECRETARY.

9. **ATTORNEY'S FEES AND EXPENSES.**

Subject to other terms and conditions of this Agreement, in the event CONTRACTOR defaults in any obligations under this Agreement, CONTRACTOR shall pay to the State all costs and expenses (including, without limitation, investigative fees, court costs, and attorney's fees) incurred by the State in enforcing this Agreement or otherwise reasonably related thereto. CONTRACTOR agrees that under no circumstances shall SECRETARY be obligated to pay any attorney's fees or costs of legal action to CONTRACTOR.

10. **AUTHORITY TO CONTRACT.**

CONTRACTOR warrants

- (a) it is either a sole proprietor or validly organized business with valid authority to enter into this Agreement;
- (b) it is qualified to do business and is in good standing with the State of Mississippi, if required;
- (c) entry into and performance under this Agreement is not restricted or prohibited by any loan, security, financing, contractual, or other agreement of any kind; and,
- (d) notwithstanding any other provision of this Agreement to the contrary, that there are no existing legal proceedings or prospective legal proceedings, either voluntary or otherwise, which may adversely affect its ability to perform its obligations under this Agreement.

11. **CHANGES.**

SECRETARY may, from time to time, require and request changes in the scope of services of CONTRACTOR to be performed hereunder. Such changes, including any increase or decrease in the amount of CONTRACTOR'S compensation which are mutually agreed upon by and between the parties, shall be included in written amendments to this Agreement.

No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this Agreement. All modifications to this Agreement must be made in writing and agreed upon by both parties.

12. **COMPLIANCE WITH LAWS.**

CONTRACTOR understands that SECRETARY is an equal opportunity employer and therefore maintains a policy which prohibits unlawful discrimination based on race, color, creed, sex, age, national origin, physical handicap, disability, genetic information, or any other consideration made unlawful by federal, state or local laws. All such discrimination is unlawful and CONTRACTOR agrees during the term of the Agreement to strictly adhere to this policy in its employment practices and provision of services. CONTRACTOR shall comply with, and all activities under this Agreement shall be subject to, all applicable federal, state and local laws and regulations, as now existing and as may be amended or modified.

13. **CONFIDENTIALITY.**

Any writings, reports, forms, information, ideas, data, electronic or otherwise given to, prepared by, or in any way generated, accomplished or accessed by CONTRACTOR in carrying out the terms of this Agreement shall be kept confidential by CONTRACTOR and no such information shall be made available to any individual, organization, or otherwise by CONTRACTOR without the prior written approval of SECRETARY and in accordance with the Confidentiality and Non-Disclosure Addendum attached as Exhibit A.

**14. FAILURE TO ENFORCE.**

The failure by SECRETARY at any time to enforce the provisions of this Agreement shall not be construed as a waiver of such provision. Such failure to enforce shall not affect the validity of this Agreement or any part thereof or the right of SECRETARY to enforce the provision at any time in accordance with its terms.

**15. INSURANCE.**

CONTRACTOR shall maintain, at its own expense, the following insurance coverage in the amounts specified, insuring CONTRACTOR, its employees, agents, designees, subcontractors and any indemnities as required herein:

- a) Professional Liability insurance in an amount not less than One Million Dollars (\$1,000,000.00), including personal injury, bodily injury (including both disease and death), property damages and blanket contractual liability; and
- b) Comprehensive general liability insurance in an amount not less than One Million Dollars (\$1,000,000.00) for each occurrence with the State of Mississippi added as an additional insured; and
- c) Employee fidelity bond insurance in an amount not less than Three Hundred Thousand dollars (\$300,000.00); and
- d) Workers' compensation insurance in the amounts required pursuant to the laws of the State of Mississippi.

CONTRACTOR shall furnish SECRETARY with a certificate of conformity providing the aforesaid coverage within ten (10) days of execution of Agreement. It is understood by the parties that in the event CONTRACTOR fails to secure such insurance and providing the certificate evidencing same, the SECRETARY, at its sole option, may terminate this Agreement immediately without further notice to the CONTRACTOR.

All insurance policies required herein shall be issued by an insurance company or companies licensed to do business in the State of Mississippi and acceptable to SECRETARY. No policy of insurance may be cancelled or reduced during the course of this Agreement. Modification to the policy of insurance must have written notification to SECRETARY prior to modification.

**16. ITEMIZED SERVICES AND INSPECTION OF BOOKS AND RECORDS.**

CONTRACTOR shall submit to SECRETARY at such times and in such form and manner as SECRETARY may direct, an itemized invoice for services rendered in an amount compatible with the consideration fixed herein. SECRETARY shall have the right to request additional information pertaining to each itemized invoice.

SECRETARY shall have the right to inspect and audit the books and records of CONTRACTOR. Such books and records shall be retained and maintained by CONTRACTOR for a minimum of three (3) years following the termination of or the expiration of this Agreement.

**17. NETWORK SECURITY.**

CONTRACTOR and SECRETARY understand and agree that the State of Mississippi's Enterprise Security Policy mandates that all remote access to and/or from the State network must be accomplished via a Virtual Private Network (VPN). The State of Mississippi's Enterprise Security Policy is available for viewing at the Mississippi Department of Information Technology Services website at [http://www.its.ms.gov/services\\_security\\_acquiring\\_enterprise\\_security\\_policy.shtml](http://www.its.ms.gov/services_security_acquiring_enterprise_security_policy.shtml). If remote access is required at any time during the life of this Agreement, CONTRACTOR and SECRETARY agree to implement/maintain a VPN for this connectivity. This required VPN must be IPSec-capable (ESP tunnel mode) and will terminate on a Cisco VPN-capable device on the State's premises. CONTRACTOR agrees that it must, at its expense, implement/maintain a compatible hardware/software solution to terminate the specified VPN on CONTRACTOR'S premises. The parties further understand and agree that the state protocol standard and architecture are based on industry-standard security protocols and manufacturer engaged at the time of contract execution. SECRETARY reserves the right to introduce a new protocol and architecture standard and require CONTRACTOR to comply with the same, in the event the industry introduces a more secure, robust protocol to replace IPSec/ESP and/or there is a change in the manufacturer engaged.

**18. NOTICES.**

Any notice required or permitted to be given under this Agreement shall be in writing and personally delivered or sent by electronic means provided that the original of such notice is sent by certified United States mail, postage prepaid, return receipt requested, or overnight courier with signed receipt, to the party to whom the notice should be given at their business listed herein. Notice shall be deemed given when actually received or when refused. SECRETARY and CONTRACTOR agree to promptly notify each other in writing of any change of address.

**For CONTRACTOR**

*FOCUS GROUP INC d/b/a The Focus Group*  
Attn: *ALLISON BUCHANAN, CEO*  
*727 HOWARD AVE, SUITE 401*  
*BILOXI, MS 39530*

**For SECRETARY**

Mississippi Secretary of State  
Attention: Jonathan Dillard  
Post Office Box 136  
Jackson, Mississippi 39205-0136

**19. PROCUREMENT REGULATIONS.**

This Agreement shall be governed by the applicable provisions of the Personal Services Contract Review Board Rules and Regulations, a copy of which is available at 501 North West Street, Suite 700E, Jackson, Mississippi, for inspection or may be found at <http://www.dfa.ms.gov>.

**20. REPRESENTATION REGARDING CONTINGENT FEES.**

CONTRACTOR represents that it has not retained a person to solicit or secure this Contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee, except as disclosed.

**21. REPRESENTATION REGARDING GRATUITIES.**

CONTRACTOR represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 6-204 (Gratuities) of the Mississippi Personal Service Contract Review Board Rules and Regulations.

**22. STATE'S IMMUNITY.**

By entering into this Agreement with CONTRACTOR, the State of Mississippi does in no way waive its sovereign immunities or defenses as provided by law.

**23. STOP WORK ORDER.**

- A. Order to Stop Work: SECRETARY may, by written order to CONTRACTOR at any time, and without notice to any surety, require CONTRACTOR to stop all or any part of the work called for by this Agreement. This order shall be for a specified period not exceeding ninety (90) days after the order is delivered to CONTRACTOR, unless the parties agree to any further period. Any such order shall be identified specifically as a stop work order issued pursuant to this clause. Upon receipt of such an order, CONTRACTOR shall forthwith comply with its terms and take all reasonable steps to minimize the occurrence of costs allocable to the work covered by the order during the period of work stoppage. Before the stop work order expires, or within any further period to which the parties shall have agreed, SECRETARY shall either:
  - (a) Cancel the stop work order; or,
  - (b) Terminate the work covered by such order.
- B. Cancellation or Expiration of the Order: If a stop work order issued under this clause is cancelled at any time during the period specified in the order, or if the period of the order or any extension thereof expires, CONTRACTOR shall have the right to resume work. An appropriate adjustment shall be made in the delivery schedule or CONTRACTOR price, or both, and the Agreement shall be modified in writing accordingly, if:
  - (a) The stop work order results in an increase in the time required for, or in CONTRACTOR'S cost properly allocable to, the performance of any part of this Agreement; and,
  - (b) CONTRACTOR asserts a claim for such an adjustment within thirty (30) days after the end of the period of work stoppage; provided that, if SECRETARY decides that the facts justify such action, any such claim asserted may be received and acted upon at any time prior to final payment under this Agreement.
- C. Termination of Stopped Work: If a stop work order is not cancelled and the work covered by such order is terminated, the reasonable costs resulting from the stop work order shall be allowed by adjustment or otherwise.
- D. Adjustments of Price: Any adjustment in contract price made pursuant to this clause shall be determined in accordance with the Price Adjustment Clause of this Agreement, if any.

**24. TERMINATION FOR CONVENIENCE.**

- A. SECRETARY or designee may, when the interests of the State so require, terminate this Agreement in whole or in part, for the convenience of the State. SECRETARY or designee shall give written notice of the termination to CONTRACTOR specifying the part of this Agreement terminated and when termination becomes effective.
- B. CONTRACTOR'S Obligations: CONTRACTOR shall incur no further obligations in connection with the terminated work and on the date set in the notice of termination CONTRACTOR will stop work to the extent specified. CONTRACTOR shall also terminate outstanding orders and subcontracts as they relate to the terminated work. CONTRACTOR shall settle the liabilities and claims arising out of the termination of subcontracts and orders connected with the terminated work. SECRETARY or designee may direct CONTRACTOR to assign CONTRACTOR'S right, title, and interest under

terminated orders or subcontracts to the State. CONTRACTOR must still complete the work not terminated by the notice of termination and may incur obligations as are necessary to do so.

**25. TERMINATION FOR DEFAULT.**

- A. Default: If CONTRACTOR refuses or fails to perform any of the provisions of this Agreement with such diligence as will ensure its completion within the time specified in this contract or any extension thereof, or otherwise fails to timely satisfy the Agreement's provisions, or commits any other substantial breach of this Agreement, SECRETARY or designee may notify CONTRACTOR in writing of the delay or nonperformance and if not cured in ten (10) days or any longer time specified in writing by SECRETARY or designee, such officer may terminate CONTRACTOR'S right to proceed with this Agreement or such part of the Agreement as to which there has been delay or a failure to properly perform. In the event of termination in whole or in part, SECRETARY or designee may procure similar supplies or services in a manner and upon terms deemed appropriate by SECRETARY or designee. CONTRACTOR shall continue performance of this Agreement to the extent it is not terminated and shall be liable for excess costs incurred in procuring similar goods or services.
- B. CONTRACTOR'S Duties: Notwithstanding termination of this Agreement and subject to any directions from the procurement officer, CONTRACTOR shall take timely, reasonable, and necessary action to protect and preserve property in the possession of CONTRACTOR in which the State has an interest.
- C. Compensation: Payment for completed services delivered and accepted by the State shall be at the contract price. The State may withhold from amounts due CONTRACTOR such sums as SECRETARY or designee deems to be necessary to protect the State against loss because of outstanding liens or claims of former lien holders and to reimburse the State for the excess costs incurred in procuring similar goods and services.
- D. Excuse for Nonperformance or Delayed Performance: Except with respect to defaults of subcontractors, CONTRACTOR shall not be in default by reason of any failure in performance of this Agreement in accordance with its terms (including any failure by CONTRACTOR to make progress in the prosecution of the work hereunder which endangers such performance) if CONTRACTOR has notified SECRETARY or designee within fifteen (15) days after the cause of the delay and the failure arises out of causes such as: acts of God; acts of the public enemy; acts of the State and any other governmental entity in its sovereign or contractual capacity; fires; floods; epidemics; quarantine restrictions; strikes or other labor disputes; freight embargoes; or unusually severe weather. If the failure to perform is caused by the failure of a subcontractor to perform or to make progress, and if such failure arises out of causes similar to those set forth above, CONTRACTOR shall not be deemed to be in default, unless the services to be furnished by the subcontractor were reasonably obtainable from other sources in sufficient time to permit CONTRACTOR to meet the requirements of this Agreement. Upon request of CONTRACTOR, SECRETARY or designee shall ascertain the facts and extent of such failure, and, if such officer determines that any failure to perform was occasioned by any one or more of the excusable causes, and that, but for the excusable cause, CONTRACTOR'S progress and performance would have met the terms of this Agreement, the delivery schedule shall be revised accordingly, subject to the rights of the State under the clause entitled (in fixed-price contracts, "Termination for Convenience," in cost-reimbursement contracts, "Termination"). (As used in this Paragraph of this clause, the term "subcontractor" means subcontractor at any tier).
- E. Erroneous Termination for Default: If, after notice of termination of CONTRACTOR'S right to proceed under the provisions of this clause, it is determined for any reason that this Agreement was not in default under the provisions of this clause, or that the delay was excusable under the provisions of Paragraph (4) (Excuse for Nonperformance or Delayed Performance) of this clause, the rights and

obligations of the parties shall, if the Agreement contains a clause providing for termination for convenience of the State, be the same as if the notice of termination had been issued pursuant to such clause.

- F. **Additional Rights and Remedies:** The rights and remedies provided in this clause are in addition to any other rights and remedies provided by law or under this Agreement.

**26. TERMINATION UPON BANKRUPTCY.**

This Agreement may be terminated in, whole or in part, by SECRETARY upon written notice to CONTRACTOR, if CONTRACTOR should become the subject of bankruptcy or receivership proceedings, whether voluntary or involuntary, or upon the execution by CONTRACTOR of an assignment for the benefit of its creditors. In the event of such termination, CONTRACTOR shall be entitled to recover just and equitable compensation for satisfactory work performed under this Agreement, but in no case shall said compensation exceed the total contract price.

**27. SEVERABILITY.**

If any term or provision of this Agreement is prohibited by the laws of the State of Mississippi or declared invalid or void by a court of competent jurisdiction, the remainder of this Agreement shall be valid and enforceable to the fullest extent permitted by law provided the State's purpose for entering into this Agreement can be fully achieved by the remaining portions of the Agreement that have not been severed.

**28. TRANSPARENCY.**

This Agreement, including any accompanying exhibits, attachments, and appendices, is subject to the "Mississippi Public Records Act of 1983", codified as Section 25-61-1 et seq., Mississippi Code Annotated and exceptions found in Section 79-23-1 of the Mississippi Code Annotated (1972, as amended). In addition, this Agreement is subject to the provisions of the Mississippi Accountability and Transparency Act of 2008 (MATA), codified as Section 31-7-13 of the Mississippi Code Annotated (1972, as amended). Unless exempted from disclosure due to a court-issued protective order, this Agreement is required to be posted to the Department of Finance and Administration's independent agency contract website for public access at <http://www.transparency.mississippi.gov>. Prior to posting the Contract to the website, any information identified by CONTRACTOR as trade secrets, or other proprietary information including confidential vendor information, or any other information which is required confidential by state or federal law or outside the applicable freedom of information statutes will be redacted.

**29. TRADE SECRETS, COMMERCIAL AND FINANCIAL INFORMATION.**

It is expressly understood between SECRETARY and CONTRACTOR that Mississippi law requires the provisions of this contract, which contain the commodities purchased or the personal or professional services provided, the price to be paid, and the term of the contract shall not be deemed to be a trade secret or confidential commercial or financial information and shall be available for examination, copying, or reproduction.

**30. ENTIRE AGREEMENT.**

This Agreement, including any exhibits (which are specifically incorporated herein by this reference), contains the entire agreement of the parties with respect to the subject matter hereof and supersedes and replaces any and all other prior or contemporaneous discussions, negotiations, agreements or understandings between the parties, whether written or oral, regarding the subject matter thereof.

This Agreement made by and between the parties hereto shall consist of and precedence is hereby established by the order of the following:



- (a) This Agreement signed by the parties,
- (b) Exhibit A – Confidentiality and Non-Disclosure Addendum.
- (c) Exhibit B – response to SECRETARY's request for a qualified firm.

For the faithful performance of the terms of this Agreement, the parties hereto have caused this Agreement to be executed by their undersigned authorized representatives.

C. Delbert Hosemann, Jr.

C. Delbert Hosemann, Jr.  
Mississippi Secretary of State

Date: December 2, 2019

Focus  
Group  
In  
dyb/2  
db

Allison B. Buchanan

The Focus Group

Printed Name: ALLISON B. BUCHANAN

Title: CEO

Date: 12/5/19

Exhibit A

Confidentiality and Non-Disclosure Addendum  
To the Service Agreement between SECRETARY and The Focus Group.  
Dated 12/5/19 and Contract Number \_\_\_\_\_;

As used herein, the term Agreement  
includes the executed Agreement between the parties and this Exhibit A.

*Focus Group, Inc.  
d/b/a JB*

This Confidentiality and Non-Disclosure Addendum dated this 5<sup>th</sup> day of December, 2019 (herein referred to as a "Confidentiality Addendum")

**BETWEEN:**

Mississippi Secretary of State's Office ("SECRETARY") of  
401 Mississippi Street, Jackson, Mississippi, 39201  
OF THE FIRST PART

**-AND-**

The Focus Group ("CONTRACTOR") of  
727 Howard Avenue, Suite 401, Biloxi, Mississippi 39530  
OF THE SECOND PART

**BACKGROUND:**

Pursuant to the Agreement, CONTRACTOR has been retained as an independent CONTRACTOR with SECRETARY to provide the services outlined in the Agreement. CONTRACTOR is responsible for the provision of services as outlined in Section (1) one of the Agreement.

**IN CONSIDERATION OF** and as a condition of SECRETARY retaining CONTRACTOR and providing access to applications and confidential information to CONTRACTOR in addition to other valuable consideration, the receipt and sufficiency of which consideration is hereby acknowledged, the parties to this Confidentiality Addendum agree as follows:

**Confidential Information**

1. CONTRACTOR acknowledges that pursuant to the Agreement, CONTRACTOR will, or may, be making use of, acquiring or adding to the information about certain matters and things which are confidential to SECRETARY and which information is the exclusive property of SECRETARY, including, without limitation:
  - a. "Confidential information" means all data and information relating to the business and management of SECRETARY, including proprietary and trade secret technology and accounting records to which access is obtained by Proprietary Data, Business Operations, Computer Software, Computer Technology, Marketing and Development Operations, and Customers. Confidential information will also include any information which has been disclosed by a third party to the SECRETARY and which is subject to a non-disclosure agreement between said third party and SECRETARY; in such cases SECRETARY must advise CONTRACTOR of said non-disclosure agreement and SECRETARY considers information provided to CONTRACTOR in accord with the Agreement to be Confidential Information as defined here. Confidential information will not include information that:

- i. Is generally known in the industry;
  - ii. Is now or subsequently becomes generally available to the public through no wrongful act of the CONTRACTOR;
  - iii. CONTRACTOR had in its possession prior to any disclosure by SECRETARY to CONTRACTOR pursuant to the Agreement;
  - iv. Is independently created by CONTRACTOR without direct or indirect use of the Confidential Information; or
  - v. CONTRACTOR rightfully obtains from a third party who has the right to transfer or disclose it.
- b. "Work Product" means work product resulting from or related to work or projects performed for SECRETARY or for clients of SECRETARY pursuant to the Agreement, of any type or form in any stage of actual research and development;
  - c. "Production Processes" means processes used in the creation, production and manufacturing of the Work Product, including but not limited to formulas, patterns, molds, models, methods, techniques, specifications, processes, procedures, equipment, devices, programs, and designs;
  - d. "Other Proprietary Data" means information relating to SECRETARY's proprietary rights prior to any public disclosure of such information, including but not limited to the nature of the proprietary rights, production, data, technical and engineering data, technical concepts, test data and test results, simulation results, the status and details of research and development of products and services, and information regarding acquiring, protecting, enforcing and licensing proprietary rights (including patents, copyrights and trade secrets);
  - e. "Business Operations" means internal personnel and financial information, vendor names and other vendor information (including vendor characteristics, services and agreements), purchasing and internal cost information, internal services and operational manuals, and the manner and methods of conducting SECRETARY's business;
  - f. "Computer Software" means all sets of statements, instructions or programs whether in human readable or machine readable form, that are expressed, fixed, embodied or stored in any manner and that can be used directly or indirectly in a computer;
  - g. "Computer Programs"; any report format, design or drawing created or produced by such Computer Programs; and all documentation, design specifications and charts, and operating procedures which support the Computer Programs;
  - h. "Computer Technology" means all scientific and technical information or material pertaining to any machine, appliance or process, including specifications, proposals, models, designs, formulas, test results and reports, analyses, simulation results, tables of operating conditions, materials, components, industrial skills, operating and testing procedures, shop practices, know-how and show-how; and,
  - i. "Customers" means names of customers and their representatives, contracts and their contents and parties, customer services, data provided by customers and the type, quantity and specifications of products and services purchased, leased, licensed or received by clients of SECRETARY.

### **Confidential Obligations**

2. Except as otherwise provided in this Confidentiality Addendum, the Confidential Information will remain the exclusive property of SECRETARY; and will only be used by CONTRACTOR for the permitted purpose. The CONTRACTOR will not use the Confidential Information for any purpose other than for the services provided pursuant to the Agreement.
3. The obligations to ensure and protect the confidentiality of the Confidential Information imposed on the CONTRACTOR in this Confidentiality Addendum and any obligations to provide notice under the

Agreement will survive the expiration or termination of the Agreement and said obligations will continue for a period of two (2) years from the date of such expiration or termination.

4. The CONTRACTOR may disclose any of the Confidential Information:
  - a. To such of its employees, agents, representatives and advisors that have a need to know for the Permitted Purpose provided that:
    - i. CONTRACTOR has informed such personnel of the confidential nature of the Confidential Information;
    - ii. Such personnel agree to provide the same level confidentiality, non-use and non-disclosure as CONTRACTOR has agreed to provide in this Confidentiality Addendum; and
    - iii. CONTRACTOR agrees to take all necessary steps to ensure that the terms of this Addendum and Agreement are not violated by such personnel.
  - b. To a third party where SECRETARY has consented in writing to such disclosure; and
  - c. To the extent required by law or by the request or requirement of any judicial, legislative, administrative or other governmental body.
5. CONTRACTOR agrees to indemnify and defend SECRETARY from claims that arise from CONTRACTOR's unauthorized disclosure or dissemination of Confidential Information in violation of this Confidentiality Addendum.

#### **Employee Non-Solicitation**

6. Both parties agree not to engage in any attempt to hire, or to engage as independent CONTRACTORS, the other's employees during the term of the Agreement and for the period ending two (2) years after termination of the Agreement, except as may be otherwise agreed to in writing by both parties.

#### **Ownership and Title**

7. CONTRACTOR acknowledges and agrees that all rights, title and interest, including any copyright rights, in any Confidential Information will remain the exclusive property of SECRETARY.
8. This Confidentiality Addendum will not apply in respect of any intellectual property, process, design, development, creation, research, invention, know-how, trade names, trademarks or copyrights for which:
  - a. No equipment, supplies, facility or Confidential Information of SECRETARY was used,
  - b. Was developed entirely on CONTRACTOR's own time, and not derived from Confidential Information provided to the CONTRACTOR by SECRETARY.
9. Subject always to payment by SECRETARY in full of all fees and expenses in accordance with the terms hereof; the CONTRACTOR shall, if requested, assign to SECRETARY at the sole cost of SECRETARY, all rights, title and interest it may have in the Developed Work Product, including, without limitation, any intellectual property rights inherent therein or relating thereto. Provided that, since the development of the Work Product will require the experience and skills of the CONTRACTOR as a software CONTRACTOR, irrespective that the Work Product will be developed in accordance with SECRETARY's Specifications, CONTRACTOR shall retain the rights to use the algorithms, know-how, ideas, techniques and concepts used by it in developing the Work Product.
10. If a court of competent jurisdiction finds any of the provisions of this Confidentiality Addendum to be unenforceable, it is the parties' intent that such provision be reduced in scope by the court only to the extent deemed necessary the provision reasonable and enforceable.

11. No failure or delay by SECRETARY in exercising any power, right or privilege provided in the Agreement or this Confidentiality Addendum will operate as a waiver, nor will any single or partial exercise of such rights, powers or privileges preclude any further exercise of them or the exercise of any other right, power or privilege provided in the Agreement or this Confidentiality Addendum.
12. This Confidentiality Addendum will inure to the benefit of and be binding upon the respective heirs, executors, administrators, successors and assigns, as the case may be, of SECRETARY and the CONTRACTOR.
13. This Confidentiality Addendum may be executed in counterparts.
14. Time is of the essence in this Confidentiality Addendum.

C. Delbert Hosemann, Jr.

C. Delbert Hosemann, Jr.  
Mississippi Secretary of State

Date: 12/2/19

Focus  
Group,  
Inc  
d/b/a  
AB

Allison B. Buchanan

The Focus Group

Printed Name: ALLISON B. BUCHANAN

Title: CEO

Date: 12/5/19



The Secretary of State's Office is seeking a qualified firm to provide a statewide Census 2020 marketing campaign as outlined in the detailed Scope of Services. The objective of this solicitation is to obtain a contractor to draft a plan for a Census 2020 marketing campaign to influence citizens across the state and in hard-to-count (HTC) populations to complete the Census in order to obtain a complete count in Mississippi.

Quotes should be submitted to Jonathan Dillard, Contracts and Procurement Officer, no later than 10 a.m. November 19, 2019 at:

Delivered to: 125 S. Congress Street, Suite 100, Jackson, MS 39201

E-mailed to: [jonathan.dillard@sos.ms.gov](mailto:jonathan.dillard@sos.ms.gov)

Faxed to: 601 (359) 1499

#### **CONTRACT TERM**

The planning phase shall commence upon contract execution and shall be completed by January 1, 2020. Requests for Proposals for the management phase of the Census 2020 will commence on or about January 2020.

#### **PRICE**

Price will be considered in final evaluation and ranking of qualified firms but is not to exceed \$25,000.

#### **DESCRIPTION**

Scope of Services, includes but is not limited to the following: Marketing and outreach plan and strategy for statewide Census 2020 outreach efforts, including a plan for digital media and content strategy.

#### **SCOPE OF SERVICES**

Contractor shall draft a plan for the Census 2020 marketing campaign to influence citizens across the state and in hard-to-count (HTC) populations to complete the Census in order to obtain a complete count in Mississippi. The Census 2020 marketing campaign shall require the preparation of a marketing plan to ensure a complete count. Preparation of the marketing plan shall commence upon contract execution and shall be completed by January 1, 2020.

#### **PROJECT OBJECTIVES**

- Create a statewide public outreach plan to increase awareness about the Census 2020
- Use key messages that are consistent and relevant to each target audience in support of the mission of the Complete Count Committee
- Develop partnerships to maximize non-paid publicity and enhance State's ability to educate about Census 2020
- Create a media plan to use paid and non-paid media to advertise and publicize targeted messages to the general public and HTC groups, incorporating electronic, social marketing, and non-traditional venues into promotion efforts.

#### **DEFINITIONS**

- Complete Count Committee (CCC): The Complete Count Committee is a Governor-appointed committee tasked with overseeing the States' efforts to ensure the most complete statewide count possible. The CCC includes seven (7) subcommittees that meet regularly to identify strategies for reaching the state and to provide other outreach and initiatives for a successful Census 2020 count.

- Hard to count (HTC) areas are any areas where census questionnaires cannot be easily delivered to or returned from households; or, enumerators cannot make contact with or get direct access to households for follow up on unreturned questionnaires. U.S. Census HTC areas: <https://www.censushardtocountmaps2020.us/>.

## **SERVICES PROVIDED**

**Services:** Contractor shall provide all services set forth below on a regular basis. The Secretary of State's Office will compensate Contractor with the total not to exceed of \$25,000.00. Prior to payment, Contractor must demonstrate successful completion of the services with each invoice to the Secretary of State's Office, including successful completion of duties. Contractor shall provide the following Services:

- 1. Marketing Strategy and Creative Services**
  - a) Develop a research-based marketing and advertising creative strategy at the statewide level and for HTC populations. Provide written recommendations.
  - b) Develop and produce a results-driven marketing and advertising plan to support the State's Census overall marketing strategy.
  - c) Develop a content marketing strategy to deploy across a variety of platforms, including digital content design, programming, and production.
- 2. Account Maintenance**
  - a) Attend periodic status calls and in-person meetings as set by the Secretary of State's Office with the CCC and sub-committees of the CCC. These periodic status calls and in-person meetings will regard all active projects. These weekly status calls/in-person meetings are non-billable and included in the services.
  - b) Ensure highly responsive e-mail and phone communications related to Contractor's performance of this Scope of Services.
  - c) Attend stakeholder meetings, such as Complete Count Sub-committee meetings, as needed.
  - d) Compile and provide written recommendations for key performance indicators.
  - e) Generate custom reports and analytics, as deemed necessary by Contractor or specifically requested by the Secretary of State's Office.
  - f) Provide the Secretary of State's Office with detailed invoices on a monthly basis and provide appropriate back-up documents through the end of the project.
  - g) Perform special projects, such as the design and production of support materials and tradeshow elements and displays.
  - h) Recommend, incorporate, and implement changes to the Marketing Plan as directed and approved by the Secretary of State's Office.
- 3. Media Planning**
  - a) Develop and execute a comprehensive, strategic, research-based, integrated, and evolving mixed media plan targeting key audiences.
  - b) Recommend appropriate media channels, including digital, e-mail, print, television, radio, and out-of-home, and adhere to specific goals as identified by the CCC and its sub-committees. Out-of-home media channels include, but are not limited to, general outdoor advertising, billboards, banners, and bus and bench advertisements.

#### 4. Partnerships

- a) Identify partnerships that influence targeted populations in order to maximize non-paid publicity and enhance the State's ability to educate about Census 2020.

#### QUALIFICATIONS AND COST FOR PROJECT

Respondents should provide in writing the following:

- Explanation of qualifications directly related to this solicitation
- Years of experience with government entities
- Cost for the following deliverables

No.	Deliverable	Deadline	Criteria	Cost
1	<b>Marketing Plan</b> The marketing plan shall consist of a comprehensive plan that will address each component of this Scope of Services.	No later than January 1, 2020.	<ul style="list-style-type: none"><li>• Establishes a plan for addressing each component of the services set forth in the Scope of Services.</li><li>• Establishes a timeline for the marketing plan and a methodology for addressing each HTC population.</li><li>• Establishes a cost estimate and estimated budget for marketing ads associated with the marketing plan.</li><li>• Proposes analytics for measuring and reporting the results of the marketing campaign.</li></ul>	\$
2	<b>Implementation Plan</b> Draft implementation plan for the written marketing plan.	Draft due no later than January 1, 2020.	<ul style="list-style-type: none"><li>• Complies with the marketing plan.</li></ul>	\$
3	<b>Final Project Plan Report</b>	Submitted no later than January 1, 2020.	<ul style="list-style-type: none"><li>• Provides Secretary of State's Office with a comprehensive marketing strategy and implementation plan for all services and the projected effectiveness of the services, outreach efforts, and advertisements.</li></ul>	\$
<b>Total Cost (not to exceed \$25,000)</b>				\$



# Mississippi Statewide Census 2020 Marketing Campaign Proposal

November 19, 2019  
10:00 AM  
Jonathan Dillard  
Contracts and Procurement Office  
125 S. Congress Street,  
Suite 100, Jackson, MS 39201  
[Jonathan.dillard@sos.ms.gov](mailto:Jonathan.dillard@sos.ms.gov)  
(601) 359-1499

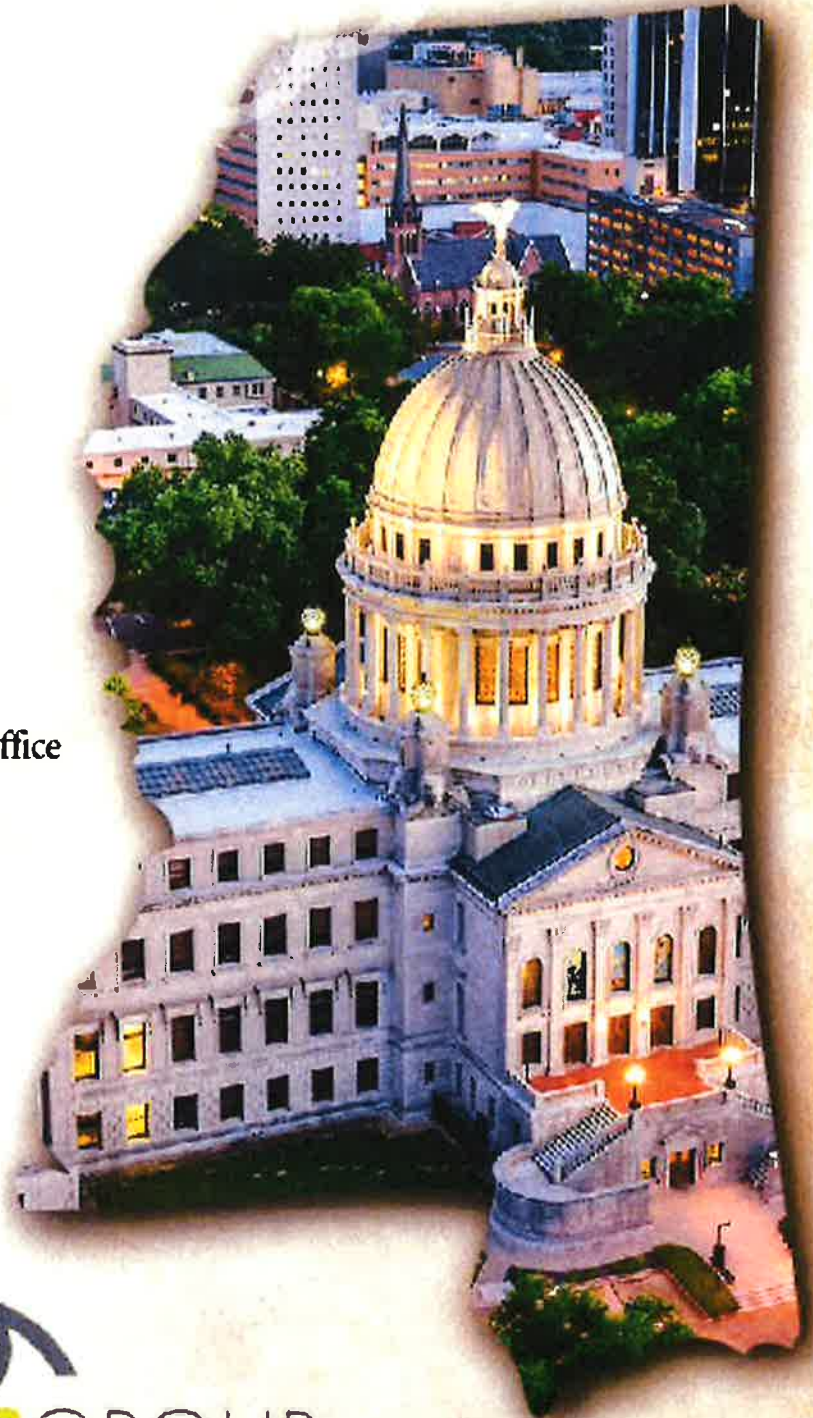


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November 19, 2019

Dear Mr. Dillard and MS Complete Count Committee,

The Focus Group is honored to present our proposal for review for the statewide Census 2020 marketing campaign in Mississippi. We are a full-service agency with experience working cost-effectively in all channels – traditional and digital -- and very excited about putting our skills to work to conduct outreach and increase awareness for this very important initiative. At all times our focus will remain on how we can best reach your intended audiences cost-effectively. We are a full-service agency, located here in Mississippi with an office in Jackson. Our passion and best work come out when we working on truly meaningful projects.

In this RFP you will find information on our process our thinking, and our successful implementation of other campaigns. We have put a lot of strategic thought into the budget and applying it to the channels outlined in your RFP. We are a talented, full-service agency known for getting results with our amazing strategic, creative implementation. Some examples of our grassroots campaign work (case studies are included in this RFP response) include clients like Mississippi Department of Education, the Harrison County Utility Authority, the Gulfport-Biloxi International Airport, the American Shrimp Processors Association and more.

Our team is very excited about the chance to work on this project. Therefore, in addition to providing the answers to your required sections, in the Appendix we also have provided a bit of creative work for the committee to review just to give a glimpse into our thinking and abilities based on our initial research. This is just a first blush at some branding using the knowledge we have already created based on the initial research we have done about Mississippi and reaching the IITR communities in our state. We wanted to demonstrate that we can hit the ground running, having already put some thought behind the campaign and will be able to deliver a thorough marketing and implementation plan to the committee and the Secretary of State's Office.

We would love nothing more than to connect our passion and talents to your marketing, advertising, PR, awareness and promotional needs to ensure our state's citizens know how important is that they participate in the 2020 Census for the future needs of our state.

Sincerely,



Halcy Miles, Business Development Manager  
hmiles@focusgroupms.com





## CREATIVITY IS AN ECONOMIC MULTIPLIER

The founders of The Focus Group had a vision to create a new kind of agency that would provide its clients strategies and creative concepts on a data-driven, evidence-based foundation. The founders sought and hired the best and the brightest in the region in each discipline, while emphasizing the need to take advantage of the fast-emerging digital revolution. Much of the company's growth has come through referrals from clients who have benefitted from great results from our work. This organic growth has resulted in a diverse client base which we believe fuels our creativity. A tactic from one industry might be repurposed for another industry in a way that has never been thought of.

The contract services will be provided by employees at both The Focus Group's Biloxi and Jackson locations.

Registered to do business in the State of Mississippi.

### PRINCIPAL OFFICE LOCATION

The Focus Group  
727 Howard Ave., Suite 401  
Biloxi, MS 39530

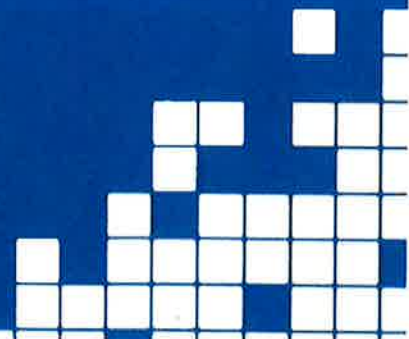
### JACKSON OFFICE LOCATION

The Focus Group  
109 North State Street  
Jackson, MS 39202



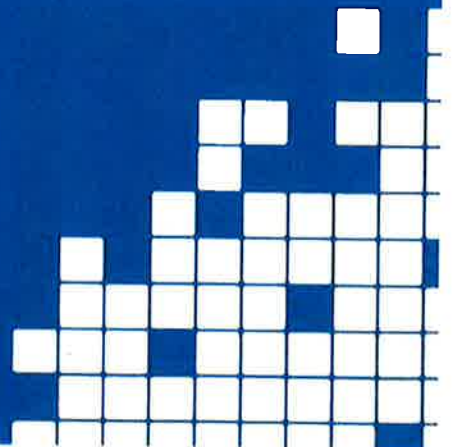
*"I cannot emphasize enough that without our amazing clients, who give us their business challenges and allow us to help solve them, we would not have the inspiration to shine doing great work. We are grateful to all of them," Allison Buchanan, CEO, said. "We are already in the midst of doing innovative new work for even more clients."*

# **1. MARKETING STRATEGY AND CREATIVE SERVICES**



# **QUALIFICATIONS AND COST FOR PROJECT**

**a. Explanation of  
qualification directly  
related to this solicitation**



## QUALIFICATIONS AND COST FOR PROJECT

### a. Explanation of qualifications directly related to this solicitation

The Focus Group has over 10 years of experience with a variety of clients. Our team is a mix of seasoned professionals who provide wisdom and guidance while staying educated and involved with the latest tactics and younger professionals who have grown up with all the new digital tactics.

While we have many differentiators, here are three that are worth noting:

1) For each client we provide a highly a customized and targeted mix of creative and execution tactics dictated by a complete and thorough understanding of each individual client's needs. We believe strongly in building campaigns on a foundation of research and knowledge. After all, how can you build a great strategy if you don't completely understand the clients product or service, their challenges, their opportunities and anything that might get in their way. It is not unusual for us to spend a day in the life of the client's operations, working with employees, listening to customers, even going on sales calls with their salespeople to gain insights first-hand. It is part of our company's philosophy to roll up our sleeves and dig in to gain understanding.

No two clients are alike, and we do not emphasize one strategy or tactic over the other, except to say that digital tactics are increasingly winning out for both cost effectiveness and pure effectiveness along with analytics for better measurement.

2) Another huge differentiator is that we have an excellent, award-winning creative team that develops effective campaigns from the insights we gather for them. ur Executive Creative Director has been named Creative Director of the Year for southern Mississippi the past two years. We've been the most award-winning agency in Southern Mississippi over the past five years.

3) While we are full-service and provide all types of creative, PR and media services and tactics, we are on the cutting edge of measurable, targeted, results-driven digital and social tactics – an area in which we believe (from experience) that Mississippi will benefit significantly from.

### Other differentiators:

- We have relevant campaign experience.
- We have wide-ranging background across varied client-types, which have provided rich and varied experiences.
- We hire the best and brightest who are passionate about their work
- We have an established remote communications system for local and regional clients (video conferencing at the drop of a hat).
- We commit to you that you will have senior-level contacts with The Focus Group. You'll always have our A team.
- We are good at working with our clients' in-house teams, whether it's social media, video/photography or PR, we work well with our clients who have team members whose jobs overlap with what we can do.
- We are nimble and can turn on a dime.
- We are registered as a corporation to do business in the State of Mississippi.
- We will maintain a cohesive, in-house creative team on your account that can build on experiences and get better over time.
- We can attend board meetings, marketing meetings, whatever will make us a smarter better partner
- We have a relentless desire to achieve excellence in that results-driven creative work.
- We as a company are passionate about working with the state of Mississippi - it would be our team's dream to work on this account.
- We are cost effective and want to get the most out of your budget.





## WHY WORK WITH US

- The Focus Group has gained some Census marketing knowledge.
- We would be able to use this knowledge and research for the benefit of our own home state.
- Knowing that good foundational data and research are key to an effective campaign, we used the 2010 U.S. Census data for Mississippi, we have taken the initiative to create a database of HTR areas and have already through strategic approaches for reaching these areas.
- We understand the importance of this initiative to Mississippi.
- We listened to Governor Bryant's speech and signing of the Complete Count Committee for the Census 2020 on August 7, 2019.
- We understand the goals of a census campaign and know how to be good stewards of Mississippi's money.
- We could hit the ground running on this campaign now because we have done the initial research and creative thinking
- Reference the end of this proposal in the Initial Campaign Thoughts section for our initial research and recommendations to jumpstart this project

## RELEVANT EXPERIENCE

You can see a list of some of our clients and examples of our work through the selected cases presented on the following pages. These clients were selected as they best aligned with the scope of services laid out by the Secretary of State's Office for the Mississippi statewide Census 2020 Marketing campaign.

More of our work can be viewed on our website, [www.focusgroupms.com](http://www.focusgroupms.com)





# HARRISON COUNTY UTILITY AUTHORITY

## Branding, Recycle for a Greener Gulf Coast and Major Change to Garbage Collection

### SITUATION

The Harrison County Utility Authority (HCUA) is tasked with collecting garbage, trash and recyclables for unincorporated areas of Harrison County and the cities of Biloxi, D'Iberville, Long Beach, and Pass Christian. HCUA also manages several wastewater treatment plants and water systems. When HCUA approached us at the beginning of 2017, they wanted to "reintroduce" themselves to the public and educate residents of Harrison County about the essential services they provide. They also wanted to be positioned as an "environmental champion" to encourage the public's participation in recycling and water conservation.

### OBJECTIVE

The overall campaign and PR needs for HCUA turned out to be a multi-dimensional situation. The Focus Group was tasked with 1) updating the agency's existing brand and have it more closely tie into the 'environmental champion' that they were becoming; 2) simultaneously launch an aggressive recycling and anti-litter awareness campaign, and 3) educating the public about new service, from new vendors, with new bins with service going from two days a week to one day a week and 4) and handling the negative effects of a situation that arose in which the City of Gulfport decided to deviate from its obligation to HCUA and negotiate its own, separate contract with the previous contractor and not participate in the new Team Waste contract.

### PLANNING

To get started, The Focus Group derived its insights through qualitative research in six different research areas:

1. Research branding ideas, strategies and tactics (and new services) used by other Cities/Counties known for environmental progressiveness.
2. Conduct online research to obtain statistics about recycling and to additionally find other garbage and wastewater-related nuggets of information to inspire creative thought.
3. Talk to residents (customers) to gain insight into their perceptions, thoughts, current understandings and potential misperceptions.
4. Monitor and glean insights from social media comments and engagement.
5. Attending HCUA board meetings and reading previous board minutes.
6. Learn all we could about HCUA's services so we could create our programs and messaging from a position of thorough knowledge of the client.

Once all of these insights were gained, they were shared with our team after which brainstorming and collaborative problem-solving began.

## IMPLEMENTATION

The integrated marketing and PR campaign kicked off with a new logo created with the intention of maintaining a connection to the already-existing brand while offering a fresh, modern look for key services. Additionally, at the beginning, HCUA had zero social media presence. The first step was to create a new Facebook page with updated graphics, strategic posting, using good engagement practices and an aggressive ad campaign to gain followers.

The PR efforts were part of an integrated marketing campaign which also included a series of awareness ads to promote recycling, conservation of water, not littering, a sub section of website designed as a separate small site dedicated to recycling awareness and commercials featuring Mayors of each Harrison County city and members of the Board of Supervisors positioning them and HCUA as advocates for recycling anti-littering and other efforts.

## TRADITIONAL PUBLIC RELATIONS AND SOCIAL MEDIA

Once the advertising and awareness component was rolling, we launched an intensive public relations campaign that included targeting multiple print, online and broadcast media members with regular press releases and media alerts. HCUA officials had regular editorial board briefings and civic group presentations. This also included handling crisis communications and contingency messaging during sensitive contract negotiations and legal matters, such as the City of Gulfport.

With the start of the new vendor contract on October 1, 2017, much communication was needed with the public about delivery of new carts, pickup of old carts, pickup days, recycling, the fact that the carts had a tracking chip to help measure recycling, and more. All of this had to be communicated through a variety of channels to ensure the smoothest transition possible. This was handled through press releases and social media primarily along with coordinated interviews with TV news.

Informational meetings were also held from to answer resident questions. Public meetings were held and recorded and made available on the HCUA website for public access if they were unable to attend.

Informational packets were included with the new recycling bins with FAQs, contact info and info on what was and was not recyclable.

## SUMMARY OF TACTICS

- Modernize the brand and define key services.
- Develop a new series of commercials highlighting HCUA's key role in promoting recycling and conservation efforts.
- Compliment the television campaign with eye-catching digital billboards.
- Create a print campaign that showed various recyclables transformed from trash into new products made from those materials.
- Introduce new Facebook social media platform with updated graphics, branded posts and animated features.

- Launch an intensive public relations campaign with strategically targeted releases, editorial board briefings, civic group presentations and town hall meetings and crisis communications tactics as needed.
- Advise and stay on top of social media and either respond or make recommendations for HCUA staff to respond to comments and issues identified through comments.

## RESULTS

- HCUA's Facebook reach measured a three-year high of 48,860 in March 2019.
- Its number of Facebook followers grew 133% in just two years, with residents who regularly engage with HCUA posts, especially on the topic of recycling.
- The public relations program and community outreach program yielded over 30 positive television news stories and over 60 newspaper articles and social media mentions.
- Recycling participation rates and tonnage volume have increased nearly 20%, with 63% of routes throughout Harrison County performing above the average household rate of 29%.
- The HCUA is now considered a "go to" source for information on important environmental issues.
- At the start of the new HCUA contract, there were a few negative feedback responses that were recorded on Facebook. However, through training and paying attention, HCUA responded to these in a timely and helpful manner and we saw results the following month with more positive feedback that continues to grow.

**In four months, PR efforts resulted in 20 positive television news stories and over 40 newspaper articles and social media mentions.**

The entire program is a great case study in how a great, ongoing branding and communications strategy as a foundation can educate, transform awareness, motivate action and make the job of handling situations that arise much smoother.

Samples of some of the creative work for HCUA are on the following pages:



## EVERYTHING WE DO IS FOR THE ENVIRONMENT

At Harrison County Utility Authority, we take pride in providing vital services to our community. From managing trash collection and recycling efforts to providing clean water to the citizens of Harrison County, we believe in protecting our environment and community. We encourage you to join us in recycling for a better tomorrow for our children.

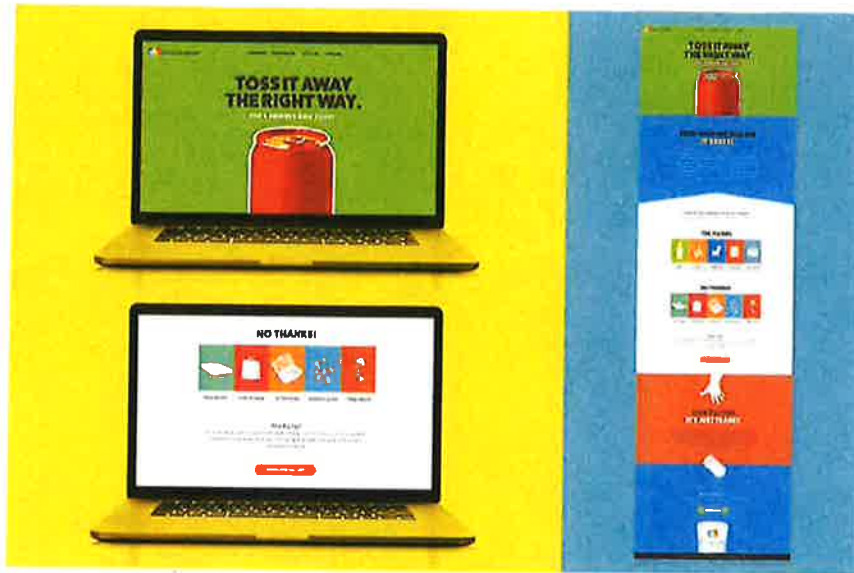


WATER CONSERVATION *Recycle* WASTE MANAGEMENT

**HCUA** HARRISON COUNTY  
**UTILITY AUTHORITY**

PROTECTING OUR RESOURCES CONSERVING OUR COAST





OUR COMMUNITY

[https://www.youtube.com/watch?v=y9w1x7syl\\_0](https://www.youtube.com/watch?v=y9w1x7syl_0)





## Long Term Strategic Program (7 months or longer) 1B. Public Service

Harrison County Utility Authority: Recycle for a Cleaner and Greener Gulf Coast

The Harrison County Utility Authority (HCUA) is tasked with overseeing collection and disposal of garbage, trash and recyclables in the unincorporated areas of Harrison County and its municipalities. In 2017, under a new service contract and vendor, an emphasis on the importance of recycling came to the forefront and a program was needed to educate residents before the new service start date. The campaign created for HCUA was two-fold: 1) update the agency's existing brand and have it more closely tie into the "environmental champion" that they were becoming; and 2) simultaneously launch an aggressive recycling and anti-litter awareness campaign.

While traditional media like television were used, the core of the campaign utilized social and digital media outlets and was supported by traditional PR through additional use of social media, video and press releases. Campaign images included important recycling statistics, eye-catching graphics showing the multiple items that can be recycled, the benefits to the environment, and even showcased graphics of new products all made from recycled items. The social and digital campaign included compelling branded posts, ads, animated features, videos. Traditional public relations tactics included press releases and even public meetings. The campaign has been enthusiastically embraced by the public, with recycling rates by household increasing by 250% from December 2016 to December 2017.



# Wild American Shrimp

## American Shrimp Processors Association

### SITUATION

The amount of shrimp harvested from the Gulf of Mexico and South Atlantic has remained virtually the same for the past 50 years. Unlike a land-based crop, there is no way to grow more shrimp in the Gulf. So, it's important for people to realize the why Wild American Shrimp are better. Research showed that 90% of the shrimp eaten in the US are imported, and most grocery, distributor and restaurant buyers, as well as consumers, did not realize the difference.

### OBJECTIVE

- Make more Americans aware that Wild American Shrimp taste better, have higher quality, are free of antibiotics and more.
- Help them understand the difference and want to buy and pay more for Wild American Shrimp.

### Tactics

- Develop a new brand.
- Develop a marketing, PR and awareness plan achieve the desired results through multiple mediums to reach the desired audiences – web, social media, digital advertising, public relations, outreach, developing relationships, conducting events, public relations tactics from editorial content to bloggers to other influencers, including chefs.
- Develop a method to report analytics on the campaign monthly to the Executive Director and the members of the Association.
- Develop a great creative theme or umbrella which would grab the attention of the intended audiences and provide a platform for a long-term awareness campaign.
- Implement the plan, using the “Every Shrimp Has a Tail. Our Shrimp Have a Story” campaign theme as a platform to tell all of the stories – stories about the health benefits, taste
- On-site visits to interview each member processor’s team and capture the history and essence of their companies, developing a landing page for each one, complete photography old and new.
- Develop a comprehensive website with rich, engaging content ranging from Shrimp Stories, Shrimppedia, Shrimp Academy, “Where to Buy” pages for wholesale and retail, Chef Advocates program, printed and animated infographics touting the health benefits and facts about the industry, a blog for endless new stories/content, recipes (the most visited area of the site) and a section on sustainability, an online inquiry system and more.
- Maintain active content production on Shrimp Tales blog.
- Social media platforms (Facebook, Twitter, Instagram, Pinterest) on which to share the stories
- Shrimp preparation/recipe videos to help people overcome anxiety about how to cook shrimp (problem identified through research)
- Creative and aggressive use of social media, including monthly Twitter Chats.
- Restaurant collateral material (table tents, coasters, t-shirts).

### AUDIENCE



- Grocery, distributor and restaurant buyers, as well as consumers.

## RESULTS

- Wholesale inquiry tool resulted in a total 4.49 million pounds of shrimp requested in one year.
- 32 Chef Advocates recruited to date
- 230,000 likes and growing on Facebook growing at a rate of 750 per week (a 96.7% increase YOY)
- 54% increase in unique users on Americanshrimp.com year over year (YOY) 2018 vs 2017, following 207% increase in previous 3 years.
- 35 Supporting restaurants in a new restaurant program
- #1 google ranking for American shrimp 3 years
- Over 300% Facebook Fan base growth in 3 years
- Average 165,000 lbs of shrimp per month requested through lead gen system



## DIGITAL ADS



The following statement written for the website and other materials summed up the different aspects of the messaging that would be implemented:

*"Every shrimp has a tail; but our wild-caught, American shrimp have a story that is rich with flavor, history and adventure! It's also a story of hardworking, shrimp industry families that dates back to when shrimp were harvested on wooden sailing vessels and peeled by hand. It's the story of American jobs, livelihoods and an industry's resilience against disasters and tough times. Beyond the history and heritage, it's the story of an all-natural, healthy food that travels directly from the warm, nutrient-rich waters of the Gulf of Mexico and South Atlantic to your table. It's the story of new processing technology that suspends freshness until cooked. And best of all, it's the story of what top chefs around the world agree are the best-tasting shrimp!"*

**HOLIDAY ENTERTAINING  
TIPS *from* CHEF OF THE YEAR 2018**

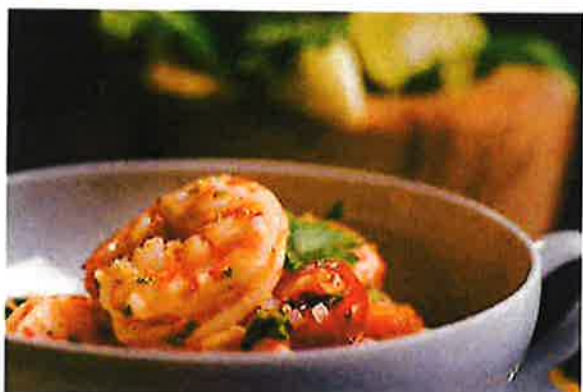
**TENNEY FLYNN**

**WEDNESDAY, DECEMBER 19, 12PM CST**

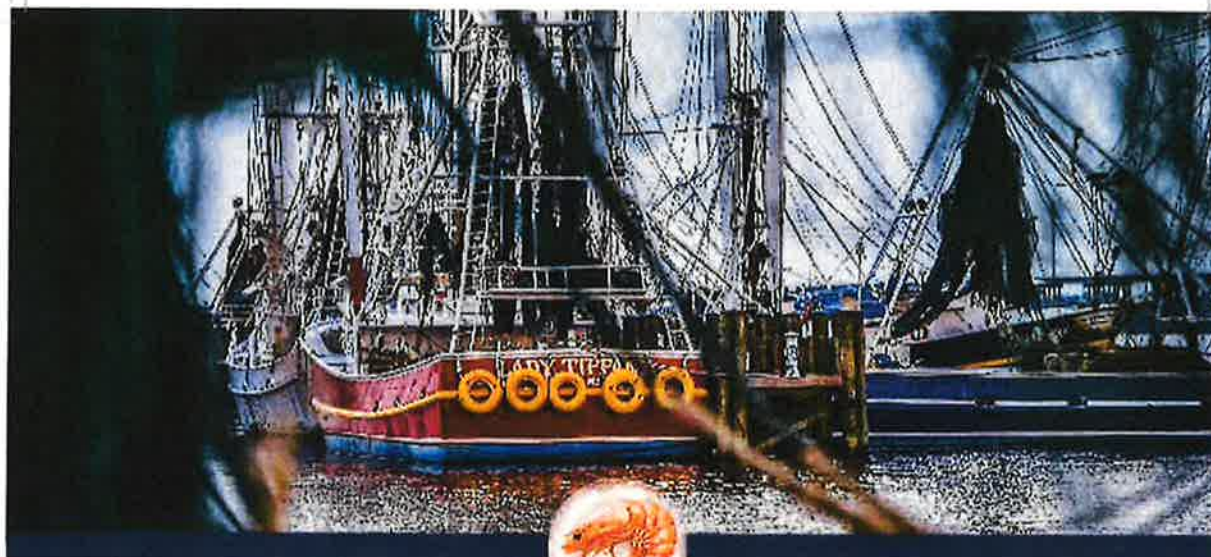
★ ★ ★ **#SHRIMPCHAT** ★ ★ ★

**WILD AMERICAN SHRIMP**

The banner features a portrait of Chef Tenney Flynn, a man with glasses and a goatee, wearing a dark chef's jacket. The background is a collage of red, white, and blue stripes. The text is in various fonts and colors, including white, red, and black. The hashtag #SHRIMPCHAT is prominently displayed in red. The Wild American Shrimp logo is in the bottom right corner.







# Flavor by Nature

**WILD-CAUGHT WITH CARE.**

It's no secret that Wild American Shrimp from the Gulf of Mexico and South Atlantic are the best-tasting shrimp in the world. But did you know that each delicious shrimp is still fished from the nutrient-rich waters by real fishermen who care about sustaining this delicious, renewable resource?

Also hormone- and antibiotic-free by nature, these shrimp are a choice you won't regret.

See these suppliers at the show or visit [AmericanShrimp.com](http://AmericanShrimp.com).

**BILOXI FREEZING & PROCESSING: 1963 • CAPTAIN'S FINE FOODS, LLC: 405**  
**C.F. GOLLOTT AND SON'S SEAFOOD, INC.: 2143-A • COX'S WHOLESALE SEAFOOD INC: 249**  
**GULF PRIDE ENTERPRISES INC: 2143-B • WOOD'S FISHERIES: 405**  
**AIR PRODUCTS & CHEMICALS INC: 1074 • AMERICOLD: 675**  
**INDEPENDENT CHEMICAL CORP: 2818 • LAITRAM MACHINERY: 1565 AND 1571**  
**NEW ORLEANS COLD STORAGE: 288**



2013



## **GULFPORT-BILOXI** **International Airport**

### **SITUATION**

Prior to selection of The Focus Group in an RFP process in 2016, the Gulfport-Biloxi International Airport (FlyGPT) had been utilizing only traditional media outlets with dated creative that wasn't getting the desired results. South Mississippi residents were often overlooking the Gulfport-Biloxi International Airport when searching for flights, and most travelers automatically assumed that flying out of the New Orleans Airport was going to be cheaper. Not only was that not always true on a fare-to-fare comparison, but most did not take into account that FlyGPT's airfare may be more cost effective in the long run when you factor in drive time, gas, parking and other related expenses. Locals and people in feeder markets alike were not as aware as they could have been about the option to FlyGPT. We conducted research which supported the pillars of a complete new creative campaign aimed at changing that awareness and perception level and dispelling myths. Also, we knew a change in media tactics to include much more digital and social was needed to maximize market share.

### **OBJECTIVES**

- Increase the number of enplanements and deplanements at FlyGPT (increase regional and local usage of the airport)
- Increase brand awareness of the airport and the FlyGPT call to action as a foundation for both short-term and long-term growth.

### **STRATEGY**

- Reach more travelers in the target markets with a creative new approach, complete with messages designed to change perceptions and myths while building the brand.

### **TACTICS**

- Create a new color palette, creative messaging, calls to action.
- Developed comprehensive campaign to tie it all together including outdoor, radio, television, print, social media, and digital marketing tactics (see examples on the following pages).
- Developed a new, engaging, mobile-friendly landing page to which to drive the digital ads with an engaging interface with animation, video, etc. They were not ready to completely redo their website, so this provided the best of both worlds as an alternative.  
<http://www.flygpt.com/welcome-to-fly-gpt/>
- Use highly-targeted online and social media ads strategically aimed at specific demographics and behavior.
- Target and re-target web users looking at vacation destinations and flights.
- Use messaging that cleverly and creatively educates the public on the true cost difference between competitors when factoring in time, stress, traffic, etc. while elevating the brand.

### **PRIMARY AUDIENCES**

- Entire Mississippi Gulf Coastal region, Hattiesburg area (research showed travelers would travel to Jackson's airport, when they could get to GPT easier and have better options)

## RESULTS

- Overall increase in the number of passengers flying into and out of the GPT airport has ranged from 7.1 to 12% increases year over year since FY 2017.
- Legacy carrier, United Airlines had a record high load factor of 93 % in March 2019, with Delta and American Airlines also performing in the high 90 percentage rate.
- Due to the success of Allegiant Air's Orlando service, seasonal competitor Sun Country Airlines recently added new service to Austin, Texas and Fort Myers, Florida.
- During the first quarter of 2019, a targeted and effective digital campaign promoting new flights generated 2.41 million impressions and over 16,000 clicks to featured airlines' website booking page. The .67 CTR is 8x higher than the national average.
- 2019 first quarter website traffic reached a new high of 217,000 page views, with 53% being new sessions and users.
- Facebook followers for 2019 first quarter totaled 23,240 followers, with a reach of 1.39 million and organic engagement performing well above average.
- Overall, the airport received tremendous public acknowledgment, goodwill and support, which has elevated their presence in the conversations and the community.

One of the most important aspects of our relationship with FlyGPT is the level of communication that we maintain with the client both ways. We work with the client to determine the overall strategy and objectives, we develop tactics we believe will achieve those objectives, and we then we monitor and measure as we go to make sure we are accomplishing what we set out to accomplish, adjusting if something is not working. Because FlyGPT is a government entity, there are specific tracking and billing requirements in place on their account.

## LATEST QUARTERLY RESULTS JANUARY 2019 – MARCH 2019

### DIGITAL DISPLAY PERFORMANCE

- We served over 2.4 million ads during Quarter 1 of 2019
- Over 16,000 people interacted with the ads by clicking for more information.
- The overall click through rate, at 0.67% is 8.3x the national average of 0.08%

### WEBSITE PERFORMANCE FOR THE QUARTER

- For the landing page we developed: <http://www.flygpt.com/welcome-to-fly-gpt/>



Quote from our contact at FlyGPT upon winning the renewal of the contract:



- "Yall's submission and work were head and shoulders above the rest. You have elevated the brand to such a high level have been so easy to work with that it was an easy selection." -- Tecki Hinklebein, FlyGPT


## BILLBOARDS



## PRINT





## DIGITAL DISPLAY ADS



**DON'T START  
YOUR TRIP  
WITH A ROAD TRIP.**

Whether it's a weekend getaway or a major business trip, starting your trip by road is a sure way to spend more money than you need to. FlyGPT offers the same level of flexibility and convenience as a road trip, but with the added benefit of being able to make your journey as easy as possible.


*Easy*  
THAT'S HOW WE FLY.  
FLYGPT.COM

**WHY DISCOUNT  
YOUR TIME  
FOR A DISCOUNT FARE?**

One of the best ways to save money on your trip is by booking your flight with FlyGPT. Our fares are discounted, but our service is not. We offer the same level of flexibility and convenience as a road trip, but with the added benefit of being able to make your journey as easy as possible.

*Smart*  
THAT'S HOW WE FLY.  
FLYGPT.COM




**IT TAKES LONGER TO  
ORDER YOUR COFFEE  
THAN GET THROUGH  
SECURITY.**

It takes longer to order your coffee than it does to get through security. FlyGPT offers the same level of flexibility and convenience as a road trip, but with the added benefit of being able to make your journey as easy as possible.

*Quick*  
THAT'S HOW WE FLY.  
FLYGPT.COM




**NOW MORE  
NONSTOP  
FLIGHTS TO  
HOUSTON, TX**



**FLY GPT COMMERCIAL**  
Use your smartphone camera to scan  
the QR code



**MORE BEACH.  
LESS STOPS.**

sun country airlines

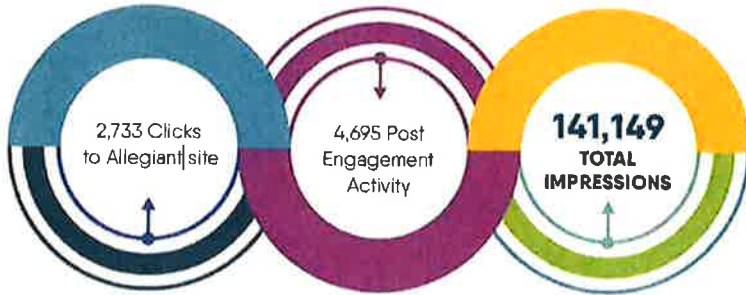
**FORT MYERS**






## Allegiant Air Initial Launch Promotion for Orlando

Allegiant Air officials reported that they sold TWICE as many seats than they normally do on new routes during the first and second days that GPT/ORLANDO flights went on sale.



## DIGITAL MARKETING

## Native Ad "Trade Your Masks For Mouse Ears"

- Began January 18<sup>th</sup> & ends February 17<sup>th</sup>, 2019.
- The ad brought 39 users to the “Trade Your Masks For Mouse Ears” blog page.
- The click through rate, at 0.13%, exceeds the national average of 0.08%
- The ad remains in-view for an average of 20 seconds to ensure it is seen. Benchmark in-view times are 15 seconds on desktop, 7 seconds on mobile.



## Trade Your Masks for Mouse Ears

Gulfport-Biloxi International Airport



## SOCIAL MEDIA ADVERTISING – DIRECT FLIGHT CAMPAIGN (AUSTIN, TX)

### AUSTIN PROMO

#### FACEBOOK CAROUSEL AD



It's fun.



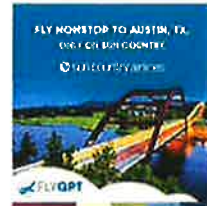
It's weird.



It's live.



And now, it's just a quick flight away.



Fly nonstop to Austin.  
suncountry.com

### AUSTIN PROMO

#### FACEBOOK CAROUSEL AD



Kick up your heels. Now fly nonstop to Austin on Sun Country Airlines.



Escape from the ordinary. Now fly nonstop to Austin on Sun Country Airlines.



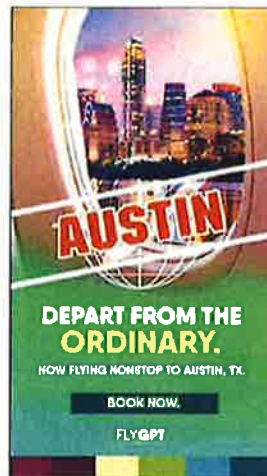
Escape from the ordinary. Now fly nonstop to Austin on Sun Country Airlines.



Escape from the ordinary. Now fly nonstop to Austin on Sun Country Airlines.

### AUSTIN PROMO

#### INSTAGRAM STORY SLIDE



## JANUARY – MARCH 2019 PAID SOCIAL MEDIA RESULTS

- 15 Campaigns
- 1.5 Million Impressions
- 32.85K Post Engagement
- 15.26K Clicks
- 5.66K Avg. Daily Ad Reach



## GREENWOOD, MISSISSIPPI Convention & Visitors Bureau

### SITUATION

Greenwood, Mississippi is a charming town situated in the Mississippi Delta. With unique experiences such as The Alluvian Hotel and Spa, Viking Cooking School, Tallahatchie Flats, award-winning restaurants, downtown shopping, stories of Blues legends, history, and fantastic hunting, Greenwood has the foundation for so many stories to be told. The Focus Group has capitalized on these great stories to create a PR campaign as part of an integrated marketing communications approach, rich with opportunities to tell Greenwood's unique story for the purpose of increasing tourism visitation.

### OBJECTIVE

Create awareness of the brand and drive more tourists to Greenwood, Mississippi. Utilize public relations combined with a strategic marketing/advertising campaign.

### STRATEGIES

Seek opportunities to tell Greenwood's story through earned media (PR) in publications which reach the target audience. This PR campaign combined with a print campaign and updated creative provide the opportunity to show off Greenwood's assets to potential tourists.

### TACTICS

- Brand development
- Public Relations/earned media
- Professional photo shoot of attractions and beauty
- Landing page development
- Social Media marketing plan
- Advertising management
- Print advertising

### AUDIENCE

- Travelers from 50+ miles outside of Greenwood (feeder markets)
- International Travelers in Europe with an interest in Blues Music and Authentic Experiences
- Southern Group Tour Operators

### RESULTS

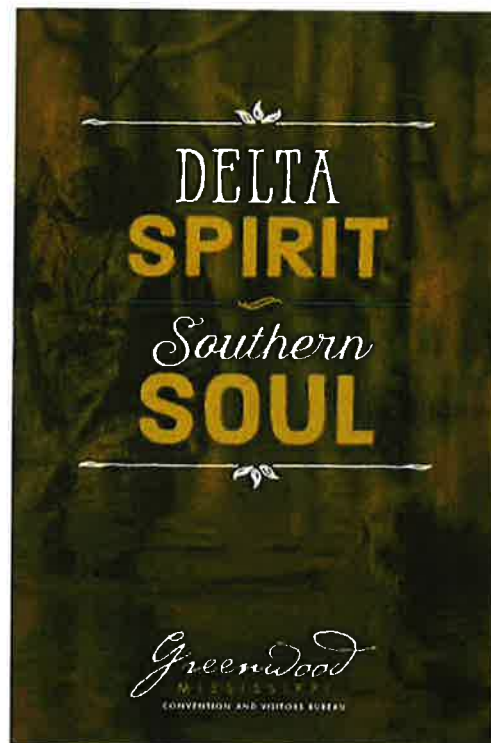
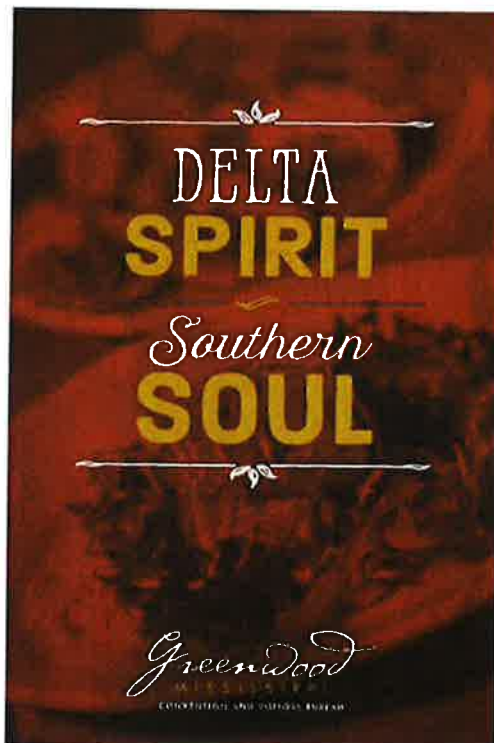
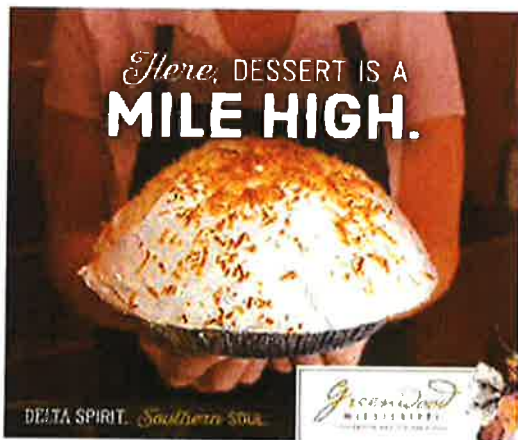
- Since The Focus Group has been working with Greenwood, they have been named "CVB of the Year" for their size category, **two years in a row** by the Mississippi Tourism Association.
- Greenwood has received coverage in some regional and national publications due to our efforts.
- Increased social media presence and advertising grew social audiences by 400% (2500 followers on Facebook to almost 9,700)
- Facebook Canvas ad experience reached 79,998 and garnered 4,333 clicks to the landing page.
- Since new site launched in February 2019, 3,089 users have visited the site of which 2,704 are new visitors, garnering 4,020 page views.



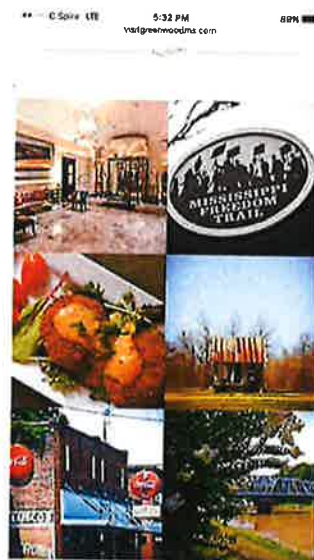
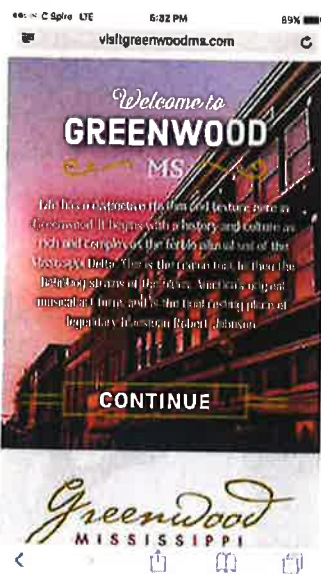
- Print ads with updated creative, photography and copy have made new audiences aware of what Greenwood has to offer with a more high-end brand image
- The Focus Group has pitched multiple story ideas to publications and websites and has successfully pitched stories about Greenwood written in Southern Living, Expedia.com and other publications.
- As a result of The Focus Group's assistance in writing a grant for media placement, Greenwood was awarded \$80,000 in grant money to fund the proposed media plan.

"The Focus Group team really captured the spirit of Greenwood in our creative campaign. Everyone is down to earth and very easy to work with and has worked well within our smaller budget."

- **Danielle Morgan, Executive Director**  
Greenwood Convention and Visitors Bureau









## Samples of Earned Media Coverage for Greenwood

### GREENWOOD, MS



is a wonderful overnight stop for those on a road trip. Several car clubs from the British Driving Club in the UK to the American Mustang Club have visited Greenwood on their tours of the US.

Greenwood, MS features attractions like the historic East Light House. The Museum features a collection of historic items including everything from a samurai sword to a vintage car. It's a great place to visit when you're in the area. The museum is open from 10am to 5pm, Monday through Friday.

As for the greenery, Greenwood is a beautiful town with a lot of greenery. The town is surrounded by a lot of greenery and is a great place to visit when you're in the area.

and the greenery is a great place to visit when you're in the area. The town is surrounded by a lot of greenery and is a great place to visit when you're in the area.

Greenwood Convention & Visitor's Bureau  
225 Howard Street  
Greenwood, MS  
[www.visitgreenwoodms.com](http://www.visitgreenwoodms.com)

### Day Trip: Greenwood, Mississippi



## 55 BEST SMALL TOWNS TO VISIT ON A ROAD TRIP OF AMERICA

**USA TODAY**

NEWS SPORTS LIFE MONEY TECH LEAVE OPINION 80 INVESTIGATIONS CROSSWORDS VIDEO CBS

### A female chef in each state

**Chief Taylor Boxon**  
Greenwood, MS. Southern ingredients, including...  
It's all about the local ingredients, including...  
on the fresh Cajun and Creole dishes, which...  
and the local ingredients, including...



Here's how to spend a day on location in the heart of Greenwood, Mississippi.

**THE BEST OF SOUTHERN COOKING**  
Delicious recipes for your home.

**UNLOCK THE RECIPE**

Take a look at the...  
The book is a collection of recipes from the...  
and the local ingredients, including...



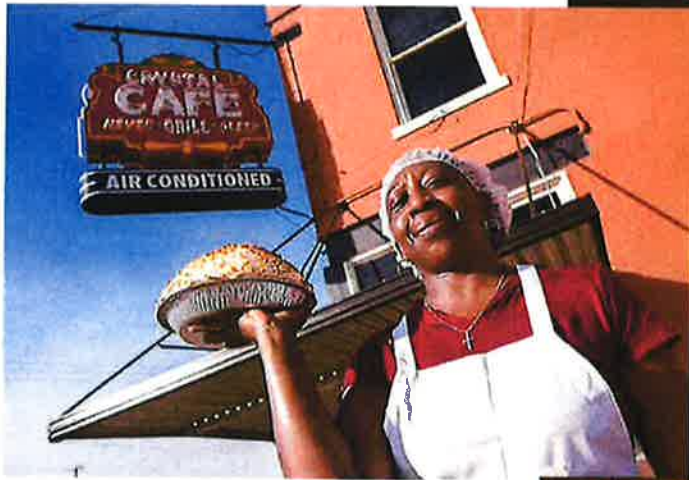
Read More



*Your* DELTA  
DESTINATION



**GREENWOOD PHOTOGRAPHY  
DONE BY THE FOCUS GROUP**





**THE PEOPLES BANK**  
MEMBER FDIC

*Where PEOPLE come first!*

**THE PEOPLES  
BANK**

## **SITUATION**

The Peoples Bank, headquartered in Biloxi, Mississippi, is the Mississippi Gulf Coast's largest independent community lender. They recently celebrated their 125<sup>th</sup> year anniversary in March 2019. As with some older financial institutions, they found that their customer base was getting older and that awareness among new younger customers, especially Generation Z to millennials, was lacking. While they had the same tools, such as mobile banking, as their 'big bank' competitors, people were not aware of these services. A campaign was developed to target these audiences, generate awareness and gain more customers.

## **OBJECTIVES**

- Develop a campaign that featured a mixture of younger and older demographics, with an emphasis on millennial households whose disposable income was on the rise and were ready for additional services beyond traditional checking and savings accounts.
- Ensure that The Peoples Bank's competitive advantage of being a local, accessible lender was highlighted by promoting the 'people' or employees of The Peoples Bank and its long history in the community.

## **STRATEGY**

- Utilize messaging that better articulated the brand's strengths – embraced its history and hands-on customer service, balanced with new technology tools available, with the goal of luring new customers with the best of both worlds.
- Develop a specific campaign called 'Bank Wherever Life Takes You...' and showcase The Peoples Bank's mobile app being used in multiple Coast locations and activities, to celebrate the region's rich landmarks and The Peoples Bank's commitment to the area.

## **TACTICS**

- The campaign creative took the bank in a new direction visually, updating the brand with an engaging, modern voice.
- New digital billboards and ads were utilized to reach customers and prospects on their mobile devices, generating high visibility among desired target audiences.
- Social media was utilized for the first time, with the launch of the bank's Facebook page, and strategies developed to tap into other platforms moving forward such as Instagram, Twitter and YouTube.
- New television and radio commercials were also developed featuring desired prospect demographic.
- Creative was also developed around actual employee testimonials to further underscore the theme of 'The People Behind The Peoples Bank.'

## PRIMARY AUDIENCES

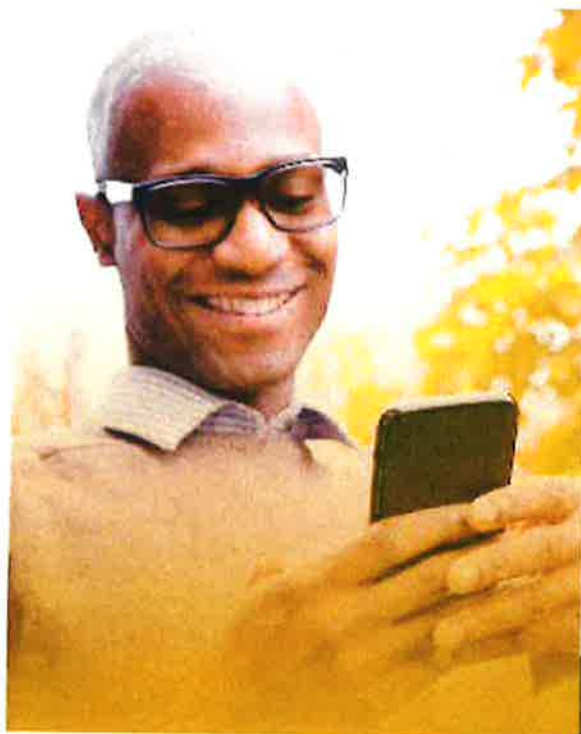
- Adults 25-54 were targeted in a one-hour radius of the Mississippi Gulf Coast; female and male audiences evenly skewed.
- Adults 50+ were also targeted for asset management / retirement services.

## RESULTS

- The new campaign, especially the use of testimonials, reinvigorated and inspired employees.
- Traffic to the bank's website has increased and Facebook followers have grown to nearly 4,000.
- The most recently executed digital campaign, tied to a traditional television tactics, generated over 250,000 impressions during March 2019 and a CTR of .36%.
- Senior management continues to be pleased with heightened interest from new demographics.

"We are very pleased with the outcome of this most recent campaign. Its success is reflective of the innovative, dynamic and creative prospective provided by The Focus Group. We view them as an essential extension of our marketing department."

Paul Guichet  
Vice President of Business Development



**YOU WORK HARD.  
DEPOSIT SHOULD  
BE EASY.**

**TRY OUR MOBILE  
DEPOSIT TODAY.**

DOWNLOAD PEOPLES GREEN2GO APP



**THE PEOPLES BANK**

*Where PEOPLE come first*



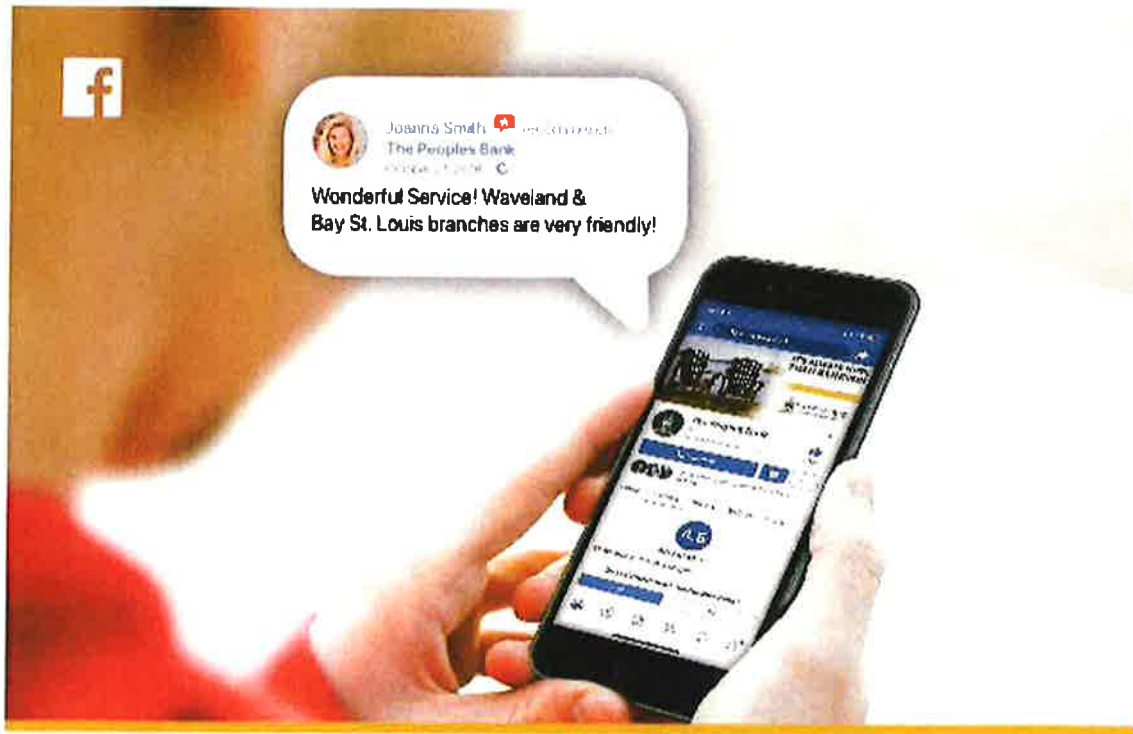
[www.thepeoples.com](http://www.thepeoples.com) | 228-435-6511

PRINT





PRINT



**IT'S OUR PEOPLE WHO MAKE  
THE PEOPLES BANK **SO SPECIAL.****

---

**DID YOU HAVE A POSITIVE EXPERIENCE TODAY?**

**TELL US ABOUT IT IN A FACEBOOK RECOMMENDATION.**




**THE PEOPLES BANK**

*Where **PEOPLE** come first!*



**BILLBOARDS**



**COLLEGE. RETIREMENT. WEDDING.  
WE CAN DO IT ALL.**

**SET UP YOUR TRUST FUND TODAY.**



**THE PEOPLES BANK**  
Member FDIC  
*Where PEOPLE come first!*



**MORE THAN A BANK,  
WE'RE A PARTNER.**

**LET'S GET STARTED, TOGETHER.**



**THE PEOPLES BANK**  
Member FDIC  
*Where PEOPLE come first!*



**BANKING THAT  
REALLY CLICKS.**

**ONLINE BANKING: CLICK. CLICK. DONE.**



**THE PEOPLES BANK**  
Member FDIC  
*Where PEOPLE come first!*

## DIGITAL ADS



## SOCIAL MEDIA ADS



**TIME FLIES.  
SAVE FOR THEIR  
EDUCATION TODAY.**



**HELPING SMALL BUSINESS  
THINK BIG.**





## MS DEPARTMENT OF EDUCATION SUMMER LUNCH PROGRAM

### SITUATION

Media strategy planning and execution for the 2019 USDA Summer Food Service Program. The Program will be publicized throughout the state of Mississippi to increase parents' awareness of more than 750 feeding sites available for all children through age 18 when school is out for summer. A variety of media sources were utilized such as radio (traditional and digital) spots and mobile advertising on a limited budget.

### OBJECTIVE

- Promote awareness of the Department of Education's Summer Food Service Program across the state of Mississippi, as over 750 sites are equipped to feed children (up to the age of 18) during the summer of 2019

### TACTICS

- Refreshed branding – there was no clear campaign brand to build upon when The Focus Group gained this account. We developed all new branding and creative to utilize in the media campaign.
- Whole new campaign incorporating children of all school ages, to show that it wasn't just for primary aged children.
- Social ad campaigns to include the most innovative ad types utilizing Facebook's ad creator tool for canvas, video, and carousel ads.
- Google AdWords and programmatic display campaign to drive traffic to landing pages and phone number.
- Audio spots highlighting all aspects of the summer lunch program.

### AUDIENCE

- Entire state of Mississippi, in particular the counties that house the 750 feeding sites
- Parents and guardians of school aged children
- Summer programs directors of programs with school aged children
- Focus on areas identified by the agency as primary target areas around summer lunch sites
- Underserved communities and caregivers in economic distress who cannot otherwise ensure meals for children during holiday breaks, the state of Mississippi is #1 in poverty and it's imperative that residents be made aware of free resources

### RESULTS

- Over 1.4 million impressions were served (through display and video alone) throughout the duration of the campaign.
- An additional 868,632 amount of impressions were served via Facebook and Instagram.





### Summer Food Service Program Mississippi

Sponsored · 🌐

This summer Mississippi kids and teens can eat nutritious meals at no cost!

The USDA's Summer Meals Program is open to all children 18 and younger in your area.

👉 To find a location near you, text "summer meals" to 97779 or visit <https://www.fns.usda.gov/summerfoodrocks>.



FNS.USDA.GOV

### No Cost Summer Meals

Find a location in your community.

[Learn More](#)

**COMIDAS GRATIS DE VERANO**

**POR 18 AÑOS Y MENORES**



USDA

**ENCONTRAR UN SITIO**

**COMIDAS GRATIS DE VERANO**

**POR 18 AÑOS Y MENORES**



USDA

**ENCONTRAR UN SITIO**

**COMIDAS GRATIS DE VERANO PARA NIÑOS Y ADOLESCENTES**



**ENCONTRAR UN SITIO**

USDA

**COMIDAS GRATIS DE VERANO PARA NIÑOS Y ADOLESCENTES**



**ENCONTRAR UN SITIO**

USDA

**COMIDAS GRATIS DE VERANO PARA NIÑOS Y ADOLESCENTES**



**ENCONTRAR UN SITIO**

USDA

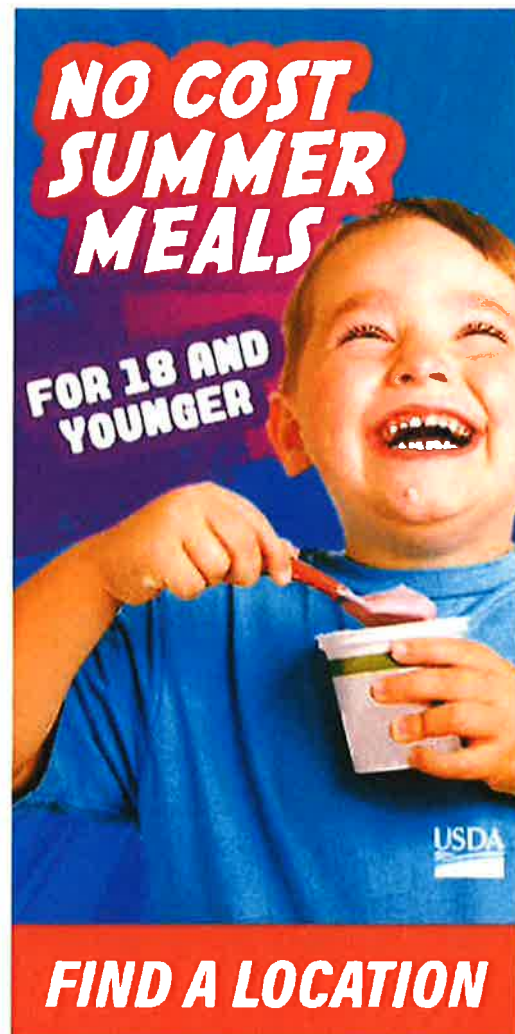


**NO COST  
SUMMER  
MEALS**

**FOR 18 AND  
YOUNGER**

USDA

**FIND A LOCATION**



**NO COST  
SUMMER  
MEALS**

**FOR 18 AND  
YOUNGER**

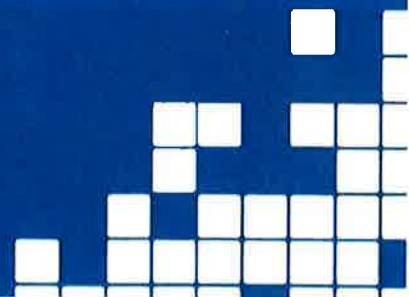
USDA

**FIND A LOCATION**



# **QUALIFICATIONS AND COST FOR PROJECT**

**b. Years of experience with  
government entities**



## **QUALIFICATIONS AND COST FOR PROJECT**

### **b. Years of experience with government entities**

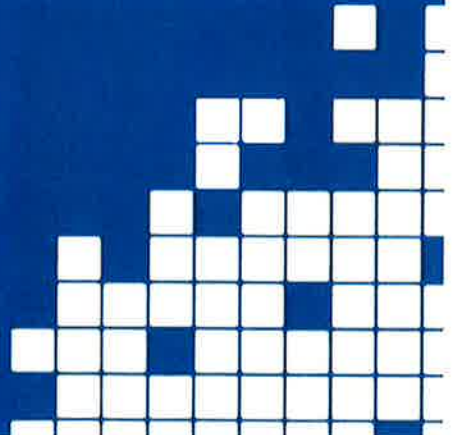
The Focus Group has extensive experience in working with public entities for the past seven (7) years. Our team is well versed in the activities necessary to make a public/private partnership successful. We are used to submitting invoices on a timetable. Developing plans, presentations, and budgets for board approval; successfully managing the input of multiple stakeholders in different departments to achieve the overall client goals. The Focus Group also knows how to achieve ROI on limited budgets while working in fiscal years that don't always coincide with calendar years.

Some public entities who we have successfully partnered/worked with.

- Greenwood, MS Convention & Visitor's Bureau
- Port of Gulfport, MS (Mississippi State Port)
- Mississippi Department of Education
- Gulfport-Biloxi International Airport
- Greenwood, MS Convention & Visitor's Bureau
- Harrison County Utility Authority
- Hancock Chamber
- Hancock County, MS
- City of Diamondhead

# **QUALIFICATIONS AND COST FOR PROJECT**

**c. Cost for following  
deliverables**



## **QUALIFICATIONS AND COST FOR PROJECT**

### **c. Costs for following deliverables**

#### **Marketing Plan (No later than January 1, 2020)**

The marketing plan shall consists of a comprehensive plan that will address each component of this Scope of Services.

- Establishes a plan for addressing each component of the services set forth in the Scope of Services.
- Establish a timeline for the marketing plan and a methodology for addressing each HTC population.
- Establishes a cost estimate and estimated budget for marketing ads associated with the marketing plan.
- Proposes analytics for measuring and reporting the results of the marketing campaign.

#### **Implementation Plan (Draft due no later than January 1, 2020)**

Draft implementation plan for the written marketing plan.

- Complies with the marketing plan.

#### **Final Project Plan Report (Submitted no later than January 1, 2020)**

- Provides Secretary of State's Office with a comprehensive marketing strategy and implementation plan for all services and the projected effectiveness of the services, outreach efforts, and advertisements.

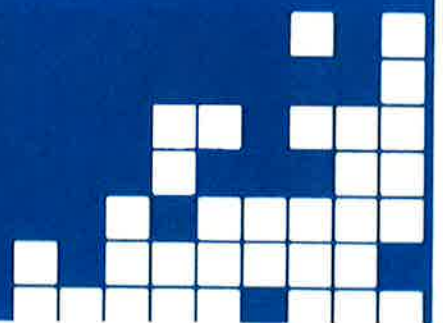
The following pricing quoted is inclusive of, but not limited to the following:

- All required equipment and materials
- All required insurance
- All required overhead
- All required profit
- All required transportation
- All required labor
- All required business and professional licenses, permits, fees, etc. (if any)
- Any and all other costs associated with performing the services

No.	Deliverable	Deadline	Criteria	Cost
1	<b>Marketing Plan</b> The marketing plan shall consists of a comprehensive plan that will address each component of this Scope of Services.	No later than January 1, 2020.	<ul style="list-style-type: none"> <li>Establishes a plan for addressing each component of the services set forth in the Scope of Services.</li> <li>Establish a timeline for the marketing plan and a methodology for addressing each HTC population.</li> <li>Establishes a cost estimate and estimated budget for marketing ads associated with the marketing plan.</li> <li>Proposes analytics for measuring and reporting the results of the marketing campaign.</li> </ul>	\$12,500
2	<b>Implementation Plan</b> Draft implementation plan for the written marketing plan.	Draft due no later than January 1, 2020.	<ul style="list-style-type: none"> <li>Complies with the marketing plan.</li> </ul>	\$7,000
3	<b>Final Project Plan Report</b>	Submitted no later than January 1, 2020.	<ul style="list-style-type: none"> <li>Provides Secretary of State's Office with a comprehensive marketing strategy and implementation plan for all services and the projected effectiveness of the services, outreach efforts, and advertisements.</li> </ul>	\$3,000
<b>Total Cost (not to exceed \$25,000)</b>				<b>\$22,500</b>



# INITIAL CAMPAIGN THOUGHTS



## Initial Campaign Thoughts

Our team is very excited about the chance to work on this project. Therefore, in addition to providing the answers to your required sections, we also have provided a bit of creative work for the committee to review just to give a glimpse into our thinking and abilities based on our initial research. This is just a first blush at some branding using the knowledge we have already created based on the initial research we have done about Mississippi and reaching the HTR communities in our state. We wanted to demonstrate that we can hit the ground running, having already put some thought behind the campaign and will be able to deliver a thorough marketing and implementation plan to the committee and the Secretary of State's Office.

Our team has taken into account why the census matters for our state:

- Data from the census affects everyone. We all have something to gain from a full census count for Mississippi in 2020.
- Funding for Programs that impact you, your family and our communities
- Funding to Mississippi for many important programs that affect health care, education, housing assistance, infrastructure development and more is tied in some form to census data.
- We must do everything we can to ensure that the state receives its fair sharing of
- funding for these programs so they remain available for those who greatly benefit from them and those who may need them in the future.
- If we do not, the need for this assistance will remain and state and local governments will be forced replace the lost funds through alternative means. This alternative will affect everyone.

### We Must Take Action!

The end goal is maximum participation. Don't sit on the sidelines. Show them that you count, that we all count, by completing your census form.

### COUNT ME IN!

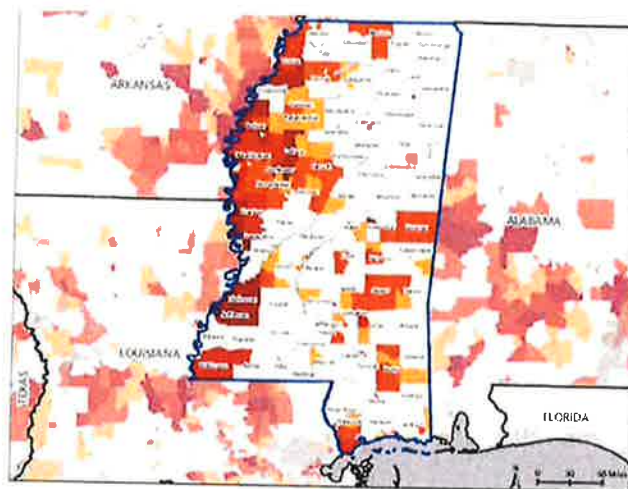
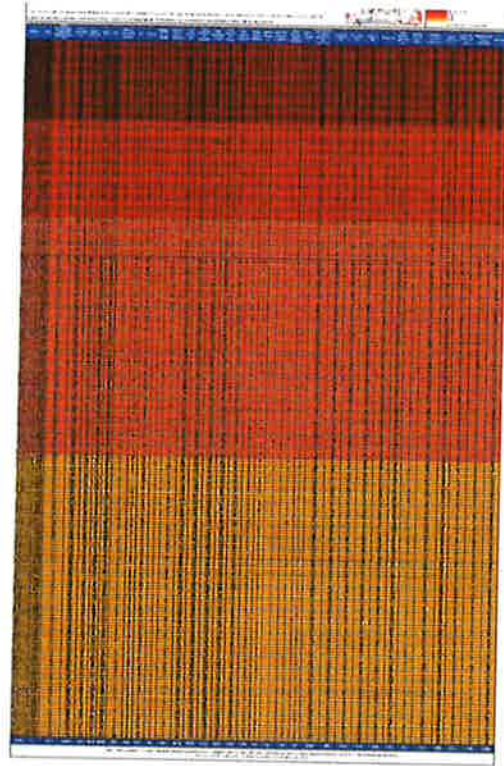
The Focus Group did a bit of brainstorming and developed a creative campaign that could be used in the implementation of the strategic marketing plan. The campaign "Count Me In!" gives an active voice to hit all of your sub-categories of reasons that participating in the Census matters.

Keys will be:

1. **Help people understand the importance of participation**
2. **Remind and encourage those who are more likely complete the census anyway**
3. **Focus on the areas with low response rates in 2010 and hard-to-reach areas**
4. **Introduce online census new for 2020**

## Initial Strategy (HTR)

- Mississippi Hard-to-Reach Areas
  - Approximately \$10.1B – This is the total amount that the State of Mississippi received in 2016 from federal spending programs that are guided by data from the 2010 census.
- Only 76.4% of the state's households mailed back their questionnaire in 2010.
- Approximately 27% of Mississippi's current population (or 804,138 people) lives in hard-to-count neighborhoods. Key Counties / Locations to target
  - Citizens with and without internet
  - Citizens with only Internet through cellphone data
  - Household Language
  - Household Age and Makeup
- We have identified all of the HTR counties in Mississippi based on 2010 census data, we will utilize this location data to ensure our traditional media (especially billboards) is present and relevant in the HTR areas in addition to the digital media. (show to the right)
- As recently as 2017, 30.7% of Mississippi's households had either no internet subscription or dial-up only, according to the latest American Community Survey estimates.



**Following are some of the supporting thoughts to the creative on the following pages:**

- Use of various stock photo community members to reflect Mississippians of all races, genders, ages.
- Building the creative using “pain statements” as a hook to draw audience into the action statements.
- Implementation of icons for use in digital work, specifically as shorthand for pain statements and to engage younger audiences.
- Use of social media advertising platforms to grow reach.





# MISSISSIPPI COUNTS!

## 2020 CENSUS

We at the Focus Group believe that great deliverables are backed by great research. After studying the 2010 Mississippi Census, we found that only 76.4% of the state's households mailed back their questionnaire in 2010. Even more pressing, we discovered that approximately 27% of Mississippi's current population (or around 804,138 people) were recorded as living in hard-to-count neighborhoods.

Let's compare this data with more recent findings. In 2016, the state of Mississippi received approximately \$10.1B from federal spending programs: programs guided by data from the 2010 census. Put all the pieces together, and there's still a lot of money left on the table that could do wonders for the state of Mississippi and its residents.

That's where "Mississippi Counts" comes in. We want to prove to everyone in Mississippi that they matter: that their voice and their participation through filling out their Census questionnaire will bring about genuine change that will ripple throughout the state. When we communicate "I Count!" we want people to take it seriously, because it's through their combined voice that Mississippi can receive the funding it deserves to account for all of its residents.



THE FOCUS GROUP







We propose the general messaging of "Count Me In!" This phrasing provides a more "active voice" to the campaign and a way to involve all of the areas in which completing the census can help Mississippi while engaging real citizens - especially on (but not limited to) social media. It also includes the use of icons specifically as shorthand for pain statements and to engage younger audiences.

In HTR areas, the phrasing still applies, being incorporated into more traditional forms of media, such as television, billboards, print, and radio. Each of these platforms will be utilized throughout the entire campaign at all budget points (strategically more in some areas than in others depending on the targets). To get the most ROI, we will negotiate year-long "rotator" packages allowing for a statewide presence throughout the campaign. We have also identified all of the HTR counties in Mississippi based on 2010 census data, we will utilize this location data to ensure our traditional media (especially billboards) is present and relevant in the HTR areas in addition to the digital media. We feel passionately about these counties - which often house residents struggling with matters of finances, education, environment, and more - as they have needs that could genuinely be met by stronger funding, they just require a bit more hard work to reach and we are willing and ready to do just that.



DELBERT HOSEMANN  
Secretary of State

Office of the Secretary of State  
Jackson, Mississippi

### Certificate of Good Standing

I, C. DELBERT HOSEMANN, JR., Secretary of State of the State of Mississippi, and as such, the legal custodian of the records as required by the laws of Mississippi, to be filed in my office, do hereby certify:

That on the 15th day of August, 2008, the State of Mississippi issued a Charter Certificate of Authority to:

**FOCUS GROUP, INC.**

That the state of incorporation is Mississippi.

That the period of duration is perpetual.

That according to the records of this office, Articles of Dissolution or a Certificate of Withdrawal have not been filed.

That according to the records of this office, a current Annual Report has been delivered to the Office of the Secretary of State.

I further certify that all fees, taxes and penalties owed to this state, as reflected in the records of the Secretary of State, have been paid and that the corporation is in existence or has authority to transact business in Mississippi.

That insofar as the records of this office are concerned, the said FOCUS GROUP, INC. is in good standing at this time.

Given under my hand and seal of office  
the 23rd day of July, 2018

*C. Delbert Hosemann, Jr.*

C. DELBERT HOSEMANN, JR.  
Secretary of State

Certificate Number: CN18054893

Verify this certificate online at <http://corp.sos.ms.gov/corpcnv/verifycertificate.aspx>



DELBERT HOSEMAN  
*Secretary of State*

## Conflict of Interest Disclosure Form

In consideration of the provisions set forth in Miss. Code Ann. 25-4-101, et seq., regarding contracts with public servants of the State of Mississippi, anyone contracting with the Office of the Mississippi Secretary of State ("Agency") must disclose any potential conflict of interest that exists between the Agency and the Contractor that may prohibit such contract. A conflict of interest may include, but not limited to, any outside activity, commitment, or interest that may adversely affect, compromise, or be incompatible with the obligations of a Contractor to the Agency.

Please see Miss. Code Ann. 25-4-105 for guidance on conflicts of interest and contractual restrictions for public servants, or request a copy from the Agency if you do not have access to this law.

Contractor acknowledges it has a continuing obligation to disclose any circumstances that may create an actual or apparent conflict of interest. In the event Contractor becomes aware of any such conflict of interest, it will immediately report this fact to the Secretary of State.

Please disclose and describe below any potential conflicts of interest you may have that may prohibit this contract:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

☒ I have no conflict of interest to report.

I hereby certify that the information set forth above is true and complete to the best of my knowledge.

Signature:

*William B. Buchanan*

Date:

*12/5/19*