

RFP 6671 Z1

TECHNICAL APPROACH:

PR & SOCIAL MEDIA

04.07.2022



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WE LIVE IN THE PERFECT WORLD TO FIND “NOT EVERYONE.”

Do the wanderers of the world venture as far in the media landscape as they do on the map? Are they sated by traditional information watering holes, or do they roam to areas beyond the expected? When it comes to Not Everyone, the answer to both questions is yes. Their desire for nuance and creativity demands more. So let's meet them in more spaces with new ideas about a place they never expected. Through outlets large and small, we can engage our audience with curated curiosity – the right concept, content and context – that will be intellectually rewarding.

In the end, Not Everyone will feel like Nebraska is just for them.

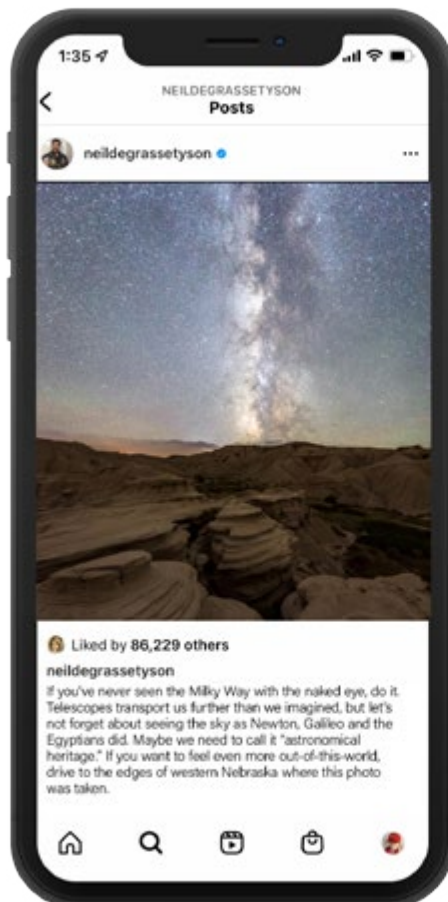


Space Travel Without the Aid of Orbit.

As light pollution grows, there are still places where the wonders of the Milky Way shine through.

“Seeing the stars like this is like seeing the Grand Canyon,” said Jane Thomas. “You can appreciate the photos, but unless you’re right there, in person, the magnitude doesn’t really set in. Now I want to ask my friends if they’ve ever really seen the stars.”

For city dwellers around the nation, making a pilgrimage to see the night sky is becoming an increasingly popular item on their travel lists. “For me the drive was worth it because I wanted my kids to see the night sky unencumbered by city lights. This is how most humans have seen the stars until recently.”



* All quotes and news stories are fictional, for entertainment and illustrative purposes only, and may not represent the actual opinions of the quoted. But they are not beyond your reach.

TECHNICAL APPROACH: ATTACHMENT A BIDDER REQUIREMENTS

1. RELEVANT EXPERIENCE, CAPABILITIES AND QUALITY OF BIDDER

a. Brief Statement of Bozell's Philosophy

At Bozell, we have three core tenets that guide everything we do:

Pay Rent

Co-founder Morris Jacobs said, "We must pay rent for the space we occupy on this earth." Today, we continue to give a designated percentage of agency hours to community nonprofits every year.

Stay Close

Staying close to the customer means generating a true understanding of what your audience is saying, feeling and doing at the intersection of their life and your brand.

Embrace Change

Become fluent in the latest and greatest, and then get ready to move on because the astonishing statistic of today has a replacement on the horizon.

These tenets are exactly why we're working toward doing away with the old norm of "PR Agency of Record" and moving to "PR Agency of Value."

As you are asked to do more and more with less and less across multiple teams and stakeholders and an ever-growing roster of agencies and vendors, Bozell's Care Commitment ensures unfettered access to a singular agency staffed with the resources you need to solve the complex business challenges of today and uncover the hidden opportunities of tomorrow.

So let us introduce Bozell's Care Commitment: a cost-effective, innovative membership platform driven by our insatiable desire to do whatever it takes to achieve real business results for your brand. This new level of care shifts us from tracking hours, limiting scopes and meetings, and increasing client risk to a platform of more ideas, strategic planning and shared success.

Care Commitment Benefits:

- Open Access
- Full suite of experts available for your needs
- Free flow of conversations and information
- Fearless and effective work

Simple Compensation

- One monthly membership fee
- No extra costs for phone calls or new projects
- Performance incentives tied to tangible business needs

Mutual Success

- An agency partner with skin in the game
- Freedom to ideate and make big ideas come to life
- A natural extension of your in-house team

We hope that we will get the chance to discuss this “new normal” in person.

b. Outline of capabilities and services offered

We are an extension of your team. And our capabilities stretch across all disciplines – Creative, Digital, Paid Media, PR, Social and Content. Each department works in tandem with one another, communicating and strategizing together in order to create omnichannel marketing solutions that use your dollars efficiently, generate real results and deliver strong ROI. And while each of our marketing solutions varies from client to client, two things remain the same: Everything we do is rooted in strategy, and we always start with a full understanding of your business objectives so we can meet or exceed your goals.

Here’s a full overview of the services we provide at Bozell:



STRATEGY AND PLANNING

- Strategic Planning
- Brand Research and Development
- Positioning
- Rebranding and Repositioning
- Internal and External Campaign Development



PUBLIC RELATIONS

- Media Relations
- Press Releases and Pitching
- Ghostwriting, Op-eds
- Media Kits
- Media Training and Coaching
- Media Counseling
- Crisis Communications
- Employee and Community Engagement
- Media Coverage Monitoring and Reporting



SOCIAL

- Editorial Planning and Content Creation
- Platform Management
- Social Monitoring and Engagement
- Influencer Marketing
- Social Selling
- Competitor Analysis
- Reporting and Analytics



MEDIA PLANNING AND BUYING

- Media Research
- Planning and Buying for Traditional Media
- Planning and Buying for Digital Media
- Search Engine Marketing
- Non-traditional/Guerilla
- Sponsorships and Partnerships
- Paid Influencers
- Recaps and Reporting



CREATIVE

- Brand Identity
- Copywriting
- Design
- Photography
- Illustrations
- Motion Graphics and Animation



CONTENT

- Blog Posts
- Social Content
- Email Marketing
- Digital or Print Publications
- Newsletters
- Video
- Podcasts
- E-books
- Infographics



SMARTARGETING™

- Database Development and Management
- Market Segmentation
- Market Assessment and Modeling
- Direct Response Programs
- Turnkey Agent Marketing Programs
- Data Mining
- Data Modeling
- List Acquisition, Appending and Management
- Loyalty Programs



DIGITAL

- Strategy
- Web and App Development
- Email and Mobile Marketing
- Online Advertising
- SEO and SEM
- Technology and Infrastructure

c. List of services offered by Bozell with in-house staff.

All services listed above are offered with in-house Bozell staff members.

d. The single most outstanding quality that differentiates Bozell.

Bozell. Honestly, we're not for everyone either.

Nebraska Tourism Commission would be the only public tourism body on our roster. We won't be pitching the state of Iowa or trying to win the Houston Tourism account or ginning up excitement about taking a Cheesecation in Wisconsin. Win or lose this RFP, we are only for Nebraska Tourism, and our list of client work proves it. From generating nationwide awareness of the NCAA Men's College World Series and increasing memberships with Omaha Henry Doorly Zoo and Aquarium to building a campaign for NPPD that highlights the "uniquely Nebraskan" tourist destinations like Carhenge and Pioneer Village – all of our work is in support of Nebraska Tourism. It's never at the expense of or in competition with. Bozell is not for everyone, but we are for you.

What that means practically is that Bozell has the ability to generate out-of-the-tourism-ad-agency-box ideas to reach your key demographic. Your audience is unique, and they consume information about travel in unique ways that go beyond your typical travel magazine or celebrity influencer that appeal to the masses. Fortunately, we have a century-long track record of bringing unique PR approaches to the table. Our agency's very first ad was for Nebraska Power Company that asked wives "Are you working for your husband's second wife?" urging them to take advantage of electricity and home appliances. More recently, it was through this unique way of doing things that Bozell generated a zombie campaign for Westlake Ace Hardware that went viral and we also increased national awareness of 529 college savings plans by 40%. We tend to take roads less traveled in order to meet people where they are, and that's how we get results.

e. Anything else we think you should know about Bozell

Bozell is a certified diversity supplier. We have big-brand experience with the heart of a startup. We are solely women owned, certified WBENC and a certified small business. We are proud to bring our diversity of thought to Nebraska Tourism.

2. PAST EXPERIENCE & SUCCESSES

a. Case Histories

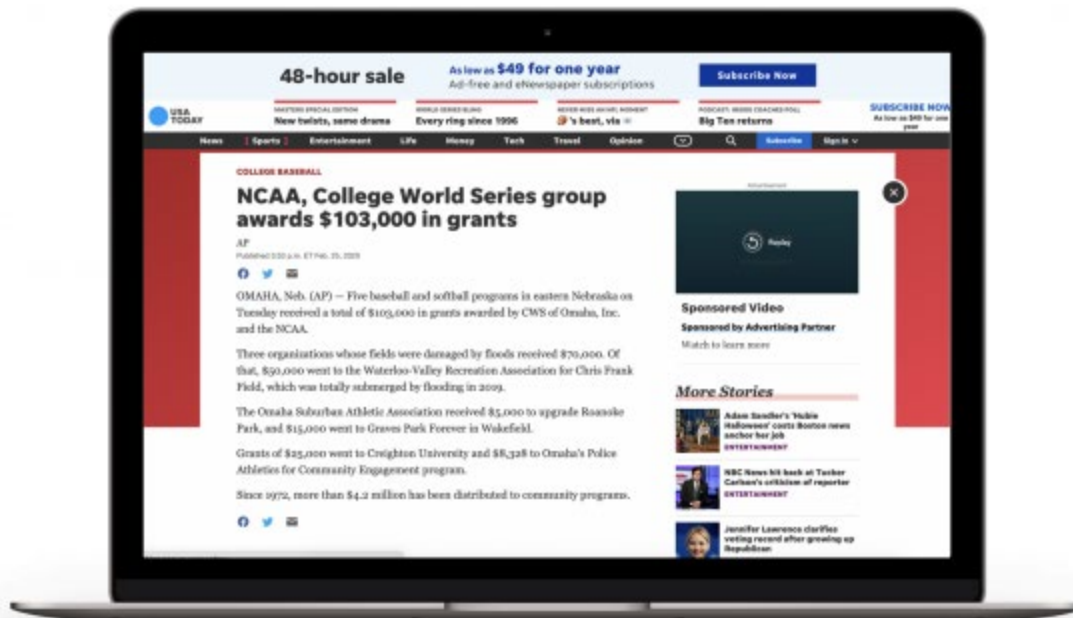
COLLEGE WORLD SERIES OF OMAHA, INC. – Grant Program

Bozell partnered with the NCAA Men's College World Series in 2020 to put their annual grant dollars to some extra good use: 1) to help a community of young ballplayers rebuild their fields after a devastating flood, and 2) to gain some positive PR for their efforts.

Bozell has partnered with the CWS for 70+ years. Since 1973, CWS of Omaha, Inc. has contributed more than \$4.2 million in grants for community sports organizations' baseball and softball programs. Prior to 2020, however, the news of grants received little pickup. After the 2019 flood devastated many communities in Nebraska, we worked with the NCAA and CWS of Omaha, Inc. to add extra dollars to the program that would be used to fund damaged baseball and softball fields.

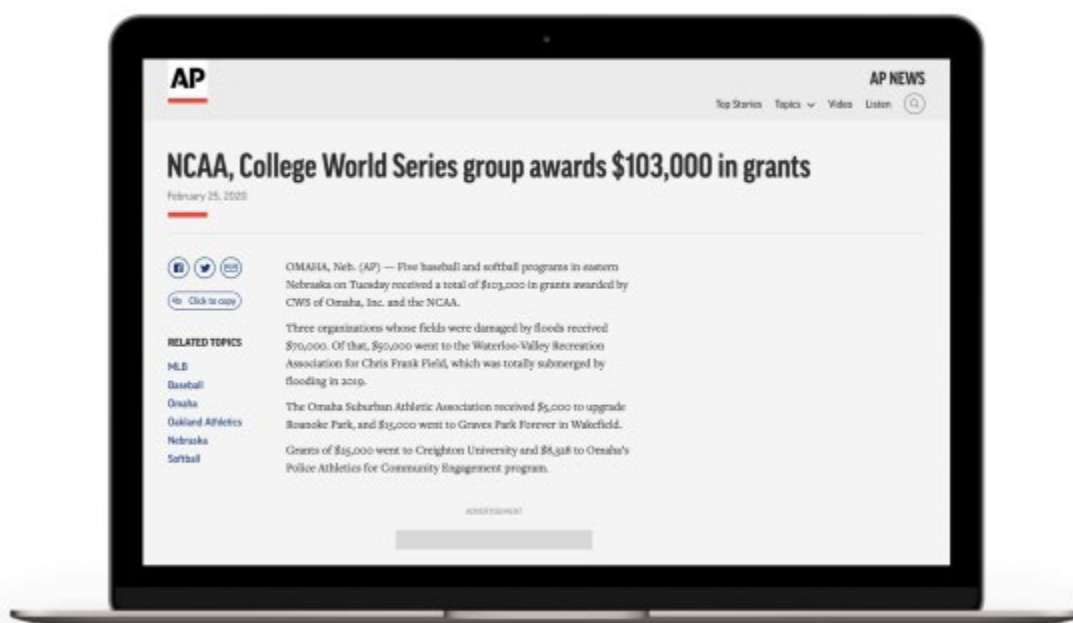


CWS of Omaha, Inc. and the NCAA provided \$103,000 in grants to five area baseball and softball programs – \$70,000 of which went to three flood-damaged programs in Omaha, Wakefield and Waterloo/Valley, Nebraska. Once the grant recipients were chosen by the CWS Omaha, Inc., committee, we began collecting visual assets and organizing a press conference. After scripting the run-of-show and prepping our spokespeople, we sent a media advisory to the local TV, print and wire reporters and followed up with each individually.



At the event, we handed out media kits, took photographs and facilitated interviews. Immediately following the news conference, we distributed the full release, including a link to the media kit, additional assets, and photos and video from the news conference to media outlets in a 200-mile radius around Omaha, with specific attention to the grant recipients' towns. Additionally, we included select team markets that typically have a high interest in the College World Series.

Every local news station attended the press conference. We received 54 publication mentions in more than 20 states, including pickups in USA Today and the AP. We tracked more than 1.1M impressions with an estimated ad value of more than 6x the cost.

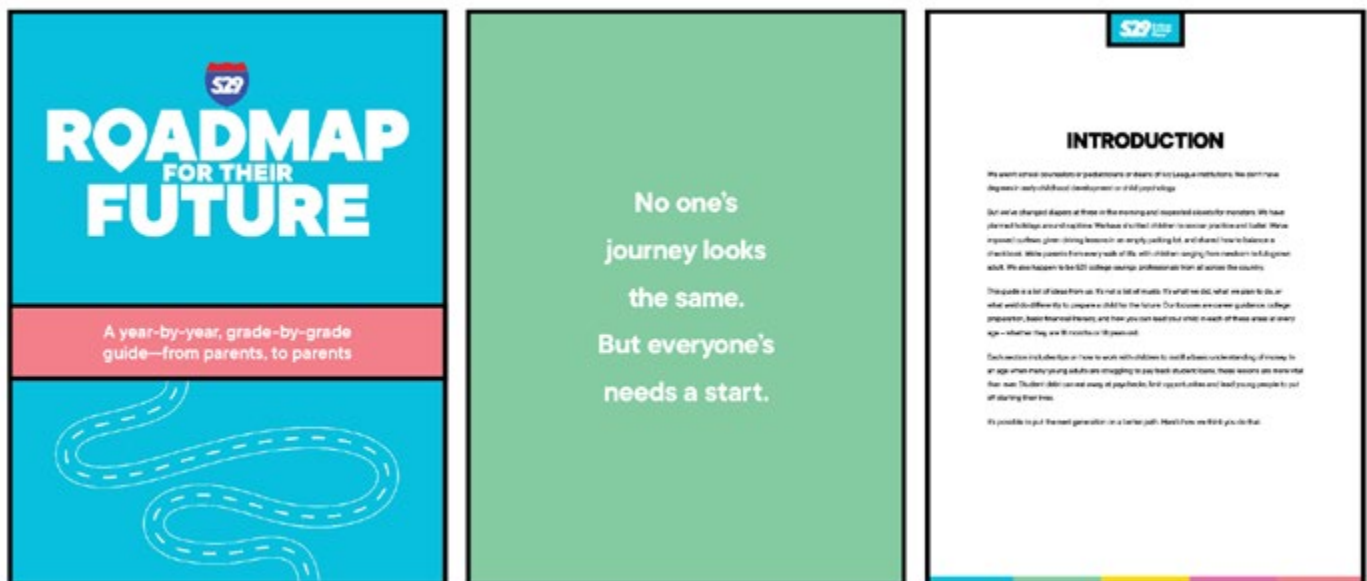


529 COLLEGE SAVINGS PLANS – Roadmap for Their Future

On behalf of the College Savings Plans Network, Bozell launched a national campaign to make “529” as recognizable as “401(k).” At the outset of our awareness efforts, Bozell conducted a survey that showed two-thirds of Americans had never heard of a 529 college savings plan. Even more telling, only one in four surveyed could connect the plans with education. The goal was to increase the familiarity of the accounts to millennial moms, which in turn could help prevent massive student loan debt for the next generation.

By the mid-2000s, more than three-quarters of pregnant women were turning to internet sources for information on their pregnancies. That trend has continued with websites like The Bump and Today’s Parent, that provide moms-to-be with week-by-week updates on their pregnancies. This is how expectant parents can stay on top of developmental milestones and learn about what they can be doing each month to help their child learn and grow. A lot of the sources continue to offer monthly updates after a child is born, from newborn to 24 months.

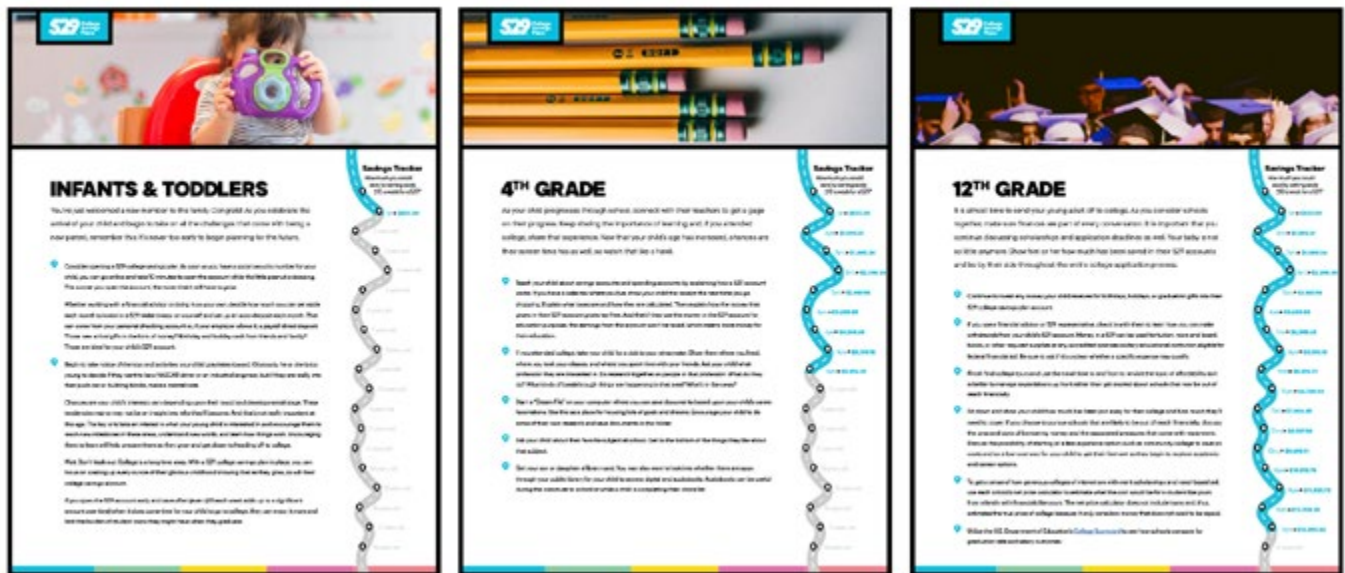
To reach our target audience of millennial moms during the back-to-school month, we aimed to create something similar with an eye toward higher education and minimizing potential student debt.



We set out to create the “Roadmap For Their Future,” an age-by-age guide on how parents can prepare their children for the future. The focus areas were career guidance, college preparation, basic financial literacy, and minimizing potential student debt. We created sections for infants/toddlers, preschool, kindergarten, 1st grade, 2nd grade, etc. – all the way up to 12th grade.

For younger children, the advice was simple, revolving around how to help your child explore their interests and learn about saving. It got more specific in high school years, with recommendations on when to take dual credit classes, visit schools, apply for scholarships, consider apprenticeships, and so on.

The goal was to provide valuable content that could help us reach new audiences. 529s would be mentioned throughout the guide, but it wouldn't be the central focus. The guide would be branded with the national 529 campaign's logo, and we would weave 529-specific tips throughout, with the first piece of advice being to open up a 529 for your infant/toddler. For each section, we included a roadmap graphic showing how much would be in your child's 529 account at each age if you set aside \$10 per week.



We planned to convene a committee of ambassadors who were parents to be the authors of the guide. These were people involved with the national campaign who represented different 529 plans and could speak to press about the Roadmap For Their Future. The idea was to position them not as any sort of childhood development experts, but as parents who know what it's like to change diapers at three in the morning and to impose curfews. They would offer advice from their experience of raising children and as experts in the college savings field.

After the guide was complete, we created social media graphics and an earned media strategy for our ambassadors to utilize at the local level. We also generated a separate press release for others involved in the national campaign to utilize. Additionally, Bozell developed a national press release and pitches targeted to a few national reporters.



With all of our efforts combined, we saw the following results:

- Sharon Epperson utilized the Roadmap's saving \$10 a week example during one of her segments on CNBC and shared the idea on Twitter.
- Linda Jacobsen of Education Dive wrote an article about the Roadmap for Their Future.
- With the Roadmap as our angle, we secured radio and airtime with one of our ambassadors in Alabama.
- Another ambassador was successfully pitched for a podcast that reaches parents with tips on how to guide children in securing scholarships.
- 10 contributing partners utilized the Roadmap For Their Future for PR, social media, their website, or an event.
- We secured a total of 22 placements with an estimated ad value of more than \$38,000.
- The Roadmap resulted in 2,044 page views with 92% of people staying on the website after arrival.
- The accompanying social posts were some of our highest performing on 529 For College's social channels.

3. INSIGHTS & OBSERVATIONS

a. Approach to Strategic PR Campaign Planning

i. What are the key steps in this process?

Step 1. Discovery and information gathering (i.e., learn all we can).

Step 2. Create the communications plan.

Step 3. Detail the action items.

Step 4. Execute.

Step 5. Measure.

Step 6. Adapt.

ii. What are important key elements in key step?

Step 1. Discovery. Research through auditing all past campaigns and materials. Deploy 360 Listening, which is a proprietary service of Bozell's that combines search listening, social listening, and news listening. This service identifies the most current and emerging trends in order to inform the content strategy and tone, and to gain a deeper understanding of the client's audience. After research is completed, meet with the client to discuss 360 Listening findings and ask questions to fill in any gaps of knowledge or historical context.

Step 2. Create the communications plan. Work with Nebraska Tourism Commission's partner agencies to define paid and owned tactics that would support earned and shared tactics. Identify the tentpoles for the year and list out the paid, earned, owned and shared tactics for each. Involve the creative team in brainstorming the tentpoles and let the strategic team size the ideas accordingly. Present the plan to the client for input and approval.

Step 3. Detail the action items. Now that the overarching plan is set, create timelines and assign tasks for staff members. Relay the deliverable dates to the client for input and approval.

Step 4. Execute. Carry out the work thoroughly and hold regular check-in meetings with the client.

1. Pitching national media:

- Put together a strategic brief about the pitch for Nebraska Tourism to review.
- Identify target outlets and send to Nebraska Tourism for review.
- Once Nebraska Tourism has signed off on the strategic brief and list of outlets, handpick reporters within those outlets who would find the pitch of interest. Go through Twitter and LinkedIn profiles/posts, read several articles from each and add their contact information to a list on our PR database.

- Work with creative for any multi-media assets for the pitch.
- Write individual pitches, personalized to each reporter.
- Confirm timing of the pitches with the client and secure availability windows for Tourism’s internal spokesperson.
- Send pitches via email, Twitter or LinkedIn.
- Follow up with reporters 2–3 times by email and/or telephone, if needed.
- If a reporter declines, ask why in order to help refine the pitch.
- For those who say yes and want an interview, coordinate with Nebraska Tourism.
- After the interview is done and the piece has run, send a thank you to the reporter.

2. Influencers:

- Write a strategic brief about the influencer campaign for the client to review.
- Include goals, social platforms, target audience, hard costs, and examples of the types of influencers we’d go after.
- Once the client has approved the approach, identify the specific influencers we want to work with and select the final list based on the amount of budget available.
- Send emails to the influencers explaining the campaign and asking for level of interest; include a media kit.
- Follow up with any influencers we don’t hear from 1–2 times.
- Review the list of interested influencers and develop a budget for each, based on media kits.
- Submit the list of influencers and the budget to Nebraska Tourism for approval.
- Reply to the selected influencers with a contract for their signature, detailing the agreement.
- Once contracts have been signed, send the campaign talking points for the influencers to use as inspiration and clarify due dates of post drafts.
- Review post drafts and send to Nebraska Tourism for review.
- Send revisions or approval to the influencers on the posts.
- The posts go live.
- Influencers send a report with the performance of their posts.
- Bozell compensates influencers.

Step 5. Measure. Regularly run reporting on all channels to evaluate the results and develop insights. Share these outcomes with the client on a regular, pre-determined basis. Metrics for social media may include engagements, clicks, impressions, reach, and social ad value. Metrics for PR may include number of pickups, article word count/airtime, clicks, and estimated ad value.

Step 6. Adapt. Evolve the strategy and future tactics based on reporting insights. Present these opportunities to the client for input and approval.

iii. Who is involved internally? Externally?

Internally, the work involves the PR and social media staff, as well as a creative, content and accounts team. From the get-go, we would establish the key points of contact within Nebraska Tourism and determine your preferred methods and cadence of communication. We have worked with clients who want to be very involved in the day-to-day work we do, as well as those who don't need to know all the details. We are happy to develop communications processes based on Nebraska Tourism's needs.

iv. What are the key milestones or decision points throughout the process?

The development of the communications plan outlined in Step 2 is one of the biggest milestones of this campaign. An equally important element of our work is to constantly adapt that communications plan based on what reporting shows, news cycles, and social media trends. There are smaller decision points all throughout the campaign that would certainly involve the client – like which influencers we recruit, which outlets we target, and what events we hold. We would also ensure the client has oversight on any creative assets associated with the campaign – whether it be social posts or media kits.

v. What do you perceive to be the client's role in this process?

Each of the six steps outlined above involves the client. We always strive to know all we can about an account before we start our work and to stay current on developments throughout our partnership, but the truth is you know Nebraska Tourism best. We will always bring ideas supported by research and experience, but we ultimately defer to your knowledge and experience when it comes to which ideas we move forward with and which we leave behind. Our habit of hiring people without egos makes this constant exchange pretty easy on our part.

b. Provide no more than three pages of the bidder's understanding and observations about the state of the domestic travel industry including national trends and forecasts, with particular emphasis on the market potential for Nebraska. Include supporting rationale for these insights, especially on how they may affect Nebraska's appeal as a vacation destination.

After seeing the largest decline in recorded history, Tourism in the United States is predicted to grow 9.1% to \$1.2 trillion in revenue from 2021 to 2026. In July of 2021, IBISWorld predicted 2022 would bring a resurgence of vacations. Two years into the pandemic, there is pent up demand from those who have stayed home. This is why USA Today has named this the year of the family vacation, and Expedia says this is the year of the GOAT (greatest of all trips). With vaccines widely available and decreasing COVID-19 numbers, vacation is far less of a risk than it has been since March of 2020.

Still, the Tourism industry will likely not reach pre-pandemic levels in terms of revenue until 2025, according to IBISWorld, and more recent developments have cast doubt on 2022 being the year of travel resurgence. With Omicron dampening outcomes earlier this year, and now inflation, gas prices and housing prices putting a strain on Americans' budgets, vacation is becoming more of an affordability concern.

Another challenge for those in the Tourism industry is that the market has become increasingly competitive over the last five years, even with the pandemic. The number of competing enterprises increased 1% from 2016 to 2021. IBISWorld attributes this in part to more international travelers who visited the United States in the mid- and late-2010s. Now that many travel bans have been lifted, more international visitors will come to the U.S. this year.

Though the pandemic was a gut punch to the industry nationally, states that remained open for business and open for visitors fared better than others – Nebraska included. That, along with the “it’s not for everyone” campaign, made for good years for Nebraska. Now, as more challenges have developed this year for those in the industry, some of the current trends that are roadblocks to some states could be opportunities for Nebraska.

- Inflation is making the cost of a vacation more of a concern. Fortunately, Nebraska can be a very affordable place to visit – especially for those in nearby states.
- Travelers keep heading outside, and Nebraska has plenty of impressive outdoor attractions – from the Sandhill Cranes, Scotts Bluff National Monument, the Cowboy Trail and Chimney Rock to the Men’s College World Series and outdoor exhibits at Omaha’s Henry Doorly Zoo and Aquarium.
- Vacationers want to avoid close contact with strangers, and Nebraska has a lower population density and more room for people to have their space.
- Travelers want to travel with their pets, and Nebraska has many great dog getaways like Woofstock in North Platte, Pug-O-Ween in Omaha, and the WunderRosa Winery in Roca.
- “Work from wherever” means you can have an adventure in Nebraska without using any vacation days.

c. Describe bidder’s overall philosophy of the role of PR in an integrated multi-media campaign that fits with NTC efforts and the Nebraska tourism industry; which channels best fit in promoting state-level tourism efforts; and discuss their priority/importance?

The role of PR is to generate awareness by breaking through the clutter, lend credibility and demonstrate authenticity. While all channels play an important role in an integrated campaign, it’s through public relations that brands make a memorable impression on more people. When you earn coverage rather than pay for it, your messages become more worthy of people’s attention, and your viability and cultural relevance increase.

Some of the key tactics we envision, based on the plan outlined below, are:

- Recruiting micro-influencers who are generally more trusted than large, celebrity-like influencers – especially in niche focus areas relevant to the plan.
- Utilizing alternative social channels that aren't in the usual marketing plan, like Reddit.
- Earning PR outside of the usual travel publications by targeting lifestyle and entertainment outlets.
- Hosting events to draw more influencers, reporters and visitors to the state's less-known attractions.
- Generating and repurposing user-generated content to meet demands of the Instagram algorithm and incentivize entries through social-media contests.
- Gamifying destinations to generate more awareness and increase visitors.

4. PROPOSED PR PLAN

a. Outline a plan to establish and maintain awareness of Nebraska as a leading destination top of mind to various consumer audiences regionally and nationally using your past experience and services offered as outlined above.

The big idea: Curated curiosity and activation for Not Everyone

The approach: Continue what has worked with the “it’s not for everyone” campaign but in a different way. The Nebraska Tourism audience is unique, and they consume information about travel in unique ways that go beyond your typical travel magazines or celebrity influencers who appeal to the masses. Through activations such as these*, Bozell would partner with Nebraska Tourism to meet the problem-solvers, tinkerers, creative thinkers, intellectually curious, and the well-and-widely read, right where they are.

*Caveat: Bozell is an idea-generating machine and the five ideas below are an initial sample of the types of larger concepts we would ideate for Nebraska Tourism.

Tentpole 1: Continue to reframe and pitch Nebraska destinations.

Example: What is it like to see the Grand Canyon of the night, the Milky Way, for the first time? When 80% of Americans can no longer see our galaxy due to light pollution, we think Not Everyone will want to find out. With intellectually curious headlines like “Space Travel Without the Aid of Orbit,” this idea would invite city dwellers to gaze at the same stars seen by Isaac Newton, Galileo and every other non-modern human. This effort would also align with Nebraska’s quest to be recognized by the International Dark-Sky Association. With unique angles, we can transform the easily overlooked into the extraordinary.

Audience: Intellectually curious and awe-seeking city dwellers.

Tactics: Invite collegiate astronomy programs and reporters to attend a dark-sky event; develop stunning social media posts and use paid dollars to ask the “Have you ever really seen the stars?” question to a wider audience; pitch the story to outlets like National Geographic, Astronomy Magazine, AtlasObscura.com and NPR.

Tentpole 2: Activate new ways to experience the state.

Example: History, technology and tourism can walk together with a new take on the popular video game Oregon Trail. Gen X and Millennials grew up playing the game, and now, with QR codes and/or geocaching, visitors could experience the trail in a way similar to Pokémon GO. At the first stop, visitors would enter how many people are on their trip, as well as how much food, supplies and oxen they would like to buy. During each stop, they’ll receive updates like a thief stealing their food, an ox breaking a leg, or someone coming down with dysentery.

Audience: Nostalgic adventurers.

Tactics: Pitch entertainment and lifestyle press; hold a kickoff event inviting media in the region; pay influencers to help spread the word on Twitter; spread the word on Reddit.

Tentpole 3: Leverage the aggregate audience of micro-influencers.

Example: Nebraska's diverse attractions are perfect for a world where everyone can find a niche community based on highly specific interests, including Not Everyone. Natural history buffs, river enthusiasts, Zoo aficionados – they all could be intrigued by Nebraska. Digital nomads are also contenders. We could even recruit these unique workers to take the work-from-anywhere vacation trend further by inviting them to "office" in Nebraska for a week. This could involve providing rural and urban WFN (working from Nebraska) itineraries.

Audience: Well-read wanderers.

Tactics: Invite a few influencers to WFN for a week; offer free MiFis for the first 25 people who sign up for a WFN week; watch them reach their community of like-minded seekers and #vanlife wanderers; also pitch work-life publications like Inc., Business Insider, and Fast Company; rethink what it means to be a micro- or macro-influencer.

Tentpole 4: Create unexpected and entertaining surveys.

Example: Commission a "would you rather" survey that asks people if they'd rather have a negative tourist experience at a high-profile destination or visit Nebraska. The question could be something like: "Would you rather throw up on a Disney World ride, get lost in New York City, see a shark at an LA beach, or spend your vacation in Nebraska?" Use the responses for some self-deprecating humor in order to earn press and add the point "it's not for everyone, but it might be for you if ..." to get press.

Audience: Trend buckers who seek the road less traveled.

Tactics: Pitch entertainment, lifestyle and pop culture outlets that are more likely to reach the target audience than mainstream consumer news or travel magazines; work with bloggers to write satirical blog posts to flip the negative connotations into positive ones (this [post](#) is an example).

Tentpole 5: Spark new curiosity within the state.

Example: Let's develop a new passport challenge aimed at Nebraskans with the #OnlyInNebraska Passport Challenge. We'll ask Nebraskans to post videos of their experiences at Nebraska destinations with a hashtag like #OnlyInNebraska for a chance to win a paid weekend away to visit the Nebraska venue of their choice.

Audience: Nebraskans.

Tactics: Pitch local media; deploy brand ambassadors to share the first videos; collect UGC to share on Instagram where video is key to the algorithm.

b. Provide an outline of how you would allocate a budget of \$350,000 a year as a guide, taking into consideration seasonality and other factors you feel important. (Note that this is a budget estimate and subject to change.)

Based on the Bozell Care Madly subscription model, Nebraska Tourism would include open access to:

- Strategy/Insights (including discovery, strategy, planning and 360 Listening)
- Public Relations
- Social Media
- Creative and Content Teams

Plus, limited access to other teams as needed on a project basis (e.g., paid media, video/animation, etc.).

Performance Bonus:

Nebraska Tourism and Bozell will agree upon quarterly and annual business goals. These goals will be based on measurable data that members will share at least every three months for evaluation. Bozell will receive a bonus of up to 10% of the membership fee if those goals are reached. This structure ensures our goals are aligned, and we will prioritize deliverables accordingly based on this plan. (This is subject to a mutually agreed upon business objective being met; if met, the total agency fee will not exceed the annual Nebraska Tourism budget.)

Subscription includes all agency services, hard costs are budgeted separately. These costs will be billed to you as a “pass-through” with no markup from Bozell.

Billing Structure:

Bozell provides its members with a tailored service package based on one core flat fee. This covers all Bozell time and fees – from annual planning to fire drill phone calls. While we work on a monthly fee basis, we will work to provide you with a custom payment plan that prioritizes your timing, cost center and invoice needs. Bozell would allocate between 20–25% of the budget toward hard costs, with the rest of the dollars going to agency services.

Agency Time = \$275,000

PR & Social Media = \$160,000

Creative = \$65,000

Account Service = \$50,000

Hard Costs = \$75,000

Influencers: \$45,000

Events: \$8,000

News Clippings and Media Database Subscriptions: \$8,000

Boosting Organic Social: \$5,000

Prizes: \$5,000

Swag: \$4,000