

**ORIGINAL**

APRIL 18, 2023

State of Nebraska Commission on Problem Gambling

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# Multi-Media Marketing Services Campaign

RFP #NPGAP 2024.1



[firespring.com](https://firespring.com)

1201 Infinity Court  
Lincoln, NE 68512  
402.437.0000

6935 N 97<sup>th</sup> Street  
Omaha, NE 68122  
402.930.0000

295 W Broadway  
Council Bluffs, IA 51503  
712.322.2670

# Letter of Intent

## Dear Selection Committee,

**Thank you** for considering our proposal to create and implement a statewide multi-media marketing, branding and advertising campaign for the Nebraska Commission on Problem Gambling.

The Firespring team understands the gravity of problem gambling in Nebraska and the challenges surrounding the well-funded gaming industry that is targeting vulnerable Nebraskans. We also know through direct experience that behavioral health promotion and harm-reduction public awareness messaging and strategies can have a positive effect on reducing problematic gambling. We've taken on similar challenges before and have a proven track record of helping organizations successfully reduce the impact of negative behaviors.

Approaching these challenges seriously and deliberately is crucial to your success. To us, it's much more than a campaign—it is a mission focused on people's lives. To be successful, it requires more than a client-vendor relationship. It demands a strategic partnership deeply rooted in human connection and understanding.

Our collaborative approach, combined with our experience creating and implementing similar initiatives and expertise in planning and executing statewide multi-media campaigns, makes us confident we can achieve your campaign goals.

Thank you for considering a partnership with us.



### **Mike Losee**

Director of Account Services  
402.437.0030 direct  
mike.losee@firespring.com

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# Request for Proposal Form

## REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

### BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Request for Proposal and agrees to the terms and conditions unless otherwise indicated in writing, certifies that contractor maintains a drug free workplace, and certifies that bidder is not owned by the Chinese Communist Party.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

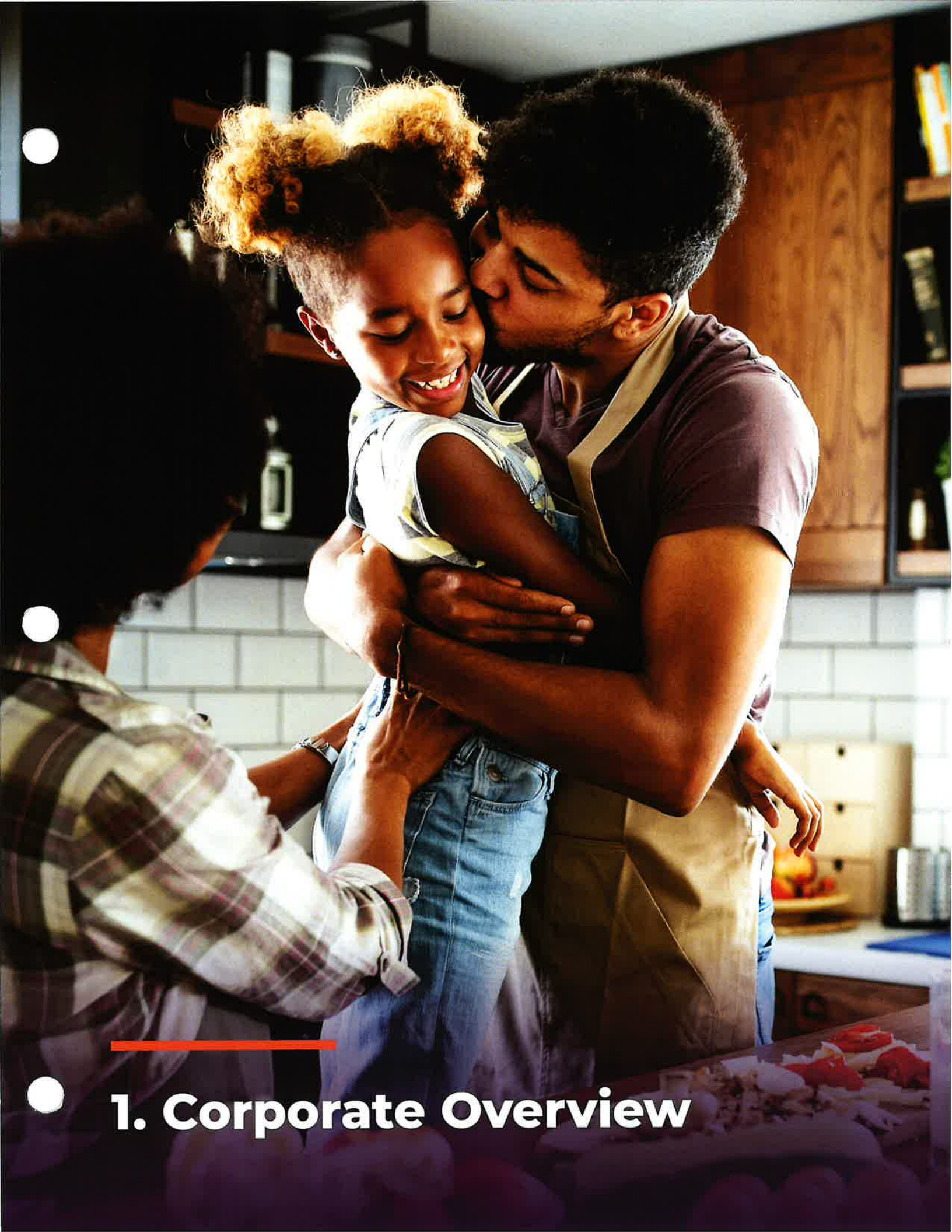
*ML* NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this Solicitation.

\_\_\_\_\_ I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

\_\_\_\_\_ I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. § 71-8611 and wish to have preference considered in the award of this contract.

### FORM MUST BE SIGNED MANUALLY IN INK OR BY DOCUSIGN

BIDDER:	Firespring
COMPLETE ADDRESS:	1201 Infinity Ct. Lincoln, NE 68512
TELEPHONE NUMBER:	402.437.0000
FAX NUMBER:	402.437.0101
DATE:	4.18.24
SIGNATURE:	<i>Michael Losee</i>
TYPED NAME & TITLE OF SIGNER:	Mike Losee, Director of Account Services



# 1. Corporate Overview

# 1. Corporate Overview

## a. Bidder Identification & Information

### COMPANY NAME

Firespring

### FEDERAL EMPLOYER IDENTIFICATION NUMBER

47-0797827

### ADDRESS

1201 Infinity Court  
Lincoln, NE 68512

### PRIMARY CONTACT

Mike Losee

### PHONE

402.437.0030

### FAX

402.437.0101

### EMAIL

mike.losee@firespring.com

### WEBSITE

firespring.com

## Who are we?

With more than 180 strategic marketers, creative thinkers and technology experts in Lincoln, Omaha and Council Bluffs, Firespring is one of the largest marketing communications firms in the Midwest. We provide printing, software, marketing and strategic guidance for nearly 9,000 brands, businesses and nonprofits in all 50 states and 12 countries across six continents.

We opened for business in 1992 as AlphaGraphics, a print communications provider in downtown Lincoln, before adding a second location in Omaha in 1995. In 1996 we launched an interactive services division, Level100 Communications, to build websites for local businesses and nonprofit organizations.

In 2001 we left the AlphaGraphics franchise network to become Cornerstone Print & Marketing, while Level100 simultaneously rebranded as Digital IMS (Integrated Marketing Solutions). Shortly after our 15<sup>th</sup> anniversary in 2007, we found our forever brand as Firespring. As a result of our team-centered culture, we were featured in *Inc. Magazine* in 2011 as one of the Top 50 Small Company Workplaces in America.

In 2014, Firespring became Nebraska's first Certified B Corporation®, joining TOMS Shoes, Ben & Jerry's, New Belgium Brewing, Patagonia and more than 2,000 other companies leading a global movement to redefine success in business. Our B Corp™ status cements our core purpose of leveraging our people, products and profit as a force for good.



**a. Bidder Identification & Information (cont'd)**

**Using the greatest resources we have, we execute on that promise via our Power of 3 program. Firespring gives:**

**1% of  
OUR PROFITS**  
*(top-line revenue  
donated to nonprofits)*

**2% of  
OUR PRODUCTS**  
*(in-kind products  
and services)*

**3% of  
OUR PEOPLE**  
*(team members volunteer  
one day per month)*

As a purpose-driven organization that truly walks the talk, Firespring understands the unique challenges and responsibilities public entities face, and embraces high levels of accountability and transparency. We pride ourselves on being great stewards of the budgets entrusted to us, treating each and every dollar spent as if it were our own. To that end, we were recently honored as a Better Business Bureau Integrity Award Winner.

In 2015, Firespring joined forces with our sister company, Cornerstone Print & Marketing, and Lincoln-based ad agencies 42 and Snitily Carr to expand our team and capabilities to their present levels. Shortly after, we announced the consolidation of our Omaha printing and mail marketing operations into one location, with the subsequent acquisition of Lincoln-based Jacob North Print & Media Solutions and A to Z Printing. All companies now operate under the Firespring brand.

In 2016 we were honored again by *Inc. Magazine* as one of 50 honorees nationwide for their inaugural Best Workplaces Award and included on their "Inc. 5000" list of America's fastest-growing private companies for the sixth time. We were also recognized as a Best for the World Honoree for scoring in the top 10% for community betterment among more than 2,000 Certified B Corporations worldwide.

Today, Firespring is proud to be nationally recognized as a top workplace and a global leader in generating positive community impact. While our main priority is to create an abundance of positive social change, our clients and partners also count on us as a force in our areas of expertise to help them do more good.

**Firespring's mission  
is to help you  
accomplish yours.**

# Services and Activities

Firespring provides strategic guidance activated through creative, marketing, printing and technology solutions to help businesses and nonprofits prosper.



**Creative:** Branding, identity, campaign development, copywriting and design



**Strategy:** Research, account planning, marketing plan development and analysis



**Media:** Planning, placement, trafficking, management and reporting



**Public Relations:** Corporate communications, press releases, event planning, guerrilla marketing, social media content development and reporting



**Digital:** Web design, software development, 2-D and 3-D animation, application development, podcasts, mobile and email marketing, social media, SEO and SEM



**Traditional Marketing:** Broadcast, photography, direct mail, specialty products, print ads, newsletters, brochures, billboards and theater



**Print & Mailing:** Offset, digital, variable data, large format and digital print on demand, mail preparation, shipping, bulk mail handling and variable data mailing



**Trade Show:** Modular, pop-up and tabletop displays, retractable banners and stands, workstations, signage, islands and trade show management



**Firespring Business Growth Framework:** Leadership development, values discovery, business culture optimization, EOS Implementation®, CliftonStrengths and Culture Index™

## What does this mean for the Nebraska Commission on Problem Gambling?

Firespring's purpose is to help our clients do more good, and we're dedicated to helping organizations like yours make a bigger impact among the people and communities you serve. We stand ready to help you inform the public about the Nebraska Gamblers Assistance Program, provide education about gambling and addiction to gambling and motivate those affected by problematic gambling to use the help that GAP offers. With Firespring, you'll have a partnership powered by purpose.



# 1. Corporate Overview

## b. Financial Statements

Firespring has been a privately held company for 32 years. We currently have more than 180 team members and are financially strong with more than \$25 million in annual revenue. We have a track record of making timely payments to vendors and providing payroll to employees. We currently serve nearly 9,000 brands in all 50 states and 12 countries across six continents, from nonprofits and government entities to Fortune 500 companies. Our work for these clients includes printing, digital solutions, marketing and strategic guidance.

### Banking Reference

Union Bank & Trust Company  
Todd Furasek  
4243 Pioneer Woods Drive  
Lincoln, NE 68501  
402.323.1795  
todd.furasek@ubt.com

Firespring has no judgments, litigation or other real or potential financial reversals pending.

## c. Change of Ownership

Firespring does not anticipate any change in ownership or control of the company during the 12-month period following this proposal's due date.

## d. Office Location

Firespring's corporate headquarters is located at 1201 Infinity Court, Lincoln, NE 68512, which will be the location responsible for performance pursuant to an award of a contract with the State of Nebraska. We also have offices in Omaha, NE and Council Bluffs, IA.

## e. Relationships with the State

Firespring has had and continues to have many positive relationships with the State of Nebraska. State of Nebraska contracts we have had within the last five years include:

### Nebraska Collegiate Prevention Alliance | Multiple contract numbers

The Nebraska Collegiate Prevention Alliance (NECPA) works collaboratively to develop strategies for reducing and preventing high-risk drinking and substance use among Nebraska college students. Firespring began working with NECPA in 2015 and continues to provide multi-media marketing campaigns focused on behavioral health and social norms.

### e. Relationships with the State (cont'd)

#### **Nebraska Department of Labor | Workforce Innovation | Contract #023-0016**

In April 2023, Firespring was contracted by the Nebraska Department of Labor to provide marketing services for the Trade Adjustment Assistance and Workforce Innovation and Opportunity Act Youth Program. Our work included developing a marketing strategy, creating marketing assets including videos and a landing page, as well as implementing a digital media campaign for each of the programs.

#### **Nebraska Department of Health and Human Services | Adoption Program**

In September 2020, the Nebraska Department of Health and Human Services contracted with Firespring to develop and implement a multi-media campaign which included a social media toolkit, a programmatic digital campaign with CTV, display banners, pre-roll video, native and social display.

#### **Nebraska Department of Education | Project Aware | Contract #42122**

In July 2021, Firespring worked with the Nebraska Department of Education to develop assets to promote Project Aware. Our work included developing a communications strategy, producing an animated video and developing supporting materials.

#### **Nebraska Department of Education | SEED Program | Contract #42050**

The Nebraska Department of Education's SEED Program (Supporting Educator Effectiveness through Development) is a comprehensive approach to ensuring access to quality educators for all students, especially the most disadvantaged, and strengthening and maintaining teacher and principal effectiveness throughout the state. In June 2021, Firespring developed a communications strategy to assist SEED in identifying key audiences, messaging and tactics to promote the mission of the program.

#### **Nebraska Department of Health and Human Services | Tobacco Free Nebraska**

Contract #81411 04

Firespring (as Snitily Carr before June 1, 2015) has served as the agency of record for the Tobacco Free Nebraska (TFN) program since 2001. Targeting a statewide audience, our partnership with TFN has contributed to a meaningful decrease in adult and youth tobacco use, while helping to significantly reduce Nebraskans' exposure to secondhand smoke. In this role, we provide strategic planning, focus group facilitation, creative testing, strategic media planning, media buying, creative development and several production services (including print, video, radio, social media and interactive).

#### **Nebraska Department of Health and Human Services | Youth Empowerment Movement**

Contract #72824

In January 2005, Firespring (as Snitily Carr before June 1, 2015) became the agency of record for Tobacco Free Nebraska's Youth Empowerment/Prevention program, "No Limits Nebraska." We have provided staffing, strategic and creative implementation, branding and web services to support the efforts of the program. In January 2018 Firespring renewed its contract to continue work with the Youth Empowerment Movement through 2021.

#### **Nebraska Department of Health & Human Services | Organ, Eye and Tissue Donation**

Contract #67453

From 2015 to 2020, Firespring provided comprehensive statewide marketing services to support the efforts of the Nebraska Department of Health and Human Services Organ, Eye and Tissue Donation Program. Working together, we rallied other organizations and advocates to collaboratively educate Nebraskans on the importance of organ, eye and tissue donation, and how to register as a donor.

# 1. Corporate Overview

## f. Bidder's Employee Relations to the State

No Firespring employee named in this proposal is or has been an employee of the State within the past 12 months. No employee of any agency of the State of Nebraska is employed by Firespring or is a subcontractor to Firespring.

## g. Contract Performance

Firespring, or any proposed subcontractor, has never had a contract terminated for default, nor has it had a contract terminated for convenience, nonperformance, non-allocation of funds or any other reason.

## h. Summary of Bidder's Corporate Experience

Firespring offers a tremendous amount of expertise relevant to this RFP. Our experience includes working with a remarkable number of government agencies and behavioral health entities to develop and execute marketing programs targeting diverse audiences across the state of Nebraska. We also have direct experience developing marketing communications to promote and support the Nebraska Commission on Problem Gambling.

**Government entities:** Firespring works with numerous government, nonprofit and public organizations. We are familiar with the public procedures, policies, transparency and accountability that can differ from the practices of private industries. We have a proven system to comprehensively track and document all activity and billing to ensure transparency and accountability, and we have steps in place to facilitate approvals involving multiple stakeholders. Some of the public entities we've had the privilege to serve include:

- Nebraska Commission on Problem Gambling
- Nebraska Department of Health and Human Services
- Nebraska Department of Economic Development
- Nebraska Tourism Commission
- Nebraska Department of Education
- Nebraska Department of Labor
- Nebraska State Museum
- Nebraska Department of Motor Vehicles
- Nebraska Medical Association
- Nebraska Soybean Board
- Nebraska School Activities Association
- University of Nebraska State Museum
- Douglas County Health Department
- Lancaster County Health Department
- City of Bellevue
- Papillion Sanitation Department
- Lincoln Electric System
- Lincoln Airport Authority
- Southeast Community College
- City of Omaha
- National Safety Council of Nebraska
- Nebraska Municipal Power Pool/Public Alliance for Community Energy
- University of Nebraska System
- Wayne State College
- Nebraska State College System
- Nebraska Collegiate Prevention Alliance

**h. Summary of Bidder’s Corporate Experience (cont’d)**

**Nebraska statewide media:** As a full-service agency with a dedicated and highly seasoned media team in-house, Firespring has experience with all forms of media, from traditional, to digital and social. For over three decades we have planned, negotiated and placed media across every corner of Nebraska, targeting both urban and rural geographies and aligning the best mediums to reach specific audiences. We have strong relationships with media vendors across the state, understand the intricacies of the DMAs and have demonstrated efficiently and effectively connecting with specific audience segments across the state, in every one of the 93 counties in Nebraska.

**Public health and cause marketing:** Firespring has extensive experience serving public health and behavioral health and wellness initiatives. We understand the power of educating the audience and inspiring change or action. Our expertise includes developing social marketing and behavioral health campaigns, i.e., campaigns that influence social behavior for the benefit of the audience in general. Social marketing is different from developing a campaign that sells a product or service. Often with social marketing, the audience is either not ready to make a change or take action or doesn’t realize that change is needed. Therefore, we approach these campaigns with an emphasis on education.

**The following matrix contains a sampling of the projects approaching the size and scope of work outlined for this contract.**

Organization / Project	Government or Nonprofit Agency	NE Statewide Audience	Social / Cause Marketing	Multi-Media Campaign Development
Douglas County Lead Paint Poisoning Prevention	✓	✓	✓	✓
Nebraska Health and Human Services Tobacco Free Nebraska	✓	✓	✓	✓
Nebraska Health and Human Services Youth Empowerment	✓	✓	✓	✓
Nebraska Health and Human Services Every Woman Matters	✓	✓	✓	✓
Nebraska Health and Human Services Gambling Prevention	✓	✓	✓	✓
Nebraska Health and Human Services Adolescent Lifespan	✓	✓	✓	✓
Nebraska Attorney General Internet Safety	✓	✓	✓	✓
Nebraska Department of Roads Safe Routes	✓	✓	✓	✓
Mothers Against Drunk Driving	✓	✓	✓	✓

**h. Summary of Bidder's Corporate Experience (cont'd)**

Organization / Project	Government or Nonprofit Agency	NE Statewide Audience	Social / Cause Marketing	Multi-Media Campaign Development
Nebraska Collegiate Prevention Alliance Alcohol / Drug Education	✓	✓	✓	✓
Nebraska Department of Education Project Aware	✓	✓	✓	✓
First Five Nebraska Early Childhood Matters	✓	✓	✓	✓
Nebraska Health and Human Services Adoption Program	✓	✓	✓	✓
Nebraska Coalition to End Sexual & Domestic Abuse	✓	✓	✓	✓
Nebraska Organ, Eye and Tissue Donation	✓	✓	✓	✓
Nebraska Department of Labor Youth & TAA Jobs Program	✓	✓	✓	✓
University of Nebraska Foundation	✓	✓	✓	✓
Nebraska Department of Education SEED Program	✓	✓	✓	
Lancaster County Department of Health Diabetes Prevention	✓		✓	✓
City of Bellevue New Sanitation Program	✓		✓	✓
Nebraska Department of Economic Development	✓	✓		✓
Nebraska Soybean Board Education & Promotion	✓	✓		✓
Wayne State College	✓	✓		✓
Nebraska State College System	✓	✓		✓
University of Nebraska System	✓	✓		✓
Nebraska State Historical Society	✓	✓		✓

## h. Summary of Bidder's Corporate Experience (cont'd)

### CLIENT

**Nebraska Department of Health and Human Services | Tobacco Free Nebraska**

### TIME PERIOD

**2001-present**

### SCHEDULED COMPLETION DATE

**2001-present**

### ACTUAL COMPLETION DATE

**Campaign is currently running as scheduled**

### SCHEDULED BUDGET

**Averages \$375,000 per year**

### ACTUAL BUDGET

**Averages \$375,000 per year**

### PRIME CONTRACTOR

**Firespring**

### SUBCONTRACTOR

**Wiese Research Associates (WRA)**

### REFERENCE

**Connie Heinrichs**

Buyer, State Purchasing Bureau  
1526 K Street, Suite 130  
Lincoln, NE 68508  
ph 402.471.6500  
fx 402.471.2089  
connie.heinrichs@nebraska.gov

### Objective

Since 2001, the Firespring team has served the Nebraska Department of Health and Human Services Tobacco Free Nebraska (TFN) program. Objectives include eliminating exposure to secondhand smoke, helping people quit tobacco use, preventing youth from starting tobacco use and reaching underserved populations with the anti-tobacco message.

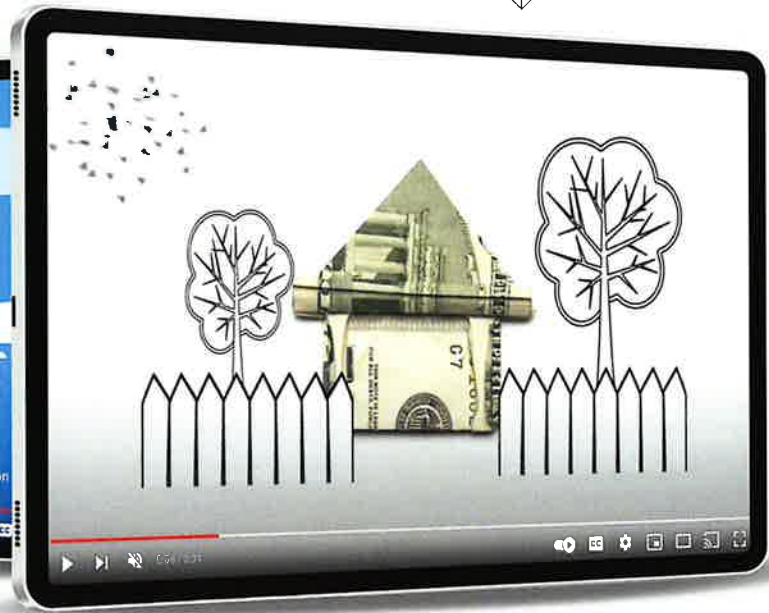
### Challenges

Affecting change in public health and social behavior rooted in addiction—while also combating the billion-dollar tobacco industry and its high-powered marketing tactics—is the primary hurdle. It is also necessary to connect with diverse audiences in every corner of the state, which presents a challenge to effectively maximizing the impact of the budget.

### Insights Driving Strategy

Firespring understands the billion-dollar tobacco industry can't be outspent, but we can make a difference by establishing a meaningful emotional connection with our audiences. To do so, we have leveraged data. Through primary research, we've gained valuable insights, including the emotional and physical effects of tobacco. We've learned about the triggers that cause cravings and how our audience feels about quitting. Most tobacco users want to quit but do not want someone telling them to do so. Knowing this, we've focused on showing empathy and serving as a resource to help people quit smoking when they're ready. We have also used educational language to inform people rather than lecture them about secondhand smoke and smoking around others.

Our research has been particularly useful in helping to understand our youth audience. It's rare that young people respond well to being lectured or told what to do. We have also learned that they are resistant to messages from adults, and skeptical of marketing. With this in mind, our strategy has been to educate and empower youth so they can expose the manipulative tactics of the tobacco industry and support their peers.



INFOGRAPHIC



BANNER

BROCHURE

### h. Summary of Bidder's Corporate Experience (cont'd)

#### Campaign Implementation

Across multiple campaigns, Firespring has provided an extensive array of strategies and services ranging from traditional marketing to digital, print, social media, experiential and environmental marketing, advocacy, earned media, public relations and more. Tactics we've incorporated include sponsoring Nebraska rodeos; airport dioramas; developing an elementary school newspaper; gas pump toppers and sponsoring the Nebraska State Fair. We've empowered youth groups to take to the streets to educate their peers and legislators about the tobacco industry, arming them with campaign materials and gear they designed themselves.

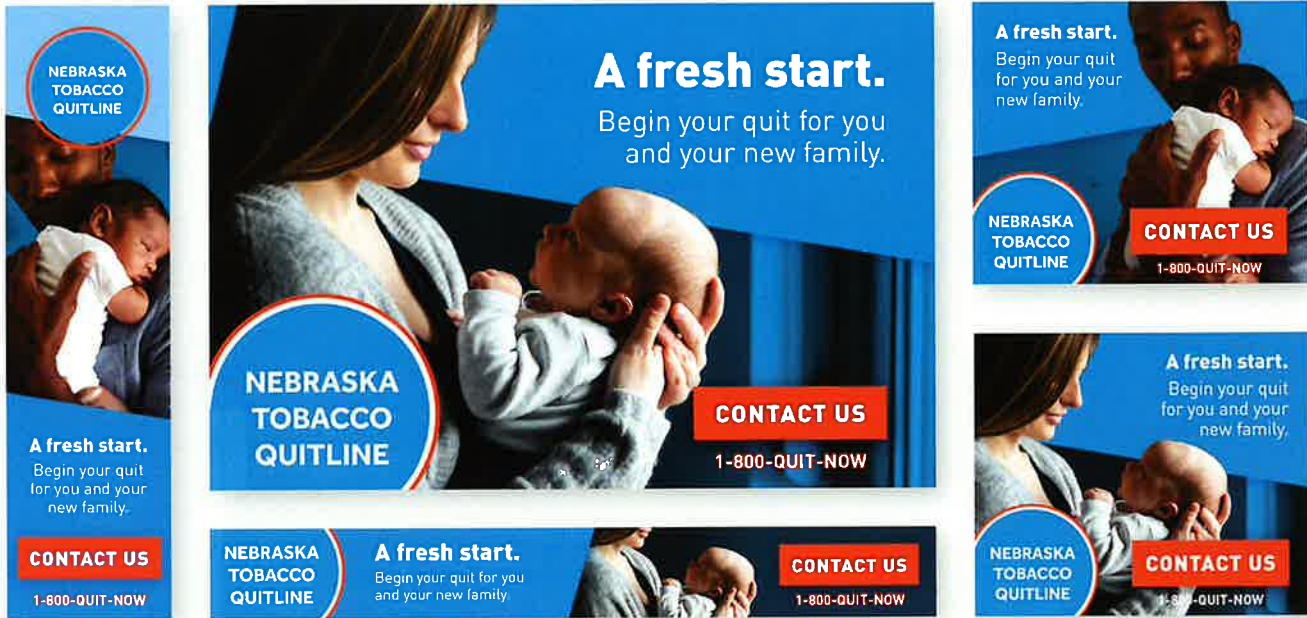
We've established partnerships with health advocates, community stakeholders and influencers to stretch the budget and engage our audience in a more personal, familiar manner. We've developed informational toolkits and given them to physician's offices, schools and other public entities to leverage our reach and connect with people on a personal level. Building on this concept we developed "quit kits" for college students; these included packages of gum, fidget spinners and other items so smokers could occupy their hands with something other than a cigarette, plus tips for quitting and information on the Nebraska Tobacco Quitline.

In our efforts to support education on smoke-free workplaces, we enlisted influencers from the business community to advocate how smoke-free bars and restaurants would benefit the industry.

We've also employed activities specific to minority and at-risk populations, implementing targeted media buys in niche publications and creating Hispanic materials for print, TV, radio and outdoor. On the public relations front, we've helped create and facilitate interviews with TFN staff and coalition members on a variety of radio and TV programs.







## Results

Our efforts have helped to lower the prevalence of smoking among youth. **Nebraska has seen a more than 30% decrease in youth tobacco use since 2005.** We have also accounted for a steady increase in call volume to the Tobacco Quitline and contributed to an increase in smoke-free home rules (now 89%) and smoke-free vehicles (now 85%). Perhaps the most noteworthy accomplishment related to our efforts was achieving smoke-free ordinances in Lincoln, Omaha and Grand Island, which paved the way for the Nebraska Clean Air Act.

## Similarities

Similarities between our work for TFN and the required scope for the Nebraska Commission on Problem Gambling include:

- Serving a State of Nebraska agency.
- Planning, researching and implementation of a cause marketing campaign.
- Deeply understanding the social environment, marketing tactics, research and policies.
- Creating a statewide campaign.
- Developing and implementing an educational behavioral health campaign.
- Producing materials that can be utilized by partners and stakeholders.
- Being directed by and utilizing funds from government entities.
- Delivering regular status reports and continual communication.
- Forming a collaborative working relationship with the State of Nebraska and stakeholders.
- Designing coordinated, multi-faceted marketing elements.

## h. Summary of Bidder's Corporate Experience (cont'd)

### CLIENT

**St. Baldrick's Foundation | Shaving the Way to End Childhood Cancer**

### TIME PERIOD

**2007-present**

### SCHEDULED COMPLETION DATE

**2007-present**

### ACTUAL COMPLETION DATE

**Campaign is currently running as scheduled**

### SCHEDULED BUDGET

**\$145,000 average over past 3 years**

### ACTUAL BUDGET

**\$145,000 average over past 3 years**

### PRIME CONTRACTOR

**Firespring**

### SUBCONTRACTOR

**N/A**

### REFERENCE

**Traci Johnson**

Communications Director  
1333 South Mayflower Ave., Suite 400  
Monrovia, CA 91016  
ph 626.792.8247  
traci@stbaldricks.org

### Overview

St. Baldrick's Foundation (SBF) is a volunteer-powered nonprofit committed to funding the most promising research to find cures for childhood cancers and give survivors long, healthy lives. It does this through signature head-shaving events, strategic partnerships and advocacy initiatives. Firespring began serving SBF in 2007 to help achieve the primary objectives of increasing brand awareness, donations, the number of volunteers and events and the effectiveness of current volunteers. In addition to providing marketing and web services, Firespring helps SBF enhance its communications with patients and their families by developing, printing and distributing patient education and support materials.

### Challenge

Before working with Firespring, SBF was having limited success growing its donor base. Donations were inconsistent, which made it difficult to enhance operations and expand the foundation's reach. In addition, SBF's website and digital assets were outdated, and it struggled to gain brand recognition, making it difficult to compete for donor attention.

### Insights Driving Strategy

When Firespring began serving as SBF's agency partner we provided an assessment of its brand, assets, strategy and digital tools. We engaged in primary research to better understand behaviors and attitudes that would support recurring donations; optimized social media use and internet visibility to broadcast events and attract attendees; and focused on storytelling so people could not only learn more about individuals and events but submit their own stories of hope. This created a community of audience members engaged with the SBF cause.

DIRECT MAILER



CALENDAR

## h. Summary of Bidder's Corporate Experience (cont'd)

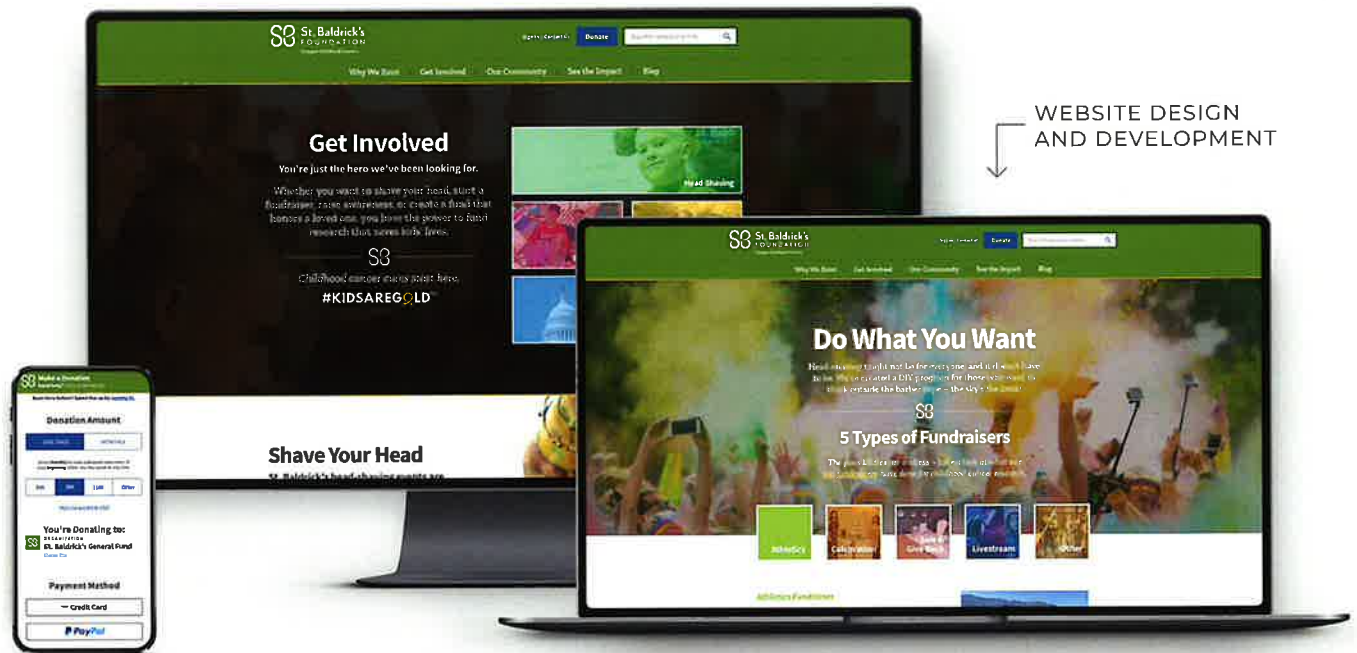
### Campaign Implementation

Our campaigns have focused on empowering our audience to take ownership of the SBF mission and generate their own events and support. We've created event toolkits to provide encouragement and step-by-step guidance for facilitating a successful fundraiser. Our creative materials thank and edify the audience for being a hero for kids with cancer. An example campaign theme is, "How to Be a Shavee Superstar." Our most recent campaign, "Do What You Want," illustrates the power of engaging audience members to create their own campaigns and take the initiative in fundraising. **This campaign concept saw a 261% increase in participants** (from 84 to 202) after the first year. In this case, we utilized digital, direct mail, social media and email to help promote the concept. Yet the biggest benefit of our marketing strategy centers on the community we helped to establish. The notion of "friendly competition" and peer-to-peer engagement we identified through our research has turned out to be an invaluable viral marketing tactic.

CALENDAR



ANNUAL REPORT



WEBSITE DESIGN AND DEVELOPMENT

## Results

After the first year of serving as SBF's agency partner, we produced a **35% increase in its yearly donation** total. Today, SBF's donations are nearly \$36 million—a **176% increase from the initial benchmark**. We've also increased the number of participants and volunteers: in 2007, SBF had a yearly total of 19,468 volunteers; after a year of working with Firespring, that total jumped to 33,204 people, a 71% increase. The effectiveness of current volunteers also grew by 61% in the first year with Firespring and has continued to grow year after year. Most recently, **SBF hosted 1,022 events, a 119% increase**.

Overall, the number of new and recurring donors continues to increase. This tells us that our marketing efforts have achieved our goal of generating an ongoing, meaningful relationship with new donors, converting them into recurring givers.

## Similarities

Parallels between our work for St. Baldrick's and the scope of the Nebraska Commission on Problem Gambling include:

- Planning and implementation of a cause marketing campaign.
- Cementing a focus on education and inspiration.
- Deeply understanding the social climate, marketing tactics, research and policies.
- Developing and implementing campaign resources that educate, motivate and activate.
- Producing materials that can be utilized by partners and stakeholders.
- Delivering regular status reports and continual communication.
- Forming a collaborative working relationship with the organization to apply experience, research and knowledge to the project at hand.
- Designing coordinated, multi-faceted marketing elements.

**h. Summary of Bidder's Corporate Experience (cont'd)**

**CLIENT**

**Tobacco Free Nebraska | Youth Empowerment Movement ("No Limits Nebraska")**

**TIME PERIOD**

**2005-2021**

**SCHEDULED COMPLETION DATE**

**2005-2021**

**SCHEDULED BUDGET**

**\$185,000 per year**

**ACTUAL BUDGET**

**\$185,000 per year**

**PRIME CONTRACTOR**

**Firespring**

**SUBCONTRACTOR**

**N/A**

**REFERENCE**

**Connie Heinrichs**

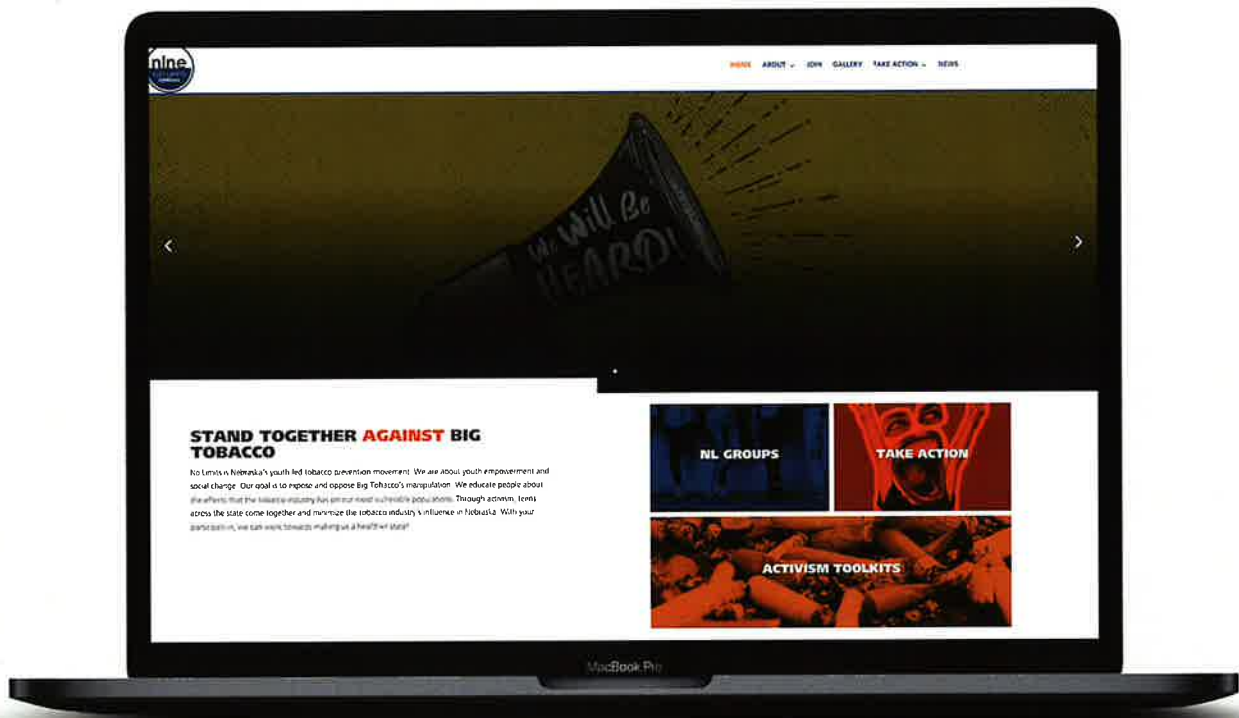
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**Overview**

In 2005, Firespring was awarded the contract to provide communications, leadership and structure for the Tobacco Free Nebraska Youth Empowerment Movement, "No Limits Nebraska." No Limits is a youth-led, grassroots movement created to help protect young people from the manipulative tactics of the tobacco industry. A key initiative of the program involves recruiting millennials ages 12-18 and grades 7-12, educating and empowering them so they can lead peer-to-peer outreach activities. To accomplish this, Firespring conducted statewide research with the target audience and worked collaboratively with them to develop a brand, messaging and marketing materials that would appeal to a wide range of youth, including urban, rural, underserved and minority populations.

The purpose of No Limits—to educate Nebraska youth on the dangers of tobacco, including Electronic Nicotine Delivery Systems, and take a stand against Big Tobacco—extended to promoting policy changes, known as the trifecta:

- Increase taxes on tobacco (and/or raise the retail price of tobacco products).
- Increase funding for agencies with a tobacco cessation and prevention focus.
- Enact smoke-free policies to reduce exposure to secondhand smoke.



↑ WEBSITE DESIGN AND DEVELOPMENT



↑ SNAPCHAT FILTER



↓ BRANDED GEAR

## h. Summary of Bidder's Corporate Experience (cont'd)

### Marketing Initiatives

Because the target audience was extremely digitally savvy, our recruiting and educational efforts began with creating a visually compelling and interactive website. The site serves as an informational portal containing relevant statistics and information, recruitment brochures, toolkits, event details, member listings, relevant links and other downloadable resources that can be customized by members, partners and community stakeholders. The resources include print and video testimonials of youth talking about why they are part of the No Limits movement and encouraging other youths to join.

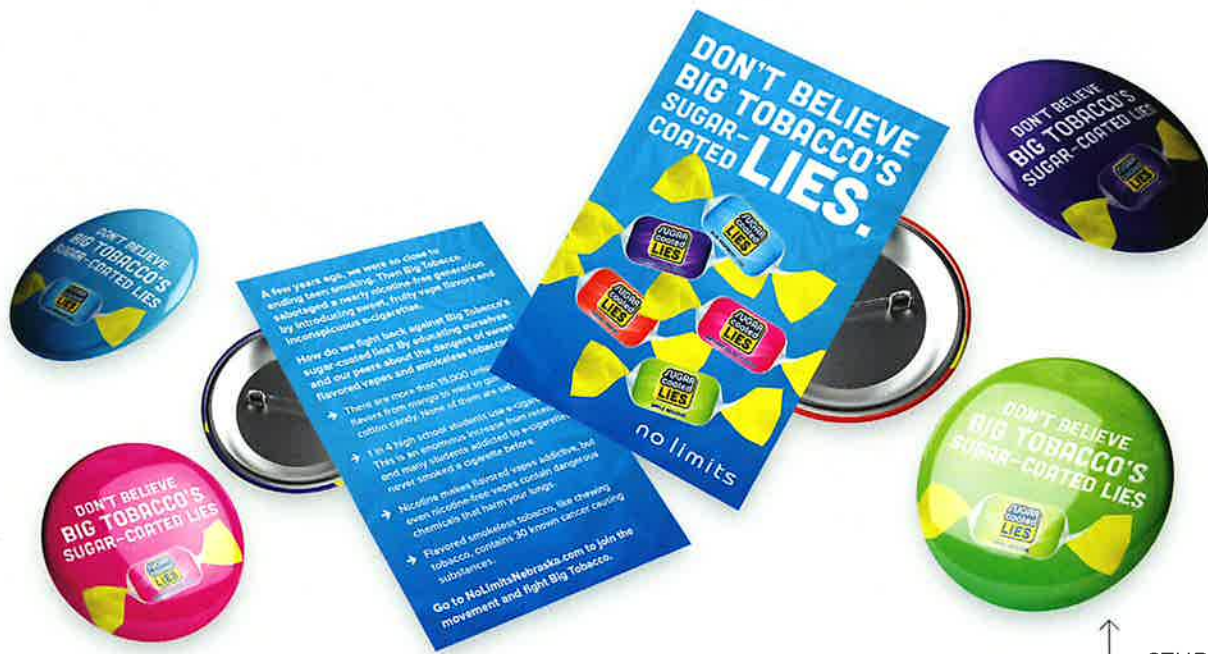
Firespring also developed a series of promotional resources to help recruit, educate and retain members. These resources were comprised of branded gear, email blasts and alerts, mailings, online newsletters and social media campaigns via Facebook, Twitter and Instagram.

Other promotional outreach tactics included public relations activities ranging from hosting activism training summits to sponsoring statewide events; visiting schools and participating in community groups; and networking with business and community leaders and elected officials. To ensure we were reaching minority and other disparately impacted groups, we developed relationships with youth and leaders from the Hispanic, African American and Native American communities via rural health departments and other organizations already reaching out to these populations.

Other strategic promotional tactics included developing a mini-grant program, which provided an opportunity for No Limits members and partners to apply for grant money to fund local tobacco prevention programs and activism events.







↑ STUDENT TOOLKIT

## Results/Impact

The No Limits Nebraska program was extremely successful at recruiting and engaging youth in educational and activism-related activities, with **thousands of teens registering in the program**. Other success indicators measured during the campaign include:

- **A decrease in tobacco use** among Nebraska teens.
- Smoke-free policies enacted among local and state entities, with many corporate entities also adopting smoke-free policies for vehicles and campuses.
- More than 1,000 youth in attendance at Activism Summits.
- 113 adults in participation at Activism Summits.
- On average, **23 different communities represented** each year at Activism Summits.
- Nearly 300 activism activities hosted by more than 100 different groups as a result of the mini-grant process.
- More than 1,400 youth involved in non-summit activities led by the Youth Advisory Board.
- **Exposure in over 60 Nebraska news outlets**, providing the organization the equivalent of **\$93,850 in earned media**.

## Similarities

Similarities between our work for No Limits Nebraska and the scope of the Nebraska Commission on Problem Gambling include:

- Serving a State of Nebraska agency.
- Planning and implementation of a cause marketing campaign.
- Establishing a focus on education and activation.
- Deeply understanding the industry climate as well as marketing tactics, research and policies.
- Creating a statewide campaign.
- Developing and implementing a behavioral health campaign that educates and motivates.
- Producing materials that can be utilized by partners and stakeholders.
- Being directed by and utilizing funds from government entities.
- Delivering regular status reports and continual communication.
- Forming a collaborative working relationship with the State of Nebraska and stakeholders.
- Designing coordinated, multi-faceted marketing elements.

# 2. Corporate Overview

## i. Summary of Bidder's Proposed Personnel/Management Approach

Firespring will bring our core team together for a regular cadence of meetings with your team, during which challenges and ideas will be discussed and assignments given to the appropriate team lead. The account team will work closely with GAP staff, Nebraska Commission on Problem Gambling and key stakeholders to establish a system of meetings and check-ins ensuring all aspects of the campaign remain on track relative to creative vision, quality, budget and timelines.

Our team has established a set of core processes for working with clients on all levels, including creative, branding, advertising, digital and interactive projects, printing and mailing services. These processes ensure that clients and the Firespring team are on the same page throughout a complex project with multiple deliverables. Our efficient workflow practices allow team members to focus their time, energy and creativity on your goals.

Your Firespring account team includes veteran strategic, creative and account management professionals, all of whom have direct experience serving State of Nebraska accounts and/or extensive knowledge of social marketing, public awareness and nonprofit campaigns.

The proposed team that will work on the State's project is outlined below. Resumes of each team member are provided in the Appendix of this proposal.

**Mike Losee**, director of account services, has ultimate responsibility for the account and will serve as the team lead while providing ongoing marketing strategy. **Megan Gunther**, account manager, will provide day-to-day management of all facets of the account and projects. **Kate Scott**, project coordinator, will offer additional support and service to the account.

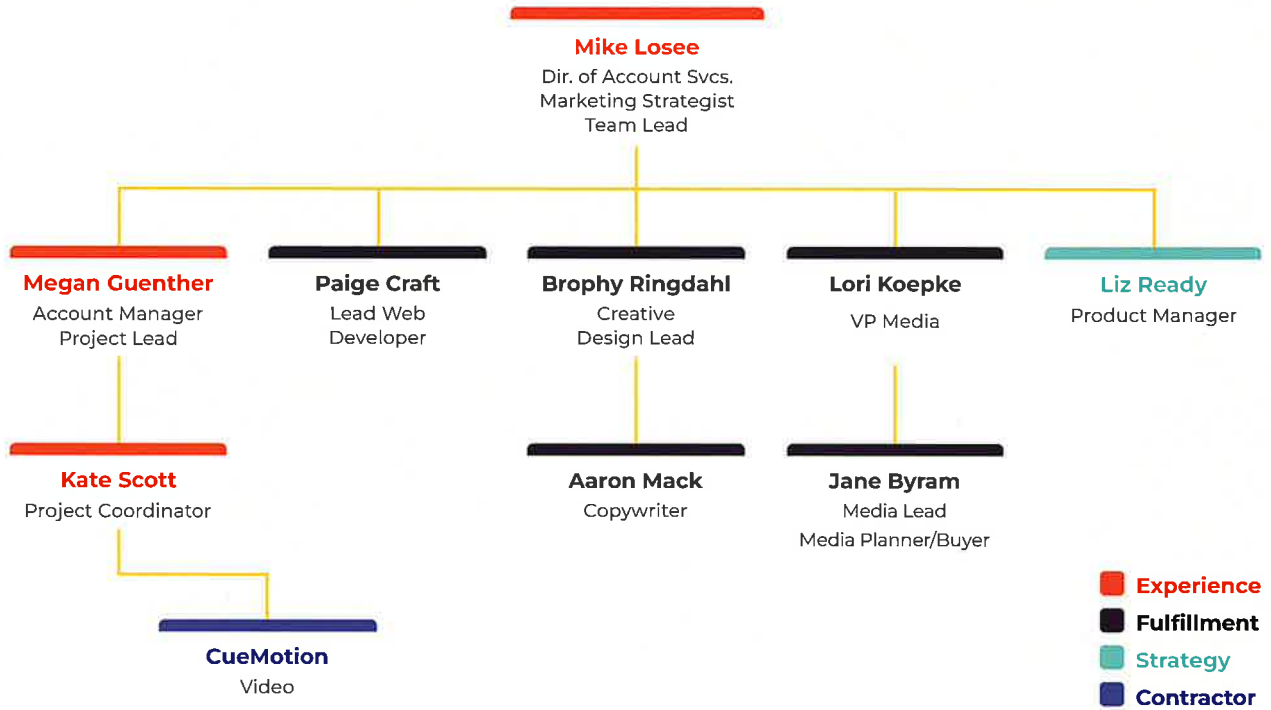
**Lori Koepke**, VP of media, will oversee media strategy and **Jane Byram**, media planner/buyer, will plan, negotiate and place all media, and provide campaign reporting.

**Liz Ready** will provide creative strategy and processes. **Aaron Mack**, copywriter, will write effective content to reach your audience and **Brophy Ringdahl**, design director, will lead the team in art creation—both fully supporting the creative strategy of the campaign.

**Paige Craft**, lead web developer, will provide expert website strategy and manage all aspects of web development and maintenance.

**i. Summary of Bidder's Proposed Personnel/Management Approach (cont'd)**

**FIRESPRING'S TEAM CHART OF REPORTING RELATIONSHIPS**



**j. Subcontractors**

Potential subcontractors for this project include the following:

**CueMotion**

Founded in 2009, CueMotion is an award-winning, full-service production company that specializes in creating cinematic content for brands.

701 P Street, Ste 104, Lincoln, NE 68508

402.304.7688

Andy Seiler, CEO providing videography services

Terms will be based on project scope

Estimated percentage of performance hours is less than 10%

**JMK Consulting**

Experienced marketing consultant serving Fortune 500 and mid-sized organizations.

Specializes in brand positioning and market research. Partial client list includes: Bellevue University, Southeast Community College, National Safety Council of Nebraska and Safeway.

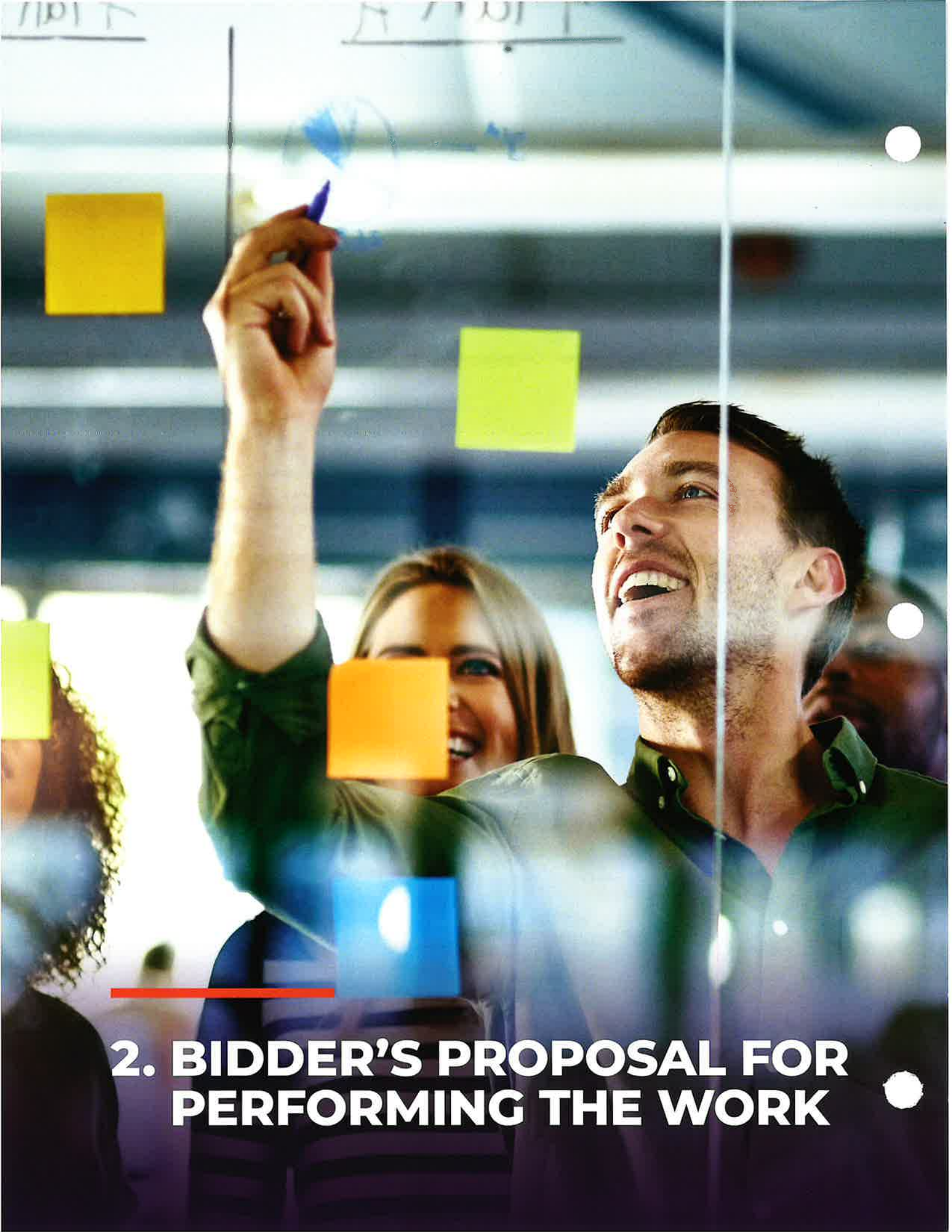
4011 S 176<sup>th</sup> Cir, Omaha, NE 68130

415.336.0398

Jessica Kutash, CEO providing market research

Terms will be based on project scope

Estimated percentage of performance hours is less than 10%



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## **2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK**

# 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

## a. Development of the Marketing Plan

### i. Explain the bidder's process to develop a marketing plan for a client, including any factors that bidder believes are unique or specific to a state government-managed behavioral health services entity.

We know that problem gambling in the United States costs billions of dollars each year in productivity reductions, social services and creditor losses. But the human cost is even higher because the gambler is not the only one who suffers—families, children, employers and society at large are affected.

Firespring will draw on its experience serving multiple state government entities, including the Nebraska Commission on Problem Gambling, with behavioral health campaigns. Through this experience we know firsthand that it takes collaboration, consistent communication and transparency to be successful. This includes working closely with multiple stakeholders, including your contracted counselors and other partners to develop a final marketing plan that will achieve your goals.

We also know that developing an effective campaign that influences social behavior for the benefit of the audience and the community is very different from developing one that sells a specific product or service. As we mentioned before, with social marketing, the audience is hesitant to make a change or is unaware a change is needed. To combat this, an empathetic, educational approach is important. In previous marketing plans for state government-managed behavioral health services entities, we have applied the Transtheoretical Model of Change as a basis for developing effective interventions to promote health behavior change.

In addition, our work for the Nebraska Tobacco Quitline has given us direct experience promoting an assistance helpline. We understand the need to balance promoting the helpline resource and educating the target audience on the importance of seeking assistance and treatment. Also, there's no traditional buying cycle or peak sales period. An individual may seek services any day or any time, so the marketing plan will need to ensure distribution of content and messages throughout the fiscal year.

Gambling options are becoming more and more prevalent in Nebraska, especially online where gamblers don't have to leave their homes. As such, our marketing plan must include a strong online presence. It is also increasingly important to provide education and awareness about the issue. This is why the marketing strategy needs to drive people to resources and information that can provide education about problem gambling and promote the value of counseling services.

To address these challenges, our strategic marketing campaign process includes the following steps:

### STRATEGIC MARKETING CAMPAIGN DEVELOPMENT



DISCOVERY



STRATEGIC  
& CREATIVE  
FRAMEWORK



IMPLEMENTATION



ASSESSMENT

### a. Development of the Marketing Plan (cont'd)



## DISCOVERY

*Let's Dive In!*

To ensure we hit the ground running and align on strategy and goals, we propose a kickoff meeting to start a dialogue, gather data, review previous campaign performance metrics and prioritize direction for future planning. A market and industry review will be conducted while collecting crucial background information, audience research and input. This time will also be used to collaboratively solidify goals, timelines and milestones. We'll discuss the overarching strategic approach—which will be finalized after the discovery and insight steps—and document our shared vision to confirm we are all on the same page.

Our research approach includes first reviewing the existing data available from your primary 2023 research on prevalence of gambling behavior among Nebraskans report, along with the 2018 National Council on Problem Gambling study on gambling attitudes and experiences. We'll also review several secondary research studies on gambling from sources like the National Institutes of Health and the American Psychological Association.

We also believe an important part of the discovery and research process is to talk to your counselors, along with past program participants, to hear firsthand the challenges and opportunities as we develop the basis for the campaigns. We've watched the testimonials on your website, but there's still more to learn by the quantitative research of interviewing and hearing from those who work directly with your target audiences, and those in your target audiences. These insights may further refine the overarching strategy and awareness tactics for the strategic marketing plan.

Another critical component of research is to further align and refine how and where to best reach the target audiences. We understand your demographics include a diverse array of people—from young adults to seniors, plus there's also geographic targeting based on insights from research (e.g., proximity to casinos increases the chance of being a frequent or problem gambler).

After the review of existing data, we may recommend additional research, either qualitative or quantitative, to discover new insights or test proven theories. At a later date, when creative concepts are in development, we may recommend focus groups or online research to test and validate proposed creative concepts or executions.

As part of the discovery process, regular meeting times will be identified and a cadence for communication will be outlined. As the campaign moves forward, know that we'll keep doing our homework. Remaining in the loop with stakeholders across the state will be a priority, as well as staying on the front edge of trends, changing legislation and the always-evolving media landscape. There may be further developments during the course of the campaign that affect our strategic efforts (e.g., ballot initiative to change the state constitution to allow online and mobile sports betting), therefore, the discovery phase is an ongoing process.

### **Uncovering the Aha Moments**

Once we've conducted the initial research and discovery, our team will review any additional information we've accumulated to reveal key findings. We'll uncover the subtle but consistent 'aha moments' that often make a big difference in developing a strategic approach and innovative creative that will connect with your audiences deeply and meaningfully.

We'll consider key demographics and psychographics to establish who we're communicating with and how we can best resonate with them. After gathering and assessing intel, we'll share our insights and gather your input before incorporating both into a strategic framework.

### a. Development of the Marketing Plan (cont'd)



## STRATEGIC & CREATIVE FRAMEWORK

### *Blueprint for Success*

The strategic framework turns key insights about your organization and audience into an actionable, results-driven plan for your integrated multimedia campaign. It involves creative direction, key messaging, the selection of essential media channels, timelines, budgets and identifying key metrics to measure success.

To be effective, we must establish a relevant, emotional connection with your audience. One of the most powerful ways of doing this is through storytelling. Research has shown that people remember stories 22% more than facts. We use a storytelling framework called StoryBrand. It helps us illustrate to your audience not just what the Nebraska Gamblers Assistance Program offers, but why it matters to them. To this end, we will help you craft a campaign that includes stories your audience will find meaningful and relatable.

We also propose leveraging your partnerships with providers and community ties. This goes beyond advertising and involves weaving your message into the community fabric by establishing a presence.

To help extend your message, we propose developing a branding toolkit that can be utilized by partners and supporters. It's an essential resource for maintaining consistency with your brand across various platforms and materials. This way, when any of your providers or other community supporters want to incorporate the campaign and/or helpline, it will be cohesive and consistent. Here are some key components you might consider including in your branding toolkit:

- **Brand Guidelines:** This document outlines the rules and standards for using your brand elements, including logos, colors, typography, imagery, tone of voice and more. It ensures consistency in how your brand is presented across different mediums.
- **Logo Files:** Provide high-resolution versions of your logo in various formats (e.g., PNG, JPEG, SVG, EPS) for both print and digital use. Include versions in full color, black and white and grayscale.
- **Color Palette:** Specify the primary and secondary brand colors, along with their corresponding hex codes, RGB values and Pantone colors for print. This ensures that everyone uses the correct colors consistently.
- **Typography:** Include information about the fonts used in your branding, including primary and secondary typefaces, font sizes, weights, and any specific usage guidelines.
- **Imagery Guidelines:** Provide guidelines for selecting and using imagery that aligns with your brand's aesthetic and values. This could include examples of approved imagery styles, photo editing techniques and sources for stock photos.
- **Brand Voice and Tone:** Define the personality and tone of voice that should be used in all written communication associated with the brand. Provide examples of appropriate language and messaging. We recommend the tone and voice is empathetic and hopeful.
- **Templates:** Create templates for common brand materials such as letterheads, business cards, presentations, social media graphics and email signatures. This ensures that these materials adhere to brand standards.
- **Iconography:** If applicable, provide a set of branded icons or symbols that can be used consistently across various platforms and materials.

### a. Development of the Marketing Plan (cont'd)



## IMPLEMENTATION

*Think Creatively, Act Strategically*

The implementation process includes putting the campaign strategy and creative assets into action. We'll utilize a whole-team approach and work closely with your organization and other external partners to bring the shared vision to life.

Firespring believes that creating a cohesive multichannel marketing strategy is vital for effectively reaching and engaging the target audiences. This also helps maximize your budget while extending the length of your campaign. To do this, it's important to understand each medium, its strengths and weaknesses and how different demographics utilize each medium.

Traditional media increases visibility, which contributes to a greater awareness of your brand/service when paired with a highly targeted tactic such as digital. Consumers will support a brand they are familiar with, so it's important to create as much awareness as possible.

The goal of any awareness campaign is to create a sustained effort to educate your audience and boost public awareness. It is very important to saturate the market with as much information as possible while utilizing multiple tactics to reach them when they are most likely to see and interact with the message throughout the day.

Our strategic plans endeavor to create the right media mix to reach whatever the marketing goal is across all target audiences. Many consumers today qualify as media-multitaskers, meaning they are on their mobile devices while they're doing something else such as watching television. It's vital to reach the audience at a variety of points in the decision funnel.

We understand that NPGAP's current and previous media plans have relied extensively on digital tactics including online, social and paid search efforts. Once we have thoroughly reviewed previous media plans, tactics and vendors, we'll explore additional tactics to add awareness to the media plan, while aligning with the goal to receive as much coverage as possible within the scope of the approved budget.

We may also further segment tactics, messaging and content by target audience under specific campaigns, while we would look to retain high performing tactics and bring forward additional recommendations which could include these more traditional options:

- **Out-of-Home:** Invest in billboards and transit ads (buses) where available. This type of advertising provides broad visibility and can make a big impact. It creates awareness and drives action. 78% of adults took action after seeing an OOH ad, including 29% who visited an advertiser's website.
- **Radio:** Air spots on top-rated stations that align with your target audiences. Use compelling messages with a strong call to action that directs people to your website for help. Radio creates awareness and helps drive engagement with digital. When people hear radio ads, they are 75% more likely to visit a website and 160% more likely to click an online ad.
- **Television:** Place spots on local TV channels and/or cable networks that reach your target audience. Examples would be live local news and live sports programs. TV reaches a large audience and is a strong tactic for building awareness. Live TV accounts for 73% of total television usage. 57% of adults have searched for information online in response to an ad they saw on TV. QR codes can also be used to take people directly to your site. Placements could include sponsorships, station IDs, :10 spots, :15 spots and the usual :30/:60 lengths.



## 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

### a. Development of the Marketing Plan (cont'd)



• **Direct Mail:** Direct mail continues to deliver among the best response rates, conversion rates and returns on investment of any marketing channel by combining the strengths of traditional marketing with the precision of modern data analytics and personalization. Including QR codes allows recipients to seamlessly connect with you in the digital world, providing a more interactive and engaging experience. Direct mail offers a tangible and personal touch that creates a higher level of trust among younger consumers, especially millennials and Gen Z, who have grown up in a digital world where they are bombarded with online ads and email promotions. These consumers are more likely to engage with direct mail and view it as a credible source of information.

• **Digital Media**

Based on the current and previous digital plan and measured key performance indicators (KPIs), we may revise digital tactics. Media channels where we can earn publicity and increase reach are ideal for the necessary emotional connection and educational topics that the news and social media ecosystem find worthwhile to discuss.

Online and other nontraditional mediums like display advertising (banner ads, retargeting, etc.), streaming audio and video (Hulu, Pandora, etc.) and social media have the ability to narrow in on your audience geographically and behaviorally. People rely on these means to find information quickly and oftentimes are multi-tasking while utilizing traditional media as well. These methods allow us to track the user and provide a lot of data—allowing us to analyze your audience and make adjustments as needed throughout the campaign. Other digital tactics may include:

- Geofence or device ID targeting around a radius of casinos and racetracks.
- Podcast advertising in sports and other interest-related segments to expand reach among young male risk takers ages 18–24.
- Account-based marketing (ABM) to help educate and bring awareness, targeting employers in Nebraska or using LinkedIn as the social media platform to connect to HR managers who often deal with employees needing resources.

We'll hold regularly scheduled meetings to keep you up-to-date on what's happening with your campaign, when it's happening and what next steps need to be taken.

To facilitate on-time, on-target and on-budget delivery, our team uses a Mission Control project management system to assign milestones, tasks and budgets. This tool helps us to organize each project, manage statuses and exchange information and feedback, which ultimately improves our communication with you throughout the project.

### a. Development of the Marketing Plan (cont'd)



#### ASSESSMENT

##### *Data-Driven Decision-Making*

To ensure success, it's critical to track metrics. That's why we operate under a strategic framework that outlines which metrics we'll be evaluating, with a clear game plan for making adjustments. When it comes to measuring success, we believe in defining SMART (specific, measurable, achievable, relevant and time-related) objectives, goals and budgets. We will ensure that your initiatives align with your overall campaign objectives.

To make sure we're hitting the mark with the audience, we will provide regular monthly reporting on your campaign results and KPIs and continually adjust and optimize.

##### **ii. Explain the bidder's process to analyze the market for NPGAP's media messages.**

Firespring has extensive experience planning and implementing multi-media campaigns across every corner of Nebraska. We leverage our comprehensive understanding of the market along with data.

Our media strategy is to analyze research to help us determine the mediums and channels to successfully reach the target audiences and geographies. We remain media neutral with no ties to any particular station, publication, format or tactic. An often overlooked aspect of media buying is the need to build and maintain strong relationships with media vendors. These individuals are our connection to better pricing and added value for our clients. We work together with them to create long-lasting, respectful partnerships.

We define a successful media campaign as one that meets or exceeds the client's goals. So that's where we begin—by digging in to understand the objective for awareness and education. We also get to know your target audiences and the hows and whens of their media usage. Each medium plays a different role in message delivery. We feel it's important to construct a media plan that includes elements of both online and offline media.

##### **iii. Explain the bidder's methods of developing the mix or allocation of content among various media, including the reasoning for making the selections.**

Distribution of marketing and content has evolved and merged in the past decade. Firespring ensures paid, owned (including organic social) and earned (public relations) media channels are aligned and working together for maximum impact. Firespring has a veteran media team with the experience, know-how and savvy negotiating skills to maximize the value of your investment. Our approach is strategic and proactive, and we represent each client with the same energy and focus, regardless of budget size. Our team will recommend a comprehensive media strategy based on our discovery insights and research, along with key insights provided by NPGAP. The goal is to craft a media recommendation including the strategy along with proposed media mix that is impactful and efficient, while reaching the target audiences with concise messaging with a strong call to action.

### a. Development of the Marketing Plan (cont'd)



This media recommendation will lead to media buys, and continues through placement, trafficking and ongoing measurement and reporting to evaluate and track campaign performance. A core media philosophy for Firespring is longevity and relationships with local market media sales reps across the state of Nebraska. These are fostered by our media planner/buyers at desks in Lincoln who value relationships over ease of using national buying services or regional rep firms. Extensive experience and knowledge of the unique intricacies of media in Nebraska, such as radio spill from Omaha stations with listeners in Lincoln, allows us to deliver targeted media messages to the appropriate selected target audience. Based on available research, content is allocated to allow highly relevant messaging based on media specifications along with reach and frequency goals.

We understand this strategic plan will involve multiple campaigns and audiences. Part of our process includes a comprehensive exploration of your audiences and a discussion of the absolute best messaging strategies to achieve your desired outcomes. We'll determine the best mediums for connecting with the audiences, then outline timelines and develop assets to meet and exceed campaign objectives. Having our media team in-house allows for ongoing discussions with our creative team, and all are involved in content ideation before creative concept development.

#### **Ensuring maximum value and reach**

To ensure maximum value and reach, Firespring will employ several strategies and tactics. First, through research and analysis of the target audience and market trends we will identify the most effective channels and platforms to invest in. By understanding where the audience spends their time, when and how much time they spend utilizing media and which platforms yield higher engagement, we can allocate the budget more efficiently. Second, negotiating favorable rates and added value from media vendors is crucial. This can include securing discounted rates, bonus ad placements and extending the duration of campaigns. For example, when negotiating with a digital advertising platform we could request additional impressions at a reduced cost or explore opportunities for enhanced targeting options. Lastly, continuous monitoring and optimization based on real-time data is essential. By tracking KPIs and analyzing campaign metrics, we can identify underperforming areas and make data-driven adjustments, such as refining targeting parameters or reallocating budget to more successful channels. Overall, a combination of research, negotiation skills and data-driven optimization ensures maximum value and reach for the cost.

#### **Negotiating costs**

Negotiating paid media across various platforms, from traditional to digital, is a crucial aspect of effective marketing campaigns. Successful negotiations can help optimize budgets, maximize reach and ensure the desired return on investment (ROI). When it comes to traditional media, such as television, radio and print, negotiations will focus on securing favorable rates and added value, such as bonus ad placements or extended airtime. Building relationships with media representatives and leveraging competitive market analysis can strengthen negotiation positions. In the digital realm, negotiations involve factors like cost-per-click (CPC), cost-per-thousand impressions (CPM) or cost-per-action (CPA) metrics. Skillful negotiation aims to strike a balance between ad placement, targeting options and budget allocation to optimize performance. For digital, continual optimization during and throughout the campaign will maximize delivery. Additionally, leveraging data analytics and performance tracking can provide valuable insights for future negotiations, enabling continuous improvement and enhanced ROI. Ultimately, negotiating paid media requires a strategic approach, adaptability and a profound understanding of the target audience and campaign goals to achieve the desired outcomes.

## 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

### a. Development of the Marketing Plan (cont'd)

#### iv. Provide an example of a marketing plan prepared for a client within the past 24 months and explain how it might resemble or differ from a marketing plan prepared for NPGAP.

While marketing plans may resemble each other in their fundamental structure and objectives, such as identifying target audiences, crafting compelling messaging and selecting appropriate marketing channels, the specific tactics and strategies within each plan are customized for our clients based on industry, target audience, geography and unique goals. Additionally, Firespring tailors the tone and messaging of each marketing plan to reflect the brand identity and values of each client. Overall, while marketing plans share common elements, they are highly customized to meet the specific needs and goals of each client.

**Agenda**

- Goals
- Project Priorities
- Budget
- Strategic Recommendations
- Media Recommendations
- Team Communications
- Next Steps
- Q&A

**Goals**

- Goal #1
- Goal #2
- Goal #3
- Goal #4
- Goal #5

(Actual goals from this client example have been removed to protect content/identity.)

**Project Priorities**

- Infographic updates
- Ads + tagging
- Campaign assets
- Direct mail
- Social media
- Material updates

**Budget Allocation**

- Media \$ spend
- Implementation \$ spend
  - Account planning
  - Production
  - Evaluation
- Total budget \$

(Actual budget for this client example has been removed for confidentiality reasons.)

**Strategic Recommendations**

- Ad set creation
- Leverage anniversary
  - Benefit language
  - Client helped me...
- Human touch
  - Compliment the data
  - More diversity
- Storytelling

**Communications**

- Monthly meetings
  - Agenda
- Billing
  - Narration
- Reporting
- Email (team vs one)

**Proposed Media Tactics**

- Media Tactic 1 - \$ spend
- Media Tactic 2 - \$ spend
  - Product #1
  - Product #2
- Media Tactic 3 - \$ spend
- Media Tactic 4 - \$ spend
- Media Tactic 5 - \$ spend

(Actual tactics and spend for this client example have been removed for confidentiality reasons.)

**Next Steps**

- Confirm strategies / tactics
- Timeline / calendar
- Specific asset estimates

Scan to see full marketing plan

2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

**a. Development of the Marketing Plan (cont'd)**

**v. Explain the bidder's process to evaluate the effectiveness of a multi-media marketing services project.**

Evaluating the effectiveness of a multimedia marketing campaign involves assessing various metrics to determine how well the campaign achieved its objectives and contributed to the overall goals. Firespring's process may include some or all of the following components depending on the campaign, its goals and desired outcomes.

During planning, it's critical to define the objectives and KPIs that we'd like to measure to ensure we're tracking relevant and actionable metrics. Objectives could include increasing awareness, driving website traffic, calls to the hotline, form fills, etc. Then we would identify specific KPIs for each objective. If the objective was to increase website traffic, KPIs could include website visits, page views, bounce rate, etc. Establishing baseline metrics before launching the campaign is also helpful in providing a point of comparison for measuring the campaign's impact. These could include past/current website traffic, social media engagement, past sign-ups, etc.

The implementation of tracking mechanisms is important to monitor the campaign's performance across various channels. Online channels such as websites, social media platforms and email marketing can be tracked using analytics tools, tracking pixels and UTM parameters. Meanwhile, offline channels like direct mail, TV and outdoor may utilize unique promo codes, QR codes or dedicated landing pages for tracking effectiveness.


It's important to regularly monitor the predefined KPIs over the course of the campaign while analyzing the data from different channels to understand which ones are driving the most engagement and website traffic. This allows us to identify any trends and patterns that indicate successes and areas for improvement, which are then used to adjust the campaign strategy or tactics if necessary. Additionally, gathering feedback from stakeholders and internal team members provides valuable insights into the campaign's performance and identifies what is working well and what could be improved. Based on this real-time data and feedback, we will continuously optimize to improve performance.

Upon completion of the campaign, a comprehensive report is prepared outlining the results, key insights, successes and areas for improvement. We will also look at traffic to your website, calls to the hotline and form intake and discharge data. This will help inform decision-making and strategic planning for future campaigns based on the insights gained from the evaluation process.

Ultimately, we understand the importance of metrics tracking, which enables us to think strategically and act tactically. That's why we operate under a strategic framework that outlines which metrics we'll be evaluating and a clear game plan for making adjustments. We value open, flexible communication throughout our partnership in the pursuit of your objectives.

**EXAMPLE MEDIA CALENDAR**

2024 NPGAP Media  
 Target Geo  
 Target Demo  
 Timing  
 Media Budget



Date	Approval					2024																								
	Media/Advertiser	Product	Ad Type	Quantity	Cost	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
<b>Print</b>																														
Publisher Name																														
Publisher Name																														
Publisher Name																														
<b>Print Total</b>					\$2,000																									
<b>Radio/TV</b>																														
Station Name	Product	Ad Type	Quantity	Cost																										
Station Name																														
<b>Radio/TV Total</b>					\$1,000																									
<b>Spots/Signage</b>																														
Name																														
<b>Spots/Signage Total</b>					\$2,000																									
<b>Digital</b>																														
Advertiser Name	Digital Tactics	Ad Type	Quantity	Cost																										
<b>Digital Total</b>					\$2,000																									
<b>Total Media</b>					\$7,000																									

## 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

### a. Development of the Marketing Plan (cont'd)

#### EXAMPLE MEDIA BRIEF

**Firespring** Media Recommendations Brief

**Client Information**

Client

Budget

Due Date for Media Recs

Campaign Dates

Geography/Market(s)

Target Audience:

Teens  
 Male  
 Female  
 Adults

Age Group  
(may select more than one)

12-17  18+  
 18-24  25+  
 25-34  35+  
 35-44  45+  
 45-49  50+  
 50-54  55+  
 55-54  65+

**Company Overview/Project Background**  
Provide context and background information on the company to help media buyers understand the business. Who are they, what services are they providing, do they offer? Include links to their website and any other background information that might be helpful. Are there any mandatory needs, etc.?

**Goals/KPIs**  
What are you hoping to achieve with this media buy? (Reach, awareness, etc.) Do you want to increase website traffic? Is this a lead generation or a brand awareness campaign? What is the primary goal? What is the secondary goal? What is the success of the campaign? Do you have any other goals that you would like to track?

**Assets**  
Is anything pre-approved on the client's side? Are they posting it, or what's available?

**Target Audience Detail**  
In addition to age group and geography/market, additional demographic information consists of income, marital status, family status, ethnic background. Can also include interests, hobbies, values, attitudes, behavior and location demographics. The more defining, the better, especially for digital campaigns.

**Key Message/Call to Action/URL for campaign**  
What will the creative message include, what is the call to action, what are we asking people to do, and what is the URL we will be directing the consumer to?

#### EXAMPLE CREATIVE BRIEF

**Firespring** Creative Brief

Client:  
Project:  
Job number:  
Budget:  
Due date:

**Company Overview**  
[insert here]

**Product Details**  
[insert here]

**Project Objective**  
Outline the entirety of the project at hand. What the objectives and overall goals are, as well as general information relating to the project.

**Target Audience**  
Identify primary/secondary/tertiary audiences with as much information as possible (age, demographics, psychographics, needs, location, traits, etc.)

**Competitors**  
List as many competitors as possible with objectives similar to this project's objectives/goals.

**Deliverables**  
Outline all deliverables in as much detail as possible (sizes of printed material, number of social posts, etc.)

**Look/Feel/Voice**  
Identify brand standards here.

**Things We Know to Avoid**  
Identify brand- or message-related items that should not be included in the project deliverables.

**Key Message**  
Clearly state the key message of the project here. Also can provide secondary messages if applicable.

**Call to Action**  
Clearly state the project's one Call to Action.

**Measurement/Tracking/KPIs**  
List all measurements needed to track the success of this project.

**Coordinating Materials/Mandatory Elements**  
Should there be additional materials that support this project (ex. another campaign that complements this project), provide information or examples here.

**Timeline**  
**Final Deliverable Due Date**  
Outline the timeline, milestones and due dates for the project.

**Enterprise Budget Breakdown**  
[insert screenshots of the project budget here]

**Firespring** Creative Brief

**Scan**



# 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

## b. Development of the Marketing Budget

### i. Explain the bidder's method of allocating the budget among media types, creative development, production costs and other expenditures.

When allocating the budget among various components of a marketing campaign such as media types, creative development, production costs and other expenditures, a methodical approach is essential to ensure optimal resource utilization and maximum return on investment (ROI).

We begin by clearly defining the campaign objectives and overarching strategy. Understanding the desired outcomes helps to determine the most effective allocation of resources. For example, if the goal is to increase brand awareness, more budget may be allocated towards media types that offer broad reach and visibility.

We then conduct comprehensive research to understand your target audience's demographics, preferences, behaviors and media consumption habits. This analysis helps us determine the most appropriate media channels to reach the audience effectively.

As part of our process, we would allocate 70 percent of the budget towards media planning and buying the first year, with 80 percent in year two. This includes identifying the most suitable media channels (e.g., digital, print, television, radio, outdoor, etc.) based on audience demographics, reach, cost-effectiveness and campaign objectives. The budget allocated to each media type would reflect its potential to reach the target audience and achieve campaign goals.

Similarly, we allocate funds for creative development, including concept ideation, design, copywriting and content creation. The creative elements of a campaign play a crucial role in capturing audience attention, communicating brand messaging and driving desired actions. The allocated budget would accommodate the production of high-quality and engaging creatives tailored to each selected media channel.

Budget is also allocated for the production of advertising materials, such as print ads, digital banners, radio, video commercials and other assets as required by the media plan. We consider factors such as the scale of production, complexity of creative execution and quality standards when budgeting for production costs. For instance, producing a television commercial may incur higher production costs compared to creating social media graphics.

Additionally, we set aside funds for miscellaneous expenses associated with the campaign, such as research costs, promotional materials, event sponsorships and contingency funds. These additional expenditures ensure that all aspects of the campaign are adequately supported and that unforeseen challenges can be addressed without disrupting the campaign's progress.

Throughout the budget allocation process, we maintain flexibility to allow for adjustments based on campaign performance, emerging opportunities and changing market dynamics. Regular monitoring of KPIs enables us to reallocate resources to high-performing channels or adjust strategies to optimize campaign effectiveness.

Finally, we allocate resources for post-campaign evaluation and optimization efforts. Analyzing campaign performance metrics helps us identify areas of success and areas for improvement, informing future budget allocation decisions and strategic adjustments.

By following this methodical approach, we ensure that resources are distributed effectively to support the overarching campaign objectives, maximize reach and engagement and drive meaningful results for your campaigns.

### **b. Development of the Marketing Budget (cont'd)**

#### **ii. Explain the bidder's process to schedule the marketing budget expenditures throughout the contract year.**

Scheduling marketing budget expenditures throughout a contract year involves careful planning and strategic allocation of resources to ensure consistent and effective campaign execution over time.

First, we outline the contract year timeline, considering seasonal trends, elections and key betting opportunities that may impact our marketing activities. We identify important markers, such as campaign launch dates and major events, to guide our scheduling process.

We then identify the specific campaigns, initiatives and events planned for the contract year and prioritize them based on their strategic importance, anticipated impact and alignment with your objectives. We then allocate budget accordingly, ensuring that each campaign receives adequate funding to achieve its goals.

Budget is then allocated across the contract year, taking into account the timing and duration of each campaign or initiative. We may allocate higher budgets around high-profile sports events such as the NFL, Super Bowl and March Madness to promote the helpline, while considering seasonal variations in consumer behavior, market trends and political campaigns to educate and inform.

Throughout the year, we will regularly monitor campaign performance, budget utilization and market conditions. We analyze KPIs to assess the effectiveness of our marketing efforts and identify opportunities for optimization. We adjust budget allocations as needed to reallocate resources to high-performing campaigns, tactics and emerging opportunities or address unexpected challenges.

We maintain flexibility in budget scheduling to accommodate changes in objectives, market dynamics or unforeseen circumstances, and are prepared to adapt budget allocations in response to shifting demographic preferences, internal factors and new opportunities that arise during the contract year.

We foster open communication and collaboration among cross-functional teams involved in marketing planning and execution. We ensure alignment between marketing activities and broader business objectives and regularly communicate budget allocations, priorities and performance updates to stakeholders.

Finally, we conduct annual reviews and post-mortems to evaluate the effectiveness of our budget scheduling and marketing activities throughout the contract year. We identify lessons learned, best practices and areas for improvement to inform future budgeting and planning processes.



# 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

## c. Development of the Creative Proposal

### i. Describe the bidder's process for developing creative concepts for a multi-media marketing campaign.

As noted, Firespring's creative approach is as much about strategy as it is creativity. Our process includes applying the research and insights into an overarching creative strategy.

As your partner, we'll ask for your ideas and input and then our team will develop a creative brief that outlines goals, objectives and key information about the audience. We'll submit the creative brief for your review and approval and then begin to develop 2-3 concepts that illustrate the approach to messaging, visuals and mediums.

To kick off that development, our team will meet and work through some creative ideas together. Many times the members will perform additional brainstorming individually and come together as a group to discuss those ideas. Having several team members included in this step allows us to look at the creative solution from various angles.

We will take into consideration the need for multiple approaches, so concepts will be able to be applied to traditional and digital mediums. The prevalence of smartphones means all the concepts must work in a mobile environment as well.

Once your team selects and approves a concept we'll take the next step and turn those concepts into actionable deliverables, which may include scripts, storyboards, outlines and drafts of specific ads. Upon approval, we'll begin producing the actual assets, which may include videos, audio, print, outdoor and digital assets.

We will get your final approval prior to printing materials or submitting assets to the media outlets.

### c. Development of the Creative Proposal (cont'd)

#### ii. Describe bidder's process for website hosting, design, and optimization.

Firespring's approach to website hosting, design and optimization is a strategic process. We begin with needs assessment and goal setting. Understanding your target audience, desired functionalities, branding requirements and business goals is crucial in shaping the design and optimization process.

**Selecting a Hosting Provider:** We recommend our managed hosting solution, WordPress Always On, to ensure our clients websites are always up, secure and functioning properly. Paired with our hands-on approach to website maintenance, everything your site needs resides under one roof.

The WordPress Always On solution provides hosting, transactional emails, daily backups, managed WordPress Core, Plugin and theme updates, managed security, malware removal and hack cleanup, theme and plugin licensing, domain/SSL purchase and renewal, web application firewall and other benefits.

- **Domain Registration:** If you haven't already registered a domain name, we assist you in selecting and registering a domain that reflects your brand identity and is easy to remember and spell.
- **Website Design and Development:** Our experienced team of designers and developers work closely with you to create a visually appealing, user-friendly website that aligns with your brand identity and objectives. We employ responsive design principles to ensure that your website looks and functions seamlessly across all devices and screen sizes. ADA accessibility standards are top of mind as well, as we design and build out pages.
- **Content Creation and Optimization:** We collaborate with you to develop high-quality, engaging content that effectively communicates your brand message and provides value to your audience. We optimize the content for search engines (SEO) to improve visibility and ranking in search results.
- **Integration of Features and Functionality:** Depending on your requirements, we integrate various features and functionalities into your website, such as contact forms, ecommerce capabilities, social media integration, multimedia content and third-party plugins or tools.

#### iii. Explain how the bidder's creative concepts will serve NPGAP's expectations for the campaign.

When it comes to creative concepts, Firespring "thinks creatively and acts strategically." This means we'll apply the research and insights about our audiences along with the campaign objectives. The creative concepts will be meaningful and empathetic to the audience. It will also be hopeful and solution-oriented, which means there will be a clear call to action. We'll use storytelling to create significant, emotional audience connections. Our experts will leverage multiple formats including video, social media, email, direct mail, audio and more to create a unique and memorable experience that resonates with your audience.

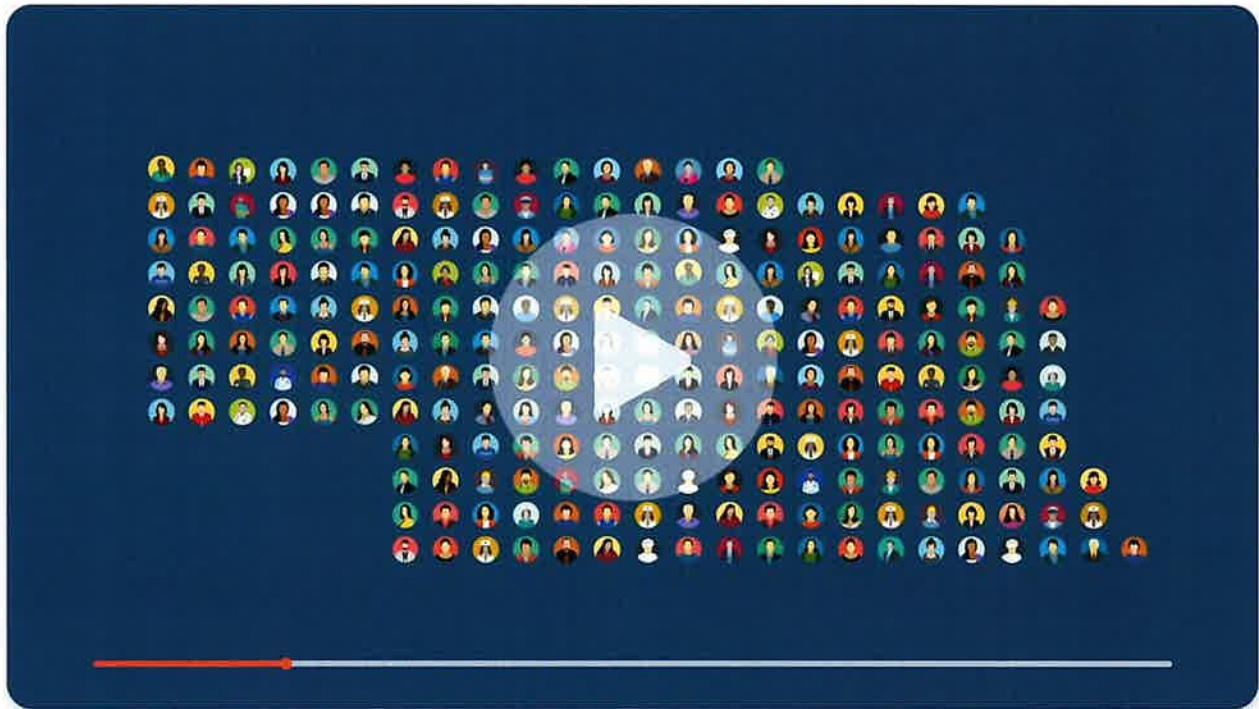
## 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

### c. Development of the Creative Proposal (cont'd)

- iv. Provide up to three examples of the bidder's creative work during the past 24 months, including digital and social media ads, print materials, radio or television broadcast scripts, and other examples of creative effort. Video and audio examples should be provided using an online source method.

### Nebraska Department of Labor

ANIMATED  
VIDEO



#### TRADE ADJUSTMENT ASSISTANCE

[youtube.com/watch?v=9fmWSGeP2aI](https://www.youtube.com/watch?v=9fmWSGeP2aI)

Scan to watch



## 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

### c. Development of the Creative Proposal (cont'd)

## Nebraska Collegiate Prevention Alliance

DIGITAL ADS

Nebraska Collegiate Prevention Alliance

**94%** of Nebraska college students reported *NOT* driving after drinking.

LEARN MORE

Nebraska Collegiate Prevention Alliance

**FACT:**

Among Nebraska college students who report using marijuana,

**60% do NOT drive after using.**

LEARN MORE

Nebraska Collegiate Prevention Alliance

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LEARN MORE

Nebraska Collegiate Prevention Alliance

**94%** of Nebraska college students reported *NOT* driving after drinking.

LEARN MORE

Nebraska Collegiate Prevention Alliance

**FACT:**

Among Nebraska college students who report using marijuana,

**60% do NOT drive after using.**

LEARN MORE

VIDEO ADS

The truth about college drinking habits?

75% of college students have NOT used marijuana in the last year.

Scan to view



## 2. BIDDER'S CAREER PROPOSAL FOR PERFORMING THE WORK

### c. Development of the Creative Proposal (cont'd)

## Wayne State College

**With Wayne State's Career Scholars Program, incoming freshmen qualify for a \$33,000 scholarship, allowing them to gain valuable work experience while they complete their degree.**

**CAREER SCHOLARS PROGRAM SCHOLARSHIP:**

- Freshmen Year: \$5,000
- Sophomore Year: \$6,000
- Junior Year: \$7,000
- Senior Year: Up to \$15,000 (Includes tuition and housing costs)

Plus: An average \$17/hour paid working opportunity

This program combines classroom learning with real work experience, enabling students to manage the costs of their degree while acquiring practical career skills – and still graduate in four years!

The Career Scholars Program is perfect for students who want to propel their future while earning a business, communication, criminal justice, information technology, education, or industrial technology degree.

Discover more and apply for the Career Scholars Program today.

[www.wsc.edu/career-scholars](https://www.wsc.edu/career-scholars)

Office of Admissions  
1111 Main Street  
Wayne, NE 68797  
www.wsc.edu

DIRECT MAIL

**EARN YOUR DEGREE + REAL CAREER EXPERIENCE**

Wayne State's Career Scholars Program

WSC.EDU

DIGITAL ADS

SCHOLARSHIPS UP TO \$33K

REAL-WORLD LEARNING IN THE CAREER FIELD

REAL-WORLD PAYOFFS

INVEST IN YOUR FUTURE

Scan to see more



# 2. BIDDER'S PROPOSAL FOR PERFORMING THE WORK

## d. Reporting and Collaboration with NPGAP staff and the Commission


### i. Describe bidder's process for obtaining approvals, appropriate timeline for approvals, rewrites and edits.

Firespring submits all work, from media recommendations to scripts and concepts to final creative asset files, for your approval. In our discovery process we will confirm who on the NPGAP and Commission team needs to review and approve work. Timelines for submitting deliverables will be identified in the marketing plan. If any edits or rewrites are requested, we'll provide a time for delivery and submit for approval.

### ii. Provide up to three examples of reports given to a client in the past 24 months, reporting on the progress and success of a multi-media marketing campaign.

Rather than providing a cookie-cutter approach to metric reports, Firespring provides a custom report based on client needs, optimizations and goals. Firespring will customize the reporting to align with NPGAP's specific objectives. The examples below are based on objectives specific to these clients.

## EXAMPLE REPORTS



**Client Name and Product**  
**Digital Campaign Report**  
Reporting Period: 10/23/23 - 3/31/24

**Media Platform Metrics**      Campaign Viewability: 75%

Media Tactics	Impressions	Clicks	CTR*	Completion Rate	CTR Benchmark
Behavioral Targeting	1,131,413	360	0.03%	NA	0.23%
Display Banner**	3,013,617	2,208	0.07%	NA	0.23%
Display Video	437,647	1,318	0.31%	65%	0.23%
Connected TV	197,748	NA	NA	67%	NA
Facebook	113,230	1,236	0.34%	NA	0.31%
Instagram	270,413	427	0.27%	NA	0.30%
Twitter	306,738	161	0.05%	NA	0.21%
Attribution Banner	304,378	217	0.07%	NA	0.21%
<b>Overall</b>	<b>5,448,882</b>	<b>6,458</b>	<b>0.13%</b>	<b>74%</b>	

**Optimizations**

- All Display tactics have attributed conversions this month, with retargeting leading the way.
- In March, XXXXXX had a stronger social conversion rate; however, in the last 14 days XXXXXX have had a stronger conversion rate, so continuing to watch and adjust accordingly.
- Pushing more delivery to Facebook in-feed/in-stream placements where we've seen better results, with less delivery towards reels, explore pages, and marketplace to maximize overall performance.
- Removed underperforming behaviors: targeting segments.
- Adjusting priorities on inventory, ad sizes, ad environments and devices based on scale, quality, and performance.
- Backend algorithmic optimizations set to prioritize users predicted to convert or engage with our ad (click, watch video to completion, engage on social).

**Pixel Performance**

- All pixels continue to fire correctly.
- We are directing all traffic to (landing page URL goes here) for both accessibility and to allow for retargeting/conversions from users who may have seen an ad but didn't click, and then visit this page later.

**Notes**

- There have been 426 conversions through March. 16 - Firm Submissions; 168 - XXXXXX Button Clicks; 179 - XXXXXX Button Clicks; 30 - XXXXXX Button Clicks; 15 - XXXXXX Button Clicks; and 18 - XXXXXX Button Clicks.
- The final set of creative started 2/26 and is outperforming all other ad sets in terms of conversions.
- Top display and online video sites: Yahoo, MSN, Fox News, Omaha, People, eBay, 247 Sports, ESPN, USA Today, Norfolk Daily News.
- Top CTV inventory: The Roku Channel, This Old House, CBS Mornings, Fixer to Fabulous, NBA Basketball, History Channel, Lifetime, HGTV, Bravo, College Basketball.
- 84% of conversions (272) have been attributed to the Display Banner efforts.


**Digital Ad Performance**

We evaluate the performance of each digital tactic, based on metrics like: Clicks, Impressions, Click-Through Rate and Video Completion Rate. These numbers tell us how your ads are doing month by month, and whether or not we should make any adjustments. Meanwhile, the vendor is working behind the scenes to optimize the campaign for the best possible performance.

- Impressions (IMPA):** An impression is counted each time your ad is shown on a web or app page. Each time your ad appears, it's counted as one impression.
- Clicks:** When someone clicks your ad, it's counted as a click. Clicks can help you understand how appealing your ad is to people who see it.
- Click-Through Rate (CTR):** CTR is the number of clicks your ad receives divided by the number of times your ad is shown, expressed as a percentage (clicks / impressions = CTR).
- Video Completion Rate (VCR):** VCR is a measurement of the rate at which your digital video impressions play through to 100%.
- Viewability:** The concept of how visible ads on a website/mobile app are to users. The industry standard for viewability tracked by the Media Ratings Council (MRC) and Interactive Advertising Bureau (IAB) is that at least 50 percent of its pixels be in view for at least one second (for video, 50 percent of a player must be in view for at least two seconds).
- Keyword Search Term\*:** Targets users based on their search history.
- Contextual Keyword\*:** Categorizes/crawls webpages to position ads beside content aligning with WSC's specific keywords, topics, or categories.
- Retargeting\*:** Uses pixel placement to re-engage users who have visited your website by serving them an ad when they visit other websites. People who see retargeted ads are 70% more likely to convert. Website traffic can increase by 700% with retargeting.
- App Detection\*:** Targets users based on campaign-relevant mobile apps the user has downloaded to their smartphone or tablet.
- CTV Cross-Device\*:** Targets users who have been served a CTV video ad, since in most CTV environments, the user cannot click on an ad.
- Social Engagement\*:** Targets users based on posts they've engaged with, hashtags they're using, account handles they're following, and videos they've interacted with.
- Email Domain\*:** Delivers ads to an audience who has received emails from select domains or categories of interest. (Newsletters, opt-in mail, subscriptions, receipts, etc.)

**d. Reporting and Collaboration with NPGAP staff and the Commission (cont'd)**

**EXAMPLE REPORTS**



Product Name Here  
Campaign Media Reporting

Client Name  
NOV. 8, 2021-FEB. 13, 2022

### Overall Campaign Performance

Campaign Viewability: 80%

	IMPs	Clicks	CTR	VCR
Display Banners	5,821,826	8,263	0.14% (15.5%)	
Video Banners	859,231	2,055	0.24% (25.5%)	
Display Feed	723,538	1,143	0.16% (18.5%)	
Video	863,189	3,229	0.37% (30.5%)	74.83% (70.5%)
Native	331,209	NA	NA	80.27% (93.5%)
Native Banners	556,042	431	0.08% (10.5%)	
<b>Total</b>	<b>8,432,235</b>	<b>7,182</b>	<b>0.18%</b>	<b>87%</b>

Industry benchmarks on parent/children.

### Video Performance

	IMPs	Completions	VCR	Cross-Device Viewable Share
News	87,881	79,400	90.78%	33
TV	426,748	414,929	97.45%	22%
<b>Total</b>	<b>514,629</b>	<b>494,329</b>	<b>96.27%</b>	<b>25%</b>

	IMPs	Completions	VCR
News	412,914	396,523	97.54%
TV	102,295	95,606	93.82%
<b>Total</b>	<b>514,209</b>	<b>494,289</b>	<b>96.27%</b>

### Campaign Click Through Rate

### Video Completion Rate

Media Reporting: Nov. 8, 2021-Feb. 13, 2022 Page 4

2021  
REPORTING

Campaign Name  
May 2021

- 2 Campaign Goals Overview & Notes
- 3 Landing Page Performance
- 4 Campaign Leads
- 9 Auto-Response Email Performance
- 10 Google Ad Performance
- 14 Digital Ad Performance
- 39 Strategic Campaign Recommendations

### Campaign Leads

#### 2020-2021 (Product) Campaign Leads

#### Year-Over-Year (Product) Campaign Leads

May 2021 | 6

### Google Ad Performance

#### 2020-2021 Campaign Analysis

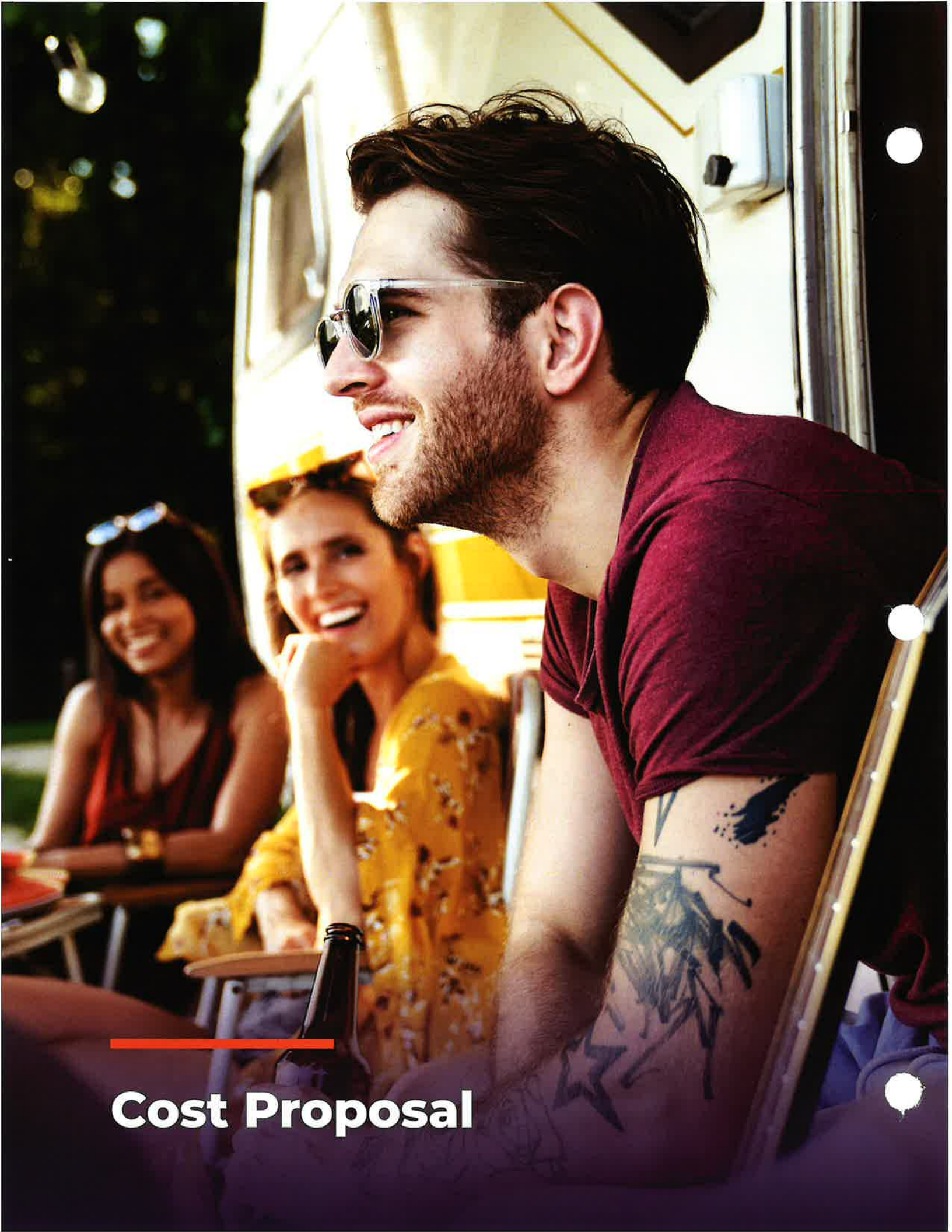
(Client) Campaign	Industry Benchmark
Impressions	176,682
Clicks	28,656
Cost Per Click (CPC)	\$3.06
Click-Through Rate (CTR)	16.22%
Total Ad Cost/Spent	\$57,136.33

#### 2020-2021 Monthly Impressions

May 2021 | 12

Scan to view full reports





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# Cost Proposal



**ATTACHMENT A: COST PROPOSAL  
Request for Proposal NPGAP2024.1**

Bidder Name: Firespring

Instructions to bidders:

The Commission on Problem Gambling requires all contracts awarded for services to include a projected total cost for each year of the contract. This will be expressed in the agreed contract with the awarded bidder as an amount that the annual total cost is "not to exceed" for the term of the contract.

Bidder must complete the following cost proposal table. Costs provided must be fixed for the duration of the initial term of the contract, except as otherwise provided in the following cost proposal tables. As provided in Section II F., cost increases for contract renewals after the initial term of the contract, if any, shall be based on consideration of written request by the successful bidder. Bidder must provide the unit cost of each item; however actual quantities will be determined based upon the recommendations contained in the Strategic Marketing Plan. The total price shall reflect all fees necessary to perform the services in their entirety, such as but not limited to, labor, taxes, equipment, computer software, travel, and copies unless approved in advance in writing by GAP Marketing Director (Staff). Invoices should be submitted monthly during the term of the contract.

<b>MEDIA PLANNING</b>			
	<b>Total Fixed Cost*</b>		
	<b>Initial Term</b>	<b>Optional Renewal One</b>	<b>Optional Renewal Two</b>
1. Strategic Planning & Market Research – Development of Strategic Marketing Plan	\$ 15,000	\$ 15,000	\$ 15,000
2. Design of Public Awareness Campaign and Branding	\$ 20,000	\$ 20,000	\$ 20,000
3. Account Services and Management	\$ 50,000	\$ 50,000	\$ 50,000
4. Website	\$ 195/month	\$ 195/month	\$ 195/month
5. Other (Please Specify)	\$ 600,000	\$ 600,000	\$ 600,000
<b>MEDIA PRODUCTION</b>			
	<b>Unit Cost*</b>		
	<b>Initial Term</b>	<b>Optional Renewal One</b>	<b>Optional Renewal Two</b>
1. Media Production of Public Awareness Campaign (Provide individual cost for each item)			
a. Video/Television Production (15-30 seconds of video content)	\$ 15,000	\$ 15,000	\$ 15,000
b. Audio Media Production (15-30 seconds of audio content)	\$ 3,000	\$ 3,000	\$ 3,000
c. Print Media Production – Print Advertisement	\$ 1,500	\$ 1,500	\$ 1,500
d. Digital Media and Social Media Production	\$ 5,000	\$ 5,000	\$ 5,000
e. Website	\$ 4,000	\$ 4,000	\$ 4,000
f. Other (Please Specify)	\$ 20,000	\$ 20,000	\$ 20,000
2. Branding Toolkit (See RFP Section V.C. 1. H. )	\$ 6,500	\$ 6,500	\$ 6,500

\* Please see an included cost proposal addendum on the following page.

## ADDENDUM | ATTACHMENT A: COST PROPOSAL

This addendum provides a brief explanation of the costs submitted within the cost proposal, where necessary. Although some costs and quantities may change depending on the outcome of the Strategic Marketing Plan, the total cost will never exceed the annual budget established by the Commission each year.

### MEDIA PLANNING

#### 1. Strategic Planning & Market Research

Development of Strategic Marketing Plan

- a. One Strategic Marketing Plan created every two years.

#### 2. Design of Public Awareness Campaign and Branding

#### 3. Account Services and Management

#### 4. Website

- a. Monthly cost for using our managed hosting solution, WordPress Always On.
  - Includes hosting, transactional emails, daily backups, managed WordPress Core, plugin and theme updates, managed security, malware removal and hack cleanup, theme and plugin licensing, domain/SSL purchase and renewal, web application firewall and other benefits.

#### 5. Other

- a. Paid media placement and associated agency services including media strategy, planning/placement, negotiation, trafficking, invoice verification, reporting and facilitating communication with all media outlets and vendors.
  - Based on a total Commission budget of \$400,000 each year of the initial term and each year of the optional two-year renewals. We recommend allocating 70 percent of the budget to media planning and buying the first year of each two-year term with 80 percent in year two of each term.

### MEDIA PRODUCTION

#### 1. Media Production of Public Awareness Campaign

(Provide individual cost for each item)

##### a. Video/Television Production

(15-30 seconds of video content)

- One on-location shoot, with talent, using a professional full-service production company in Lincoln. Cost may be less depending on length and type of video recommended after development of the Strategic Marketing Plan.

##### b. Audio Media Production

(15-30 seconds of audio content)

- One professionally recorded :30 audio spot with single talent.

##### c. Print Media Production

Print Advertisement

- One full page, full-color print ad.

##### d. Digital Media and

Social Media Production

- Per message, and will vary depending on the tactics, platforms and quantities needed based on the specific goals and objectives defined in the Strategic Marketing Plan.

##### e. Website

- One landing page to match the look and feel of the public awareness campaign and branding, plus any updates to the NPGAP's main website.

##### f. Other

- Firespring typically holds back a contingency fund to account for any unexpected needs, additional media assets or opportunities that may arise during the contract period.

#### 2. Branding Toolkit

(See RFP Section V.C. 1. H.)

- a. Renewal one and two includes an update, if needed, to reflect any changes in branding based on feedback or results from previous years.



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**Appendices**

APPENDICES

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**Form A Bidder  
Point of Contact**

# Form A

## Form A Bidder Proposal Point of Contact Request for Proposal Number NPGAP2024.1

Form A should be completed and submitted with each response to this Request for Proposal. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Firespring
Bidder Address:	1201 Infinity Ct. Lincoln, NE 68512
Contact Person & Title:	Mike Losee, Director of Account Services
E-mail Address:	mike.losee@firespring.com
Telephone Number (Office):	402.437.0030
Telephone Number (Cellular):	402.617.6669
Fax Number:	402.437.0101

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	Firespring
Bidder Address:	1201 Infinity Ct. Lincoln, NE 68512
Contact Person & Title:	Mike Losee, Director of Account Services
E-mail Address:	mike.losee@firespring.com
Telephone Number (Office):	402.437.0030
Telephone Number (Cellular):	402.617.6669
Fax Number:	402.437.0101

APPENDICES

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# Team Resumes

## Team Resumes



### Mike Losee

Director of Account Services  
Marketing Strategist

**Education:** University of Nebraska-Lincoln, Master of Arts - Mass Communications; University of Nebraska-Lincoln, Bachelor of Journalism - Advertising, Marketing, Economics

Mike brings to Firespring over 30 years of experience and a passion for helping organizations achieve their mission. As director of account services and lead marketing strategist, his role is to ensure all communication initiatives strategically align with your goals and work in sync to maximize results. With a Bachelor of Journalism in Advertising and Marketing, as well as a Master of Arts in Mass Communications, Mike has been a featured speaker on branding and strategy at several venues across the country. He is past president of the Nebraska Healthcare Marketers Association and is a former public member of the Nebraska Health and Human Services State Board of Health. Throughout his career, Mike has developed and led marketing strategies for numerous local, regional and national public behavioral health and wellness entities. He understands the dynamics of leveraging effective communication strategy to achieve meaningful change, and has put his expertise to work helping organizations do more good.



### Megan Guenther

Account Manager

**Education:** University of Nebraska-Lincoln, Bachelor of Science in Business Administration - Marketing & Advertising

With over eight years of experience working in marketing and a Bachelor of Science in Business Administration and Marketing, Megan understands the processes and objectives that are most effective for meeting and exceeding her clients' marketing goals. She will provide day-to-day account management services for your project, ensuring projects are delivered on time, on target and on budget. Bringing her remarkable communication prowess to the table, she'll be continually advocating for your interests while making certain that internal resources are being utilized efficiently. Her adeptness lies not only in interpreting the defined strategies for her clients, but also in orchestrating seamless collaboration between internal and external teams to drive execution. Megan's experience involves working with a diverse range of clients from both the public and private sectors.

## REFERENCES

### Dave Snitily

Director of Marketing  
Crete Carrier Corporation  
400 NW 56<sup>th</sup> Street  
Lincoln, NE 68528  
402.475.9521

### Charlie Meyer

President  
Lincoln Saltdogs Baseball  
403 Line Drive  
Lincoln, NE 68508  
402.474.2255

### David Cicotello

Author  
2505 John Bragg Hwy #H-111  
Murfreesboro, TN 37127  
615.971.3903

## REFERENCES

### Alanna Morse

Director of Listening Products  
Perceptyx  
4501 S 86<sup>th</sup> St.  
Lincoln, NE 68516  
805.368.1543

### Pam Jones

Manager, Customer Solutions  
Perceptyx  
4501 S 86<sup>th</sup> St.  
Lincoln, NE 68516  
402.730.7419

### Morgan Kumm

Customer Solutions Partner  
Perceptyx  
4501 S 86<sup>th</sup> St.  
Lincoln, NE 68516  
402.358.0285

## Team Resumes



### Kate Scott

Project Coordinator

**Education:** Emporia State University, Bachelor of Science in Business Administration - Marketing

With seven years of marketing and project management experience under her belt, alongside a Bachelor of Science in Business Administration and Marketing, Kate brings a wealth of expertise to the table. Known for her knack in guiding internal teams, she ensures client projects progress smoothly while hitting deadlines, nailing objectives and staying within budget. To do this, she takes a commanding role in ensuring workflow efficiency, fostering clear communication and proactively identifying risks to minimize project disruptions. This ensures your deliverables will meet quality standards and expectations. Kate's experience includes working with numerous state of Nebraska accounts and has expertise with behavioral health campaigns. As project coordinator, Kate will assist in project timelines, budgets and resourcing of the Firespring team. In addition, she will adeptly serve in the account manager role should your account manager be out of the office.



### Paige Craft

Lead Web Developer

**Education:** Bellevue University, Bachelor of Arts in Graphic Design

**Certifications:** Google Analytics

Paige has a rich history rooted in the Midwest and diverse experience that spans visual and product design, digital strategy, brand strategy and more. As a leader who builds WordPress websites and guides a team of Firespring developers, her role is to ensure all digital products are user-friendly and align with our clients' needs while staying up-to-date on UX research, human-centered design and digital trends. Paige's expertise is put to work to build and manage client WordPress websites, reflecting her passion for providing superior and scalable solutions. Throughout her career, Paige has started and run her own agency partnering with companies across many industries, and understands the dynamics of leveraging effective digital strategy to achieve meaningful impact. With an Associate Degree in Business Communication and a Bachelor's degree in Graphic Design, Paige has been instrumental in implementing new visual branding for numerous organizations, defining and executing their voice and tone to create community and improve brand sentiment and awareness.

## REFERENCES

### Marie Silfer

Regional Business Development Director  
Lincoln Journal Star  
402.473.7216  
msilfer@journalstar.com

### Rachel Perry

Regional Advertising Operations Manager  
Lincoln Journal Star  
402.473.2624  
rperry@journalstar.com

### Mike Wise

Director  
Emporia State University Recreation Services  
620.341.5952  
mwise@emporia.edu

## REFERENCES

### Julie Shaw

Founder  
HRVue  
6414 Jepson Court  
Charlotte, NC 28214  
704.305.3877

### Megan Smith

Brand Designer  
Hudl  
15420 Farnam Circle  
Omaha, NE 68154  
402.718.3972

### Drew Tuzson

Founder  
Dwellr  
8350 Renatta Drive #2308  
Lincoln, NE 68516  
303.489.1740



## Team Resumes



## Brophy Ringdahl

Lead Creative / Design Lead

**Education:** Coastal Carolina University, Bachelor of Arts with an emphasis on graphic design

As our seasoned design team lead, Brophy directs and crafts compelling creative that brings client campaign strategies to life. With over two decades of experience with Firespring, Brophy's wealth of design knowledge has helped hundreds of clients connect with their audiences through innovative creative execution across numerous platforms. Brophy excels in fostering a collaborative environment where creativity thrives. From concept development to execution, his approach takes a deep dive into brand identity—allowing him and his team to develop cohesive storytelling that elevates brand perception and drives engagement. Brophy has not only demonstrated his leadership within the creative team, but is instrumental in furthering and promoting a positive culture at Firespring as a whole. He is a longstanding member of Firespring's Culture Club, partnering closely with the leadership team on benefits and policies, improving campus amenities, being a leader for Firespring philanthropically and planning and promoting ways for team members to connect.



## Aaron Mack

Copywriter

**Education:** University of Nebraska-Lincoln, Bachelor of English

With more than 10 years of professional writing and editing experience, Aaron excels in telling a brand's story in strategically captivating ways. His ability to engage an audience comes not only from his aptitude for making emotional and logical connections through words but his dedication to fully understanding each client and their particular strengths and challenges. After earning his Bachelor of English degree from the University of Nebraska-Lincoln, he worked in editing and communications as part of the University of Nebraska system before serving as a marketing and communications specialist for the Nebraska Department of Economic Development. Aaron has a demonstrated history of working with and writing for brands, businesses and nonprofits of varying sizes and in every vertical imaginable. His knack for research and communications, combined with his team-player attitude, make him a great asset for developing content that engages, educates and motivates your audience.

## REFERENCES

### Brandy Johnson

Communications and Learning Manager,  
General Counsel  
NIRMA  
8040 Eiger Drive, Lincoln, NE 68516  
402.742.9255

### Sheri Irwin-Gish, M.A.

Executive Director - Communications,  
Marketing and External Relations  
College of Business,  
University of Nebraska-Lincoln  
HLH 311, 730 N. 14<sup>th</sup> Street  
Lincoln, NE 68588-0405  
402.472.3382

### Ryan Simanek

Graphics Manager  
Lincoln Public Schools  
5905 O St  
Lincoln, NE 68510  
402.436.1622

## REFERENCES

### Kate Ellingson

Director of Marketing  
Nebraska Department of  
Economic Development  
245 Fallbrook Blvd.  
Lincoln, NE 68521  
402.471.3111

### Kari Ruse

Transit Liaison Manager  
Nebraska Department of Roads  
1400 Hwy 2  
Lincoln, NE 68502  
402.479.4694

### Melanie Kiper

Community Service Specialist  
University of Nebraska-Omaha  
6001 Dodge St.  
Omaha, NE 68182  
402.554.2133

## Team Resumes



## Lori Koepke

VP of Media

**Education:** University of Nebraska–Lincoln, Bachelor of Journalism in Advertising

Lori brings our clients almost 30 years of experience in the dynamic landscape of advertising and media—equipping her with a deep understanding of the constantly changing media ecosystem, spanning traditional channels to the latest digital platforms. She designs and executes innovative media strategies for our clients that resonate with target audiences across diverse demographics and markets. Her media expertise paired with her knowledge of the statewide market and sharp negotiation skills enable her to maximize our clients' media budgets through value-added placement and exceptional buys with all media outlets. Lori oversees a team responsible for strategic media planning, research, negotiating, buying, placement and billing. Lori's experience includes serving clients such as Tobacco Free Nebraska, the Nebraska Tourism Commission, Nebraska Game and Parks, Nebraska Soybean Board, Nebraska Organ, Eye and Tissue Donation, Nebraska Collegiate Prevention Alliance, Lincoln Saltdogs, Visit Lincoln and the Lincoln Airport Authority, as well as several other public health and nonprofit organizations.



## Jane Byram

Media Planner/Buyer

**Education:** University of Nebraska–Lincoln, Bachelor of Journalism in Advertising

**Certifications:** Google Ads: search, video, display, measurement, and creative; Google Analytics, Microsoft Advertising search

A Nebraska native and seasoned media professional, Jane brings over three decades of experience to Firespring. Her extensive experience includes paid media strategy, tactics and execution, catering to a diverse range of B2B and B2C clients. Typically a media generalist, Jane also has in-depth knowledge, certifications and demonstrated results in search marketing. Her strategic acumen and meticulous attention to detail ensures that every media buy is carefully planned and executed to deliver maximum impact and value. In this ever-evolving media landscape, she has implemented precise strategies to deliver the right message to the right audience at the right time, emphasizing a thorough understanding of her clients' target audiences and media preferences. Whether crafting a media plan for a hyperlocal media market, or regional or statewide campaigns, to reaching major metros, Jane is dedicated to maximizing her clients' return on their media investment.

## REFERENCES

### David Haring

Executive Director  
Lincoln Airport Authority  
2400 W Adams St.  
Lincoln, NE 68524  
402.458.2400

### Jeff Maul

Vice President | Executive Director  
Visit Lincoln  
3 Landmark Centre, 1128 Lincoln Mall, Suite 100  
Lincoln, NE 68508  
402.434.5343

### Danielle Remus

Vice President | Marketing Director  
NebraskaLand Bank  
1400 S Dewey  
North Platte, NE 69101  
308.534.2100 ext. 263

## REFERENCES

### Kate Reilly

Executive Director | Marketing and Communications  
Rho Pharmaceuticals  
2635 NC-54  
Durham, NC 27713  
919.274.0277

### Holli Kroeker

PR & Media Manager  
SCORR Marketing  
2201 Central Avenue  
Kearney, NE 68847  
308.237.5567

### Farhan Rehmani

CEO  
Bestview Advertising, LLC  
2634 Sharpview Lane  
Dallas, TX 75228  
214.926.5955

## Team Resumes



### Liz Uehling Ready

Product Manager

**Education:** University of Nebraska–Lincoln, Master of Arts - Integrated Media Communication; University of Nebraska–Lincoln, Bachelor of Science in Agricultural Journalism, Advertising and Public Relations

**Certifications:** Advanced Google Analytics; Google Ads: Search, Display, Measurement; Hootsuite; Sprout Social; Hubspot Inbound Marketing (Creative); University of Nebraska–Lincoln awarded Public Relations and Social Media Certification; Citi Research Certification on Social and Behavioral Investigators and Key Personnel

With over 12 years of strategic and creative expertise in the nonprofit, agriculture and higher education sectors, Liz brings a profound understanding of analyzing audiences to develop creative strategies that motivate action and achieve our clients' organizational goals. Her expertise extends to managing national, statewide and local campaigns. With multiple degrees in Journalism and Advertising, including a Masters of Integrated Media Communication, Liz brings a unique combination of education and career experience to our team. She has developed and taught undergraduate level visual communication courses and graduate level branding and integrated campaign courses throughout the University of Nebraska system. She has been instrumental in developing processes to help the Firespring creative team enhance and elevate brand and multi-media campaign work, ensuring the best solution for our clients. Some of her former clients include The Trustees of Reservations (one of the nation's largest nonprofits), Pinnacle Bank Arena, Nelnet, the University of Nebraska-Lincoln and Central Valley Ag.

## REFERENCES

### Leti Taft-Pearman

Vice President of Marketing and Communications at Mass Audubon  
208 S Great Road  
Lincoln, MA 01773  
617.875.9121

### Nell Cochrane Buck

Social Media and Digital Content Manager at The Trustees of Reservations  
200 High Street  
Boston, MA 02110  
917.584.7519

### Valerie K. (Brown) Jones

President & Founder of Red Rover Media  
Associate Professor at the University of Nebraska-Lincoln  
1400 R St  
Lincoln, NE 68588

APPENDICES

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# Terms and Conditions

## II. TERMS AND CONDITIONS

Bidders should complete Sections II thru VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the Request for Proposal, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this Request for Proposal. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this Request for Proposal.

The bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause then that clause shall control,
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together,
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

### A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

1. The contract resulting from this Request for Proposal shall incorporate the following documents:
  - a. Request for Proposal, including any attachments and addenda;
  - b. Amendments to the Request for Proposal;
  - c. Questions and Answers;
  - d. Bidder's properly submitted proposal, including any terms and conditions or agreements submitted by the bidder; and
  - e. Amendments and Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment or Addendum to the executed Contract with the most recent dated amendment or addendum having the highest priority, 2) Amendments to the Request for Proposal, 3) Questions and Answers, 4) the original Request for Proposal document and any Addenda or attachments, and 5) the Contractor's submitted Proposal, including any terms and conditions or agreements that are accepted by the State.

Unless otherwise explicitly and specifically agreed to in writing by the State, the State's standard terms and conditions, as executed by the State, shall always control over any terms and conditions or agreements submitted or included by the Contractor.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

**B. NOTIFICATION**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

Bidder and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

Communications regarding the executed contract shall be in writing and shall be deemed to have been given if delivered personally; electronically, return receipt requested; or mailed, return receipt requested. All notices, requests, or communications shall be deemed effective upon receipt.

Either party may change its address for notification purposes by giving notice of the change and setting forth the new address and an effective date.

**C. BUYER'S REPRESENTATIVE**

The State reserves the right to appoint a Buyer's Representative to manage or assist the Buyer in managing the contract on behalf of the State. The Buyer's Representative will be appointed in writing, and the appointment document will specify the extent of the Buyer's Representative authority and responsibilities. If a Buyer's Representative is appointed, the bidder will be provided a copy of the appointment document and is expected to cooperate accordingly with the Buyer's Representative. The Buyer's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

**D. GOVERNING LAW (Nonnegotiable)**

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state, and federal laws, ordinances, rules, orders, and regulations.

**E. DISCOUNTS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

Prices quoted shall be inclusive of ALL trade discounts. Cash discount terms of less than thirty (30) days will not be considered as part of the proposal. Cash discount periods will be computed from the date of receipt of a properly executed claim voucher or the date of completion of delivery of all items in a satisfactory condition, whichever is later.

**F. PRICES**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

Prices quoted shall be net, including transportation and delivery charges fully prepaid by the bidder, F.O.B. destination named in the Request for Proposal. No additional charges will be allowed for packing, packages, or partial delivery costs. When an arithmetic error has been made in the extended total, the unit price will govern.

Prices submitted on the cost proposal form shall remain fixed for the initial term of the contract. Requests for an increase must be submitted in writing to the Problem Gamblers Assistance Program a minimum of 120 days prior to the end of the current contract period. Documentation may be required by the State to support the price increase.

**The State reserves the right to deny any requested price increase. No price increases are to be billed to any State Agencies prior to written amendment of the contract by the parties.**

**The State will be given full proportionate benefit of any decreases for the term of the contract.**

**G. BEGINNING OF WORK & SUSPENSION OF SERVICES**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

The State may, at any time and without advance notice, require the Contractor to suspend any or all performance or deliverables provided under this Contract. In the event of such suspension, the Contract Manager or POC, or their designee, will issue a written order to stop work. The written order will specify which activities are to be immediately suspended and the reason(s) for the suspension. Upon receipt of such order, the Contractor shall immediately comply with its terms and take all necessary steps to mitigate and eliminate the incurrence of costs allocable to the work affected by the order during the period of suspension. The suspended performance or deliverables may only resume when the State provides the Contractor with written notice that such performance or deliverables may resume, in whole or in part.

**H. AMENDMENT**

This Contract may be amended in writing, within scope, upon the agreement of both parties.

**I. CHANGE ORDERS OR SUBSTITUTIONS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the Request for Proposal. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the

contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

\*\*\*Contractor will not substitute any item that has been awarded without prior written approval of NPGAP\*\*\*

**J. RECORD OF VENDOR PERFORMANCE**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

The State may document the vendor's performance, which may include, but is not limited to, the customer service provided by the vendor, the ability of the vendor, the skill of the vendor, and any instance(s) of products or services delivered or performed which fail to meet the terms of the purchase order, contract, and/or Request for Proposal specifications. In addition to other remedies and options available to the State, the State may issue one or more notices to the vendor outlining any issues the State has regarding the vendor's performance for a specific contract ("Vendor Performance Notice"). The State may also document the Vendor's performance in a report, which may or may not be provided to the vendor ("Vendor Improvement Request"). The Vendor shall respond to any Vendor Performance Notice or Vendor Improvement Request in accordance with such notice or request. At the sole discretion of the State, such Vendor Performance Notices and Vendor Improvement Requests may be placed in the State's records regarding the vendor and may be considered by the State and held against the vendor in any future contract or award opportunity.

**K. CORRECTIVE ACTION PLAN**

If Contractor is failing to meet the Scope of Work, in whole or in part, the State may require the Contractor to complete a corrective action plan ("CAP"). The State will identify issues with the Contractor's performance and will set a deadline for the CAP to be provided. The Contractor must provide a written response to each identified issue and what steps the Contractor will take to resolve each issue, including the timeline(s) for resolution. If the Contractor fails to adequately provide the CAP in accordance with this section, fails to adequately resolve the issues described in the CAP, or fails to resolve the issues described in the CAP by the relevant deadline, the State may withhold payments and exercise any legal remedy available.

**L. NOTICE OF POTENTIAL CONTRACTOR BREACH**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the



State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

**M. BREACH**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by email to the contractor's point of contact with acknowledgement from the contractor, Certified Mail - Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

**N. NON-WAIVER OF BREACH**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

**O. SEVERABILITY**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

**P. INDEMNIFICATION**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

**1. GENERAL**

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, Subcontractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

**2. INTELLECTUAL PROPERTY**

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, Subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor's sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this Request for Proposal.

**3. PERSONNEL**

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including subcontractor's and their employees, provided by the Contractor.

**4. SELF-INSURANCE**

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01. If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,239.01 to 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Neb. Rev. Stat. § 81-8,294), Tort (Neb. Rev. Stat. § 81-8,209), and Contract Claim Acts (Neb. Rev. Stat. § 81-8,302), as outlined in state law and accepts liability under this agreement only to the extent provided by law.

**5.** The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

**Q. ASSIGNMENT, SALE, OR MERGER**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

**R. FORCE MAJEURE**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event") that was not foreseeable at the time the Contract was executed. The Party so affected shall immediately make a written request for relief to the other Party and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

**S. CONFIDENTIALITY**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

**T. EARLY TERMINATION**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract, in whole or in part, at any time.
2. The State, in its sole discretion, may terminate the contract, in whole or in part, for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination, the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract, in whole or in part, immediately for the following reasons:
  - a. if directed to do so by statute,
  - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business,
  - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court,
  - d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders,
  - e. an involuntary proceeding has been commenced by any Party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor,
  - f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code,
  - g. Contractor intentionally discloses confidential information,
  - h. Contractor has or announces it will discontinue support of the deliverable; and,
  - i. In the event funding is no longer available.

**U. CONTRACT CLOSEOUT**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MZ			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State,
2. Transfer ownership and title to all completed or partially completed deliverables to the State,
3. Return to the State all information and data, unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures,
4. Cooperate with any successor Contractor, person or entity in the assumption of any or all of the obligations of this contract,

5. Cooperate with any successor Contactor, person or entity with the transfer of information or data related to this contract,
6. Return or vacate any state owned real or personal property; and,
7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

### III. CONTRACTOR DUTIES

#### A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the bidder's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and employment taxes and/or other payroll withholding,
2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law,
3. Damages incurred by Contractor's employees within the scope of their duties under the contract,
4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law,
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees; and,
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees).

If the Contractor intends to utilize any subcontractor at any time during the term of the contract, the subcontractor's level of effort, tasks, terms of compensation including any discounts, fees or commissions, and time allocation shall be clearly defined and itemized in the bidder's proposal or in any later proposal for authorization to utilize a subcontractor. The Contractor shall agree that it will not utilize any subcontractors without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor, subcontractor or employee of Contractor or a subcontractor.

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any Subcontractor engaged to perform work on this contract.

**B. EMPLOYEE WORK ELIGIBILITY STATUS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <https://das.nebraska.gov/materiel/docs/pdf/Individual%20or%20Sole%20Proprietor%20United%20States%20Attestation%20Form%20English%20and%20Spanish.pdf>
2. The completed United States Attestation Form should be submitted with the Request for Proposal response.
3. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
4. The Contractor understands and agrees that lawful presence in the United States is required, and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. § 4-108.

**C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (Nonnegotiable)**

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their Subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §§ 48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for goods and services to be covered by any contract resulting from this Request for Proposal.

**D. COOPERATION WITH OTHER CONTRACTORS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

**E. PERMITS, REGULATIONS, LAWS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

**F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

**G. INSURANCE REQUIREMENTS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor,
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any Subcontractor to commence work until the Subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within one (1) year of termination or expiration of the contract, the contractor shall obtain an extended discovery



or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and two (2) years following termination or expiration of the contract.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

**1. WORKERS' COMPENSATION INSURANCE**

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the Subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the Subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

**2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE**

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any Subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any Subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an **occurrence basis**, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. **The policy shall include the State, subcontractors, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

<b>REQUIRED INSURANCE COVERAGE</b>	
<b>COMMERCIAL GENERAL LIABILITY</b>	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises (Fire)	\$300,000 each occurrence
Contractual	Included
XCU Liability (Explosion, Collapse, and Underground Damage)	Included
Independent Contractors	Included
Abuse & Molestation	Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>	
<b>WORKER'S COMPENSATION</b>	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
Voluntary Compensation	Statutory
<b>COMMERCIAL AUTOMOBILE LIABILITY</b>	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
Motor Carrier Act Endorsement	Where Applicable
<b>UMBRELLA/EXCESS LIABILITY</b>	
Over Primary Insurance	\$5,000,000 per occurrence
<b>PROFESSIONAL LIABILITY</b>	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
<b>CYBER LIABILITY</b>	
Breach of Privacy, Security Breach, Denial of Service, Remediation, Fines and Penalties	\$5,000,000
<b>MANDATORY COI SUBROGATION WAIVER LANGUAGE</b>	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
<b>MANDATORY COI LIABILITY WAIVER LANGUAGE</b>	
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."	

**3. EVIDENCE OF COVERAGE**

The Contractor shall furnish the Contract Manager, via email, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

Nebraska Gamblers Assistance Program  
RFP # NPGAP2024.1  
Email: [david.geier@nebraska.gov](mailto:david.geier@nebraska.gov)  
Attention: David Geier

Nebraska Gamblers Assistance Program  
700 South 16  
Lincoln NE 68508

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

**4. DEVIATIONS**

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

**H. ANTITRUST**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

**I. CONFLICT OF INTEREST**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

By submitting a proposal, bidder certifies that no relationship exists between the bidder and any person or entity which either is, or gives the appearance of, a conflict of interest related to this Request for Proposal or project.

Bidder further certifies that bidder will not employ any individual known by bidder to have a conflict of interest nor shall bidder take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its contractual obligations hereunder or which creates an actual or appearance of conflict of interest.

If there is an actual or perceived conflict of interest, bidder shall provide with its proposal a full disclosure of the facts describing such actual or perceived conflict of interest and a proposed mitigation plan for consideration. The State will then consider such disclosure and proposed mitigation plan and either approve or reject as part of the overall bid evaluation.

**J. ADVERTISING**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
ML			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its goods or services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

**K. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Nonnegotiable)**

- The State of Nebraska is committed to ensuring that all information and communication technology (ICT), developed, leased, or owned by the State of Nebraska, affords equivalent access to employees, program participants and members of the public with disabilities, as it affords to employees, program participants and members of the public who are not persons with disabilities.

2. By entering into this Contract, Contractor understands and agrees that if the Contractor is providing a product or service that contains ICT, as defined in subsection III.L.3 (below) and such ICT is intended to be directly interacted with by the user or is public facing, such ICT must provide equivalent access, or be modified during implementation to afford equivalent access, to employees, program participants, and members of the public who have and who do not have disabilities. The Contractor may comply with this section by complying with Section 508 of the Rehabilitation Act of 1973, as amended, and its implementing standards adopted and promulgated by the U.S. Access Board.
3. ICT means information technology and other equipment, systems, technologies, or processes, for which the principal function is the creation, manipulation, storage, display, receipt, or transmission of electronic data and information, as well as any associated content. Contractor hereby agrees ICT includes computers and peripheral equipment, information kiosks and transaction machines, telecommunications equipment, customer premises equipment, multifunction office machines, software, applications, web sites, videos, and electronic documents. For the purposes of these assurances, ICT does not include ICT that is used exclusively by a contractor.

**L. DISASTER RECOVERY/BACK UP PLAN**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue delivery of goods and services as specified under the specifications in the contract in the event of a disaster.

**M. DRUG POLICY**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

Contractor certifies it maintains a drug free workplace environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

**N. WARRANTY**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
MS			

Despite any clause to the contrary, the Contractor represents and warrants that its services hereunder shall be performed by competent personnel and shall be of professional quality consistent with generally accepted industry standards for the performance of such services and shall comply in all respects with the requirements of this Agreement. For any breach of this warranty, the Contractor shall, for a period of ninety (90) days from performance of the service, perform the services again, at no cost to the State, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse the State all fees paid to Contractor for the unsatisfactory services. The rights and remedies of the parties under this warranty are in addition to any other rights and remedies of the parties provided by law or equity, including, without limitation actual damages, and, as applicable and awarded under the law, to a prevailing party, reasonable attorneys' fees and costs.

**O. TIME IS OF THE ESSENCE**

Time is of the essence with respect to Contractor's performance and deliverables pursuant to this Contract.

APPENDICES

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# Example Reports



## Client Name and Product Digital Campaign Report

Reporting Period: 10/23/23 – 3/31/24

### Media Platform Metrics

Campaign Viewability: 75%

Media Tactics	Impressions	Clicks	CTR*	Completion Rate	CTR Benchmark
Behavioral Banners	1,191,673	689	0.06%	NA	0.10%
Specialty Banners*	2,017,617	2,208	0.11%	NA	0.10%
Online Video	417,047	1,338	0.32%	66%	0.20%
Connected TV	197,785	NA	NA	97%	95%
Facebook	373,370	1,276	0.34%	NA	0.50%
Instagram	192,613	427	0.22%	NA	0.50%
YouTube	566,236	503	0.09%	50%	0.10%
Added Value Banners	504,571	217	0.04%	NA	0.10%
<b>Overall</b>	<b>5,460,912</b>	<b>6,658</b>	<b>0.13%</b>	<b>76%</b>	

### Optimizations

- All Display tactics have attributed conversions this month, with retargeting leading the way.
- In March, XXXXXX had a stronger social conversion rate; however, in the last 14 days XXXXXX have had a stronger conversion rate, so continuing to watch and adjust accordingly.
- Pushing more delivery to FB/Instagram in-feed/story placements where we've seen better results, with less delivery towards reels, explore pages, and marketplace to maximize overall performance.
- Removed underperforming behavioral targeting segments.
- Adjusting priorities on inventory, ad sizes, ad environments and devices based on scale, quality, and performance.
- Backend algorithmic optimizations set to prioritize users predicted to convert or engage with our ad (click, watch video to completion, engage on social).

### Pixel Performance

- All pixels continue to fire correctly.
- We are directing all traffic to (landing page URL goes here) for both accessibility and to allow for retargeting/conversions from users who may have seen an ad but didn't click, and then visit this page later.

### Notes

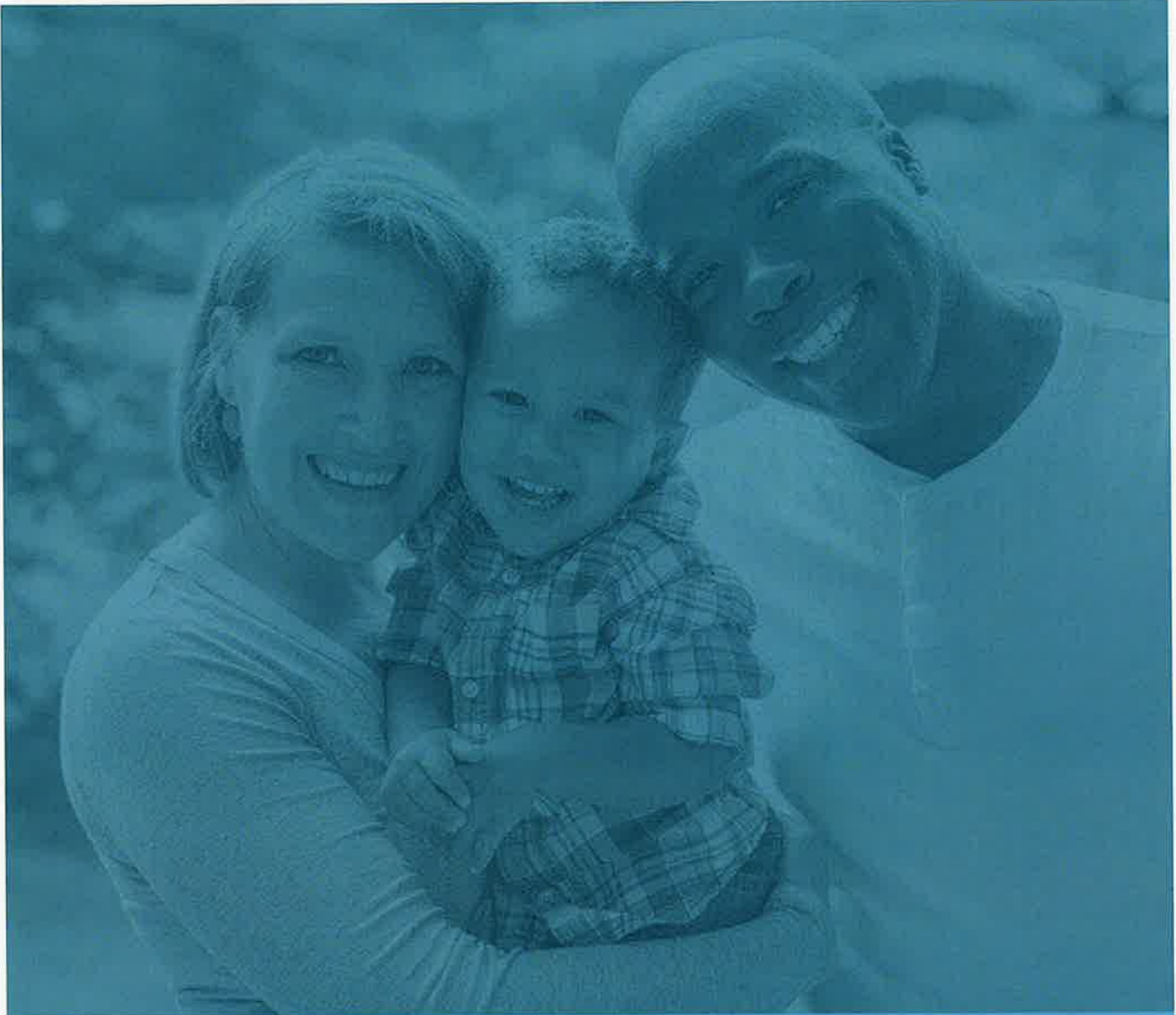
- There have been 426 conversions through March. 16 – Form Submissions; 168 – XXXXXX Button Clicks; 179 – XXXXXX Button Clicks; 30 – XXXXXX Button Clicks; 15 – XXXXXX Button Clicks; and 18 – XXXXXX Button Clicks
- The final set of creative started 2/26 and is outperforming all other ad sets in terms of conversions.
- Top display and online video sites: Yahoo, MSN, Fox News, Omaha, People, eBay, 247 Sports, ESPN, USA Today, Norfolk Daily News
- Top CTV inventory: The Roku Channel, This Old House, CBS Mornings, Fixer to Fabulous, NBA Basketball, History Channel, Lifetime, HGTV, Bravo, College Basketball
- 64% of conversions (272) have been attributed to the Display Banner efforts.

## Digital Ad Performance

We evaluate the performance of each digital tactic, based on metrics like: Clicks, Impressions, Click-Through Rate and Video Completion Rate. These numbers tell us how your ads are doing month by month, and whether or not we should make any adjustments. Meanwhile, the vendor is working behind the scenes to optimize the campaign for the best possible performance.

- **Impressions (IMPs):** An impression is counted each time your ad is shown on a web or app page. Each time your ad appears, it's counted as one impression.
- **Clicks:** When someone clicks your ad, it's counted as a click. Clicks can help you understand how appealing your ad is to people who see it.
- **Click-Through Rate (CTR):** CTR is the number of clicks your ad receives divided by the number of times your ad is shown, expressed as a percentage (clicks / impressions = CTR).
- **Video Completion Rate (VCR):** VCR is a measurement of the rate at which your digital video impressions play through to 100%.
- **Viewability:** The concept of how visible ads on a website/mobile app are to users. The industry standard for viewability backed by the Media Ratings Council (MRC) and Interactive Advertising Bureau (IAB) is that at least 50 percent of its pixels be in view for at least one second (for video, 50 percent of a player must be in view for at least two seconds).
- **Keyword Search Term\*:** Targets users based on their search history.
- **Contextual Keyword\*:** Categorizes/crawls webpages to position ads beside content aligning with WSC's specific keywords, topics, or categories.
- **Retargeting\*:** Uses pixel placement to re-engage users who have visited your website by serving them an ad when they visit other websites. People who see retargeted ads are 70% more likely to convert. Website traffic can increase by 700% with retargeting.
- **App Detection\*:** Targets users based on campaign-relevant mobile apps the user has downloaded to their smartphone or tablet.
- **CTV Cross-Device\*:** Targets users who have been served a CTV video ad, since in most CTV environments, the user cannot click on an ad.
- **Social Engagement\*:** Targets users based on posts they've engaged with, hashtags they're using, account handles they're following, and videos they've interacted with.
- **Mail Domain\*:** Delivers ads to an audience who has received emails from select domains or categories of interest. (Newsletters, opt-in mail, subscriptions, receipts, etc.)



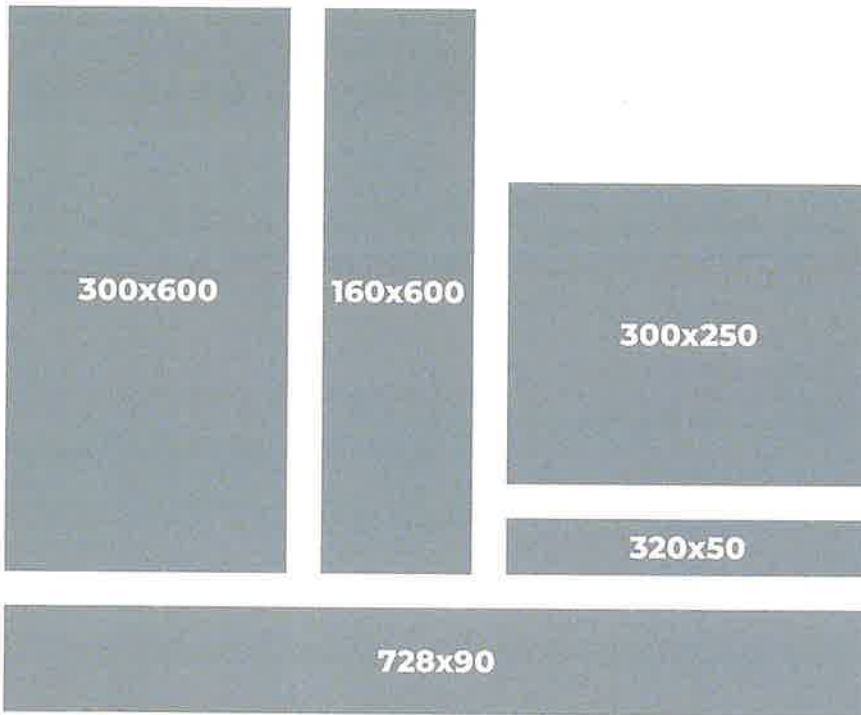


# **Product Name Here Campaign Media Reporting**

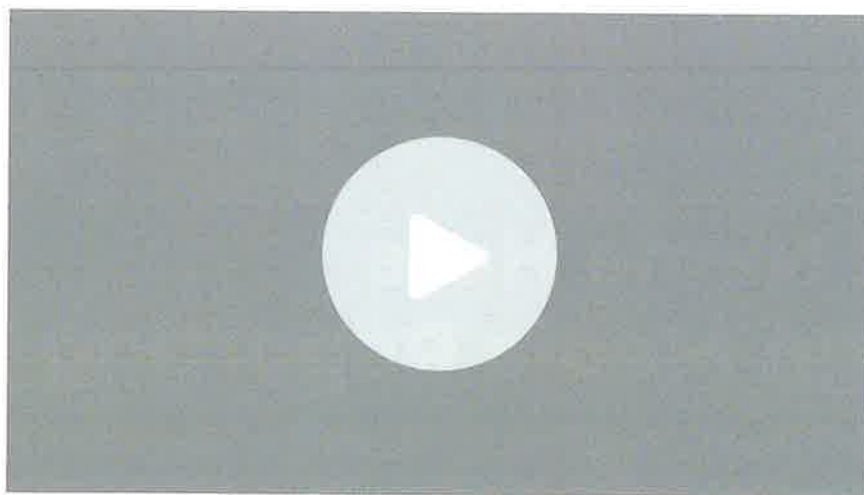
Client Name

**NOV. 8, 2021–FEB. 13, 2022**

# Campaign Creative

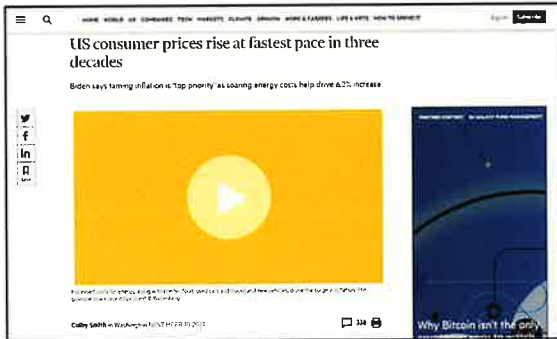


## Banners



## Video

# Campaign Screenshots



**Online Video** Financial Times



**300x600** Kearney Hub



**728x90** MSN



**160x600** KETV



**Native** Mobile | Information Week

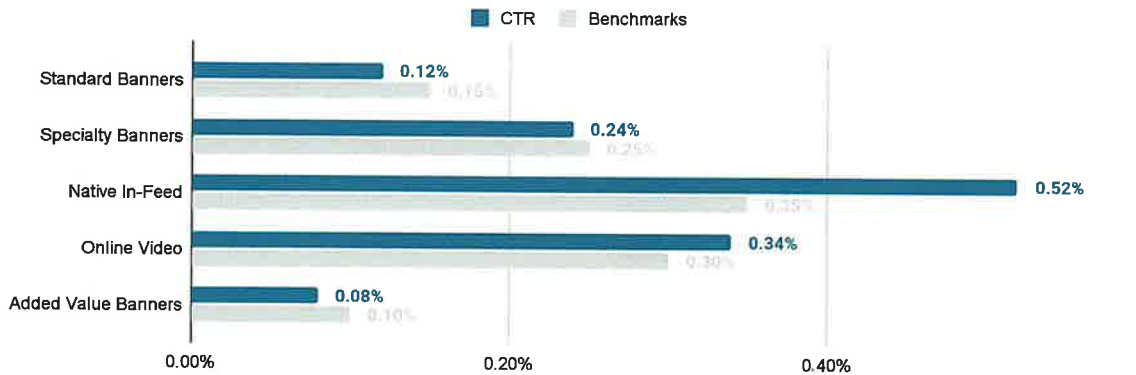
# Overall Campaign Performance

## Campaign Viewability: 80%

	IMPs	Clicks	CTR	VCR
Standard Banners	1,887,928	2,263	0.12 % (.15 %)*	
Specialty Banners	859,231	2,055	0.24 % (.25 %)	
Native In-Feed	221,536	1,143	0.52 % (.35 %)	
Online Video	363,289	1,226	0.34 % (.30 %)	74.93 % (70 %)
CTV Video	514,209	NA	NA	96.27 % (95 %)
Added Value Banners	566,042	475	0.08 % (.10 %)	
<b>Totals</b>	<b>4,412,235</b>	<b>7,162</b>	<b>0.18 %</b>	<b>87%</b>

\*General industry benchmarks in parentheses.

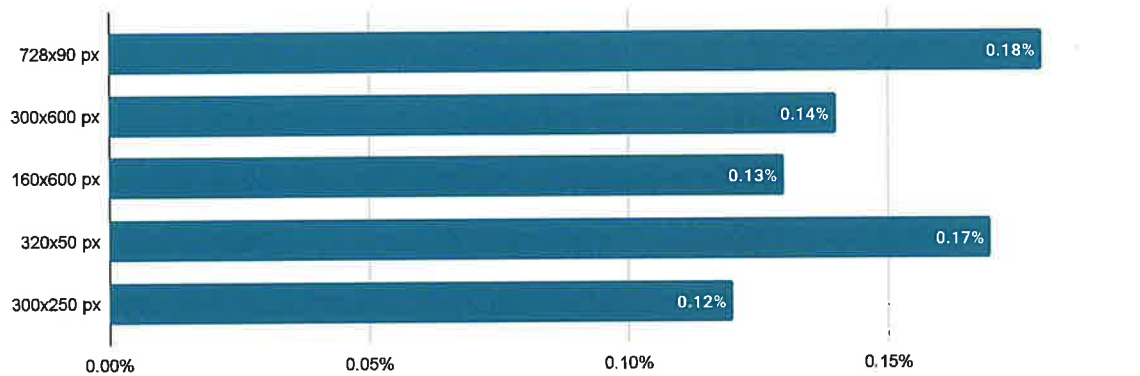
## Campaign Click Through Rate



# Display Banner Performance by Size

Banner Dimensions	IMPs	Clicks	CTR
728x90 px	695,430	1,228	0.18 %
300x600 px	290,596	402	0.14 %
160x600 px	185,072	248	0.13 %
320x50 px	678,928	1,140	0.17 %
300x250 px	1,463,163	1,769	0.12 %
<b>Totals</b>	<b>3,313,189</b>	<b>4,787</b>	<b>0.14 %</b>

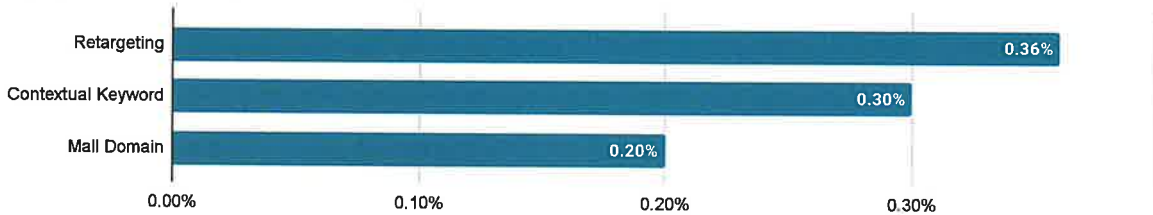
Display Banner Click Through Rate by Size



# Specialty Targeting Performance

Specialty Targeting Tactic	IMPs	Clicks	CTR
Retargeting	153,891	556	0.36 %
Contextual Keyword	559,532	1,662	0.30 %
Mail Domain	178,439	357	0.20 %
<b>Totals</b>	<b>891,862</b>	<b>2,575</b>	<b>0.29%</b>

## Specialty Targeting Click Through Rate

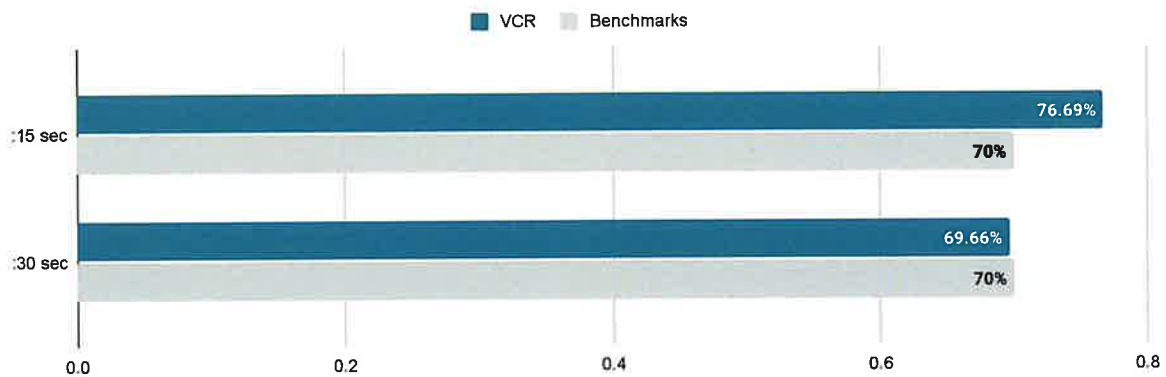


# Online Video Performance

	IMPs	Clicks	CTR	Comple-tions	VCR
Online Video	363,289	1,226	0.34 %	272,196	74.93 %

	IMPs	Clicks	CTR	Completions	VCR
:15 sec	271,964	897	0.33 %	208,577	76.69 %
:30 sec	91,325	329	0.36 %	63,619	69.66 %
<b>Totals</b>	<b>363,289</b>	<b>1,226</b>	<b>0.34 %</b>	<b>272,196</b>	<b>74.93%</b>

## Online Video Completion Rate

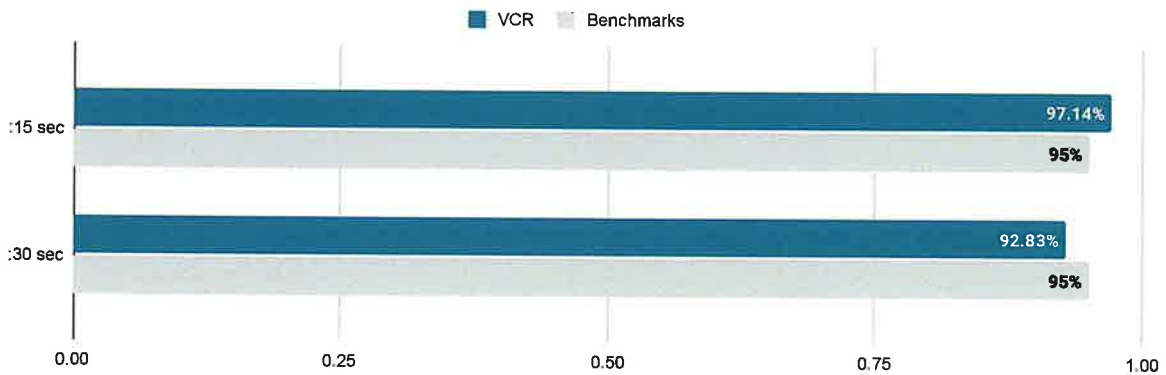


# CTV Video Performance

	IMPs	Completions	VCR	Cross-Device Website Visits
Private News	87,461	79,460	90.78 %	33
Behavioral	426,748	414,929	97.40 %	224
<b>Totals</b>	<b>514,209</b>	<b>494,389</b>	<b>96.27 %</b>	<b>257</b>

	IMPs	Completions	VCR
:15 sec	410,914	398,523	97.14%
:30 sec	103,295	95,866	92.83%
<b>Totals</b>	<b>514,209</b>	<b>494,389</b>	<b>96.27 %</b>

## CTV Video Completion Rate





# Media Summary

## Optimizations

- Removed poor performing sites/apps to increase CTR and CR
- Removed poor performing behavioral targeting segments to increase CTR and VCR
- Pushed more traffic toward top targeting tactics where scale allowed
  - For specialty, delivery to retargeting was maximized since it was the top tactic
  - Most specialty budget was served to contextual keyword due to scale and CTR
  - Minimal delivery to mail domain since it was the lowest performing tactic
- Pushed more web traffic (~75%) over in-app traffic (~25%) for higher quality traffic
- Backend algorithmic optimizations to prioritize serving ads to users the algorithm predicts will click, watch the video to completion, and/or convert

## Pacing Updates

- Campaign delivered in full with an additional \$938.09 provided as added value

## Comments

- All placements performed well throughout the campaign.
- Although mail domain saw the lowest CTR, it still performed well at 0.20%
- Recommend including a retargeting lookalike audience in any future campaigns since retargeting performed well, but was difficult to scale.
- Also recommend adding a native specialty line item since display performed well.
- The highest CTR of the campaign occurred in the last month of the campaign - 0.24%
- CTR was dropping during the first flight, but picked up during the second flight due to optimizations and less competition in 1Q compared to 4Q.
- Completion rate dropped the week of 1/17/22, then slowly increased each week after

# Glossary

We evaluate the performance of each digital tactic based on metrics like: clicks, impressions, click-through rate, and video completion rate. These numbers tell us how your ads are doing month by month and whether or not we should make any adjustments. Meanwhile, the vendor is working behind the scenes to optimize the campaign for best possible performance.

- **Clicks:** When someone clicks your ad, it's counted as a click. Clicks can help you understand how appealing your ad is to people who see it.
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- **Click-Through Rate (CTR):** CTR is the number of clicks your ad received divided by the number of times your ad is shown, expressed as a percentage (clicks / impressions = CTR).
- **Video Completion Rate (VCR):** VCR is a measurement of the rate at which your digital video impressions play to 100%.
- **Viewability:** The concept of how visible ads on a website or mobile app are to users. The industry standard for viewability, backed by the Media Ratings Council (MRC) and Interactive Advertising Bureau (IAB), is that at least 50 percent of its pixels be in view for at least one second (for video, 50 percent of a player must be in view for at least two seconds).

## Specialty Targeting Tactics

- **Mail Domain & Purchase Receipts:** Target users who have received emails (including newsletters, opt-in mail, subscriptions, receipts) from select domains or categories of interest.
- **Keyword:** Target users who have used a search engine to look up a word or phrase from your approved keyword list.
- **Retargeting:** Serve additional ads to users who make it to the landing page to stay top-of-mind with them.
- **CTV Retargeting:** Target users who have been served the Connected TV (CTV) video ad, since in most CTV environments, the user cannot click.

# Questions?

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# 2021 REPORTING

**Campaign Name**  
May 2021

- 2 | Campaign Goals Overview & Notes
- 3 | Landing Page Performance
- 6 | Campaign Leads
- 9 | Auto-Response Email Performance
- 10 | Google Ad Performance
- 14 | Digital Ad Performance
- 39 | Strategic Campaign Recommendations

# Campaign Goals Overview

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- 120,000 pageviews on (Client URL).
- Garner three earned media placements from excitement at (client name).
- Receive 1,000 form submissions.
- Year-over-year increase in (product name) for (predetermined time periods).

## May Notes

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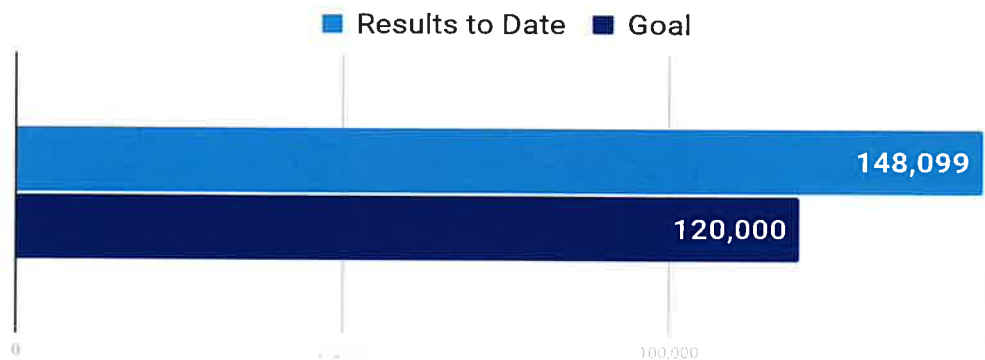
- This report looks at (product) campaign analytics May 1–31, 2021.

# Landing Page Performance

## Year Two Landing Page Goals & Results

	Results to Date 6/1/20 to 5/31/21	Goals 7/1/20 to 6/30/21
Users	45,851	40,000
New users	45,820	38,000
Sessions	53,375	42,000
Sessions per user	1.16	1.15
Pageviews	148,099	120,000
Bounce rate	1.13%	2%

## Pageviews Goal



## May 2021 Page Traffic

Source URL	Visits	Form Responses	Link Clicks
(URL #1)	10,578	125	3
(URL #2)	1,079	0	0
(URL #3)	173	0	96

## May 2021 Link Activity

Link	Unique Visitors	Total Visitors
(Link #1)	72	80
(Link #2)	24	25
(Link #3)	5	5
(Link #4)	2	2
(Link #5)	1	1
(Link #6)	0	0
(Link #7)	0	0
(Link #8)	0	0
(Link #8)	0	0

## 2020–2021 Pageviews

(URL) – Pageviews



## 2020–2021 Unique Users

(URL) – Unique Visitors

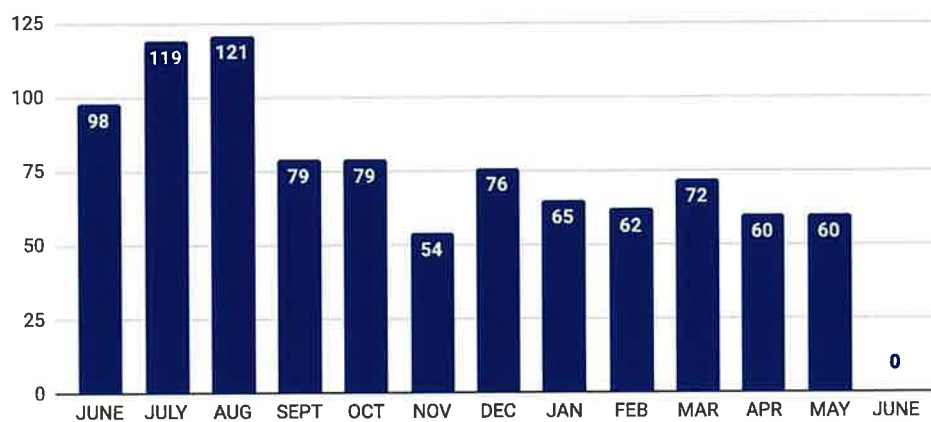


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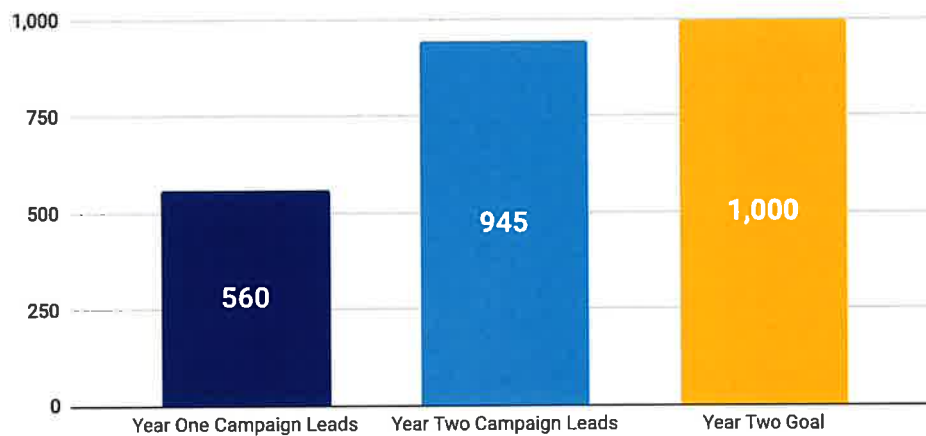


# Campaign Leads

## 2020-2021 (Product) Campaign Leads



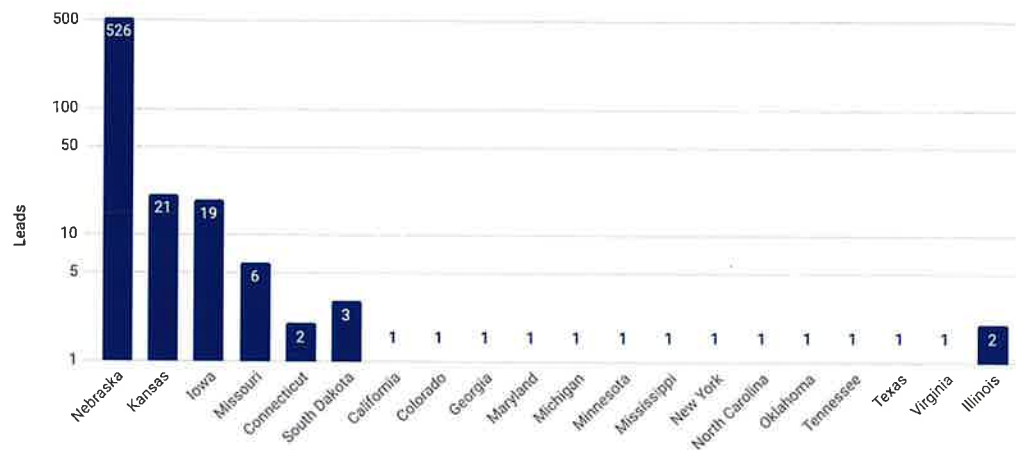
## Year-Over-Year (Product) Campaign Leads



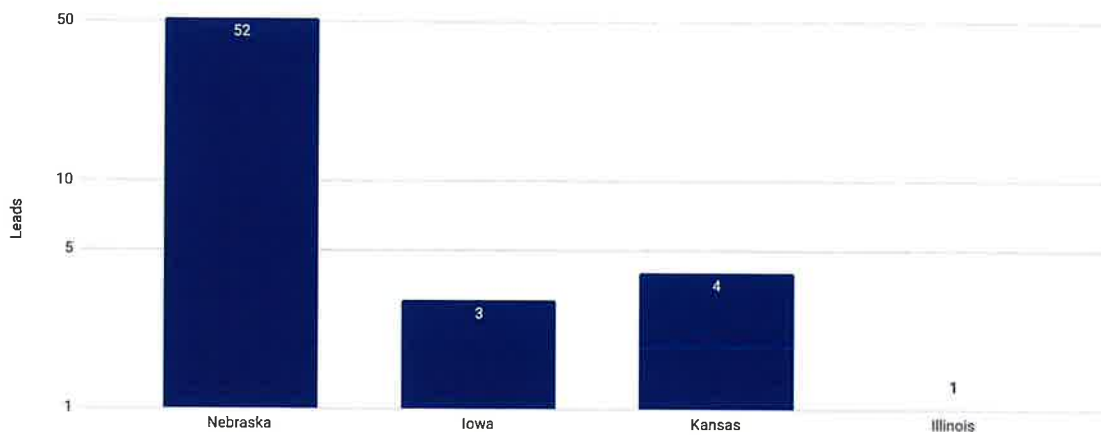
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## Overall Leads by State

(Copy here to provide any detail that would be needed to explain the leads.)



## May Leads by State

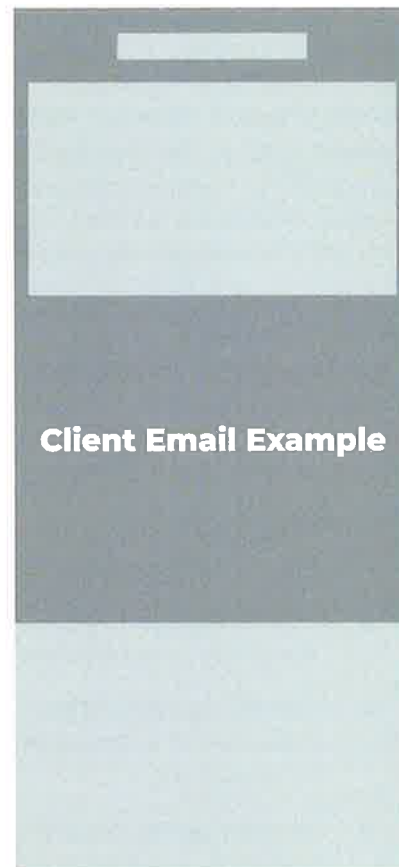


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# Auto-Response Email Performance

## Main Email 4/1–4/3

Total Sent	60
Recipients	59
Unique Open Rate	(86%)
Total Opens	51
Unique CTR	(0%)
Total Clicks	0
Bounce Rate	0 (0%)



# Google Ad Performance

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## What is Search Engine Marketing?

Search engine marketing (SEM) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine result pages through advertising.

## Keywords and Keyword Research

When it comes to SEM, selecting the right keywords is vital to the success of your campaign. The objective of keyword research is to generate, with precision, a large number of terms that are highly relevant to your website. Keyword research involves concentrated brainstorming and the strategic use of keyword research tools.

## Ad Performance

Your ads have been strategically written to get users to click on them. We use Google Ads to track performance, using metrics like: Clicks, Impressions, Click-Through Rate and Cost Per Click. These numbers tell us how your ads are doing month by month, and whether or not we should make any adjustments.

- **Clicks:** When someone clicks your ad, it's counted as a click. Clicks can help you understand how appealing your ad is to people who see it.
- **Impressions (IMPs):** An impression is counted each time your ad is shown on a search result page. Each time your ad appears, it's counted as one impression.
- **Click-Through Rate (CTR):** CTR is the number of clicks your ad received divided by the number of times your ad is shown, expressed as a percentage (clicks / impressions = CTR).
- **Average Cost Per Click (CPC):** CPC is the average amount that you've been charged for a click on your ad. In other words, it's the total cost of all clicks divided by the total number of clicks received.

# Google Ad Performance

## May 2021 High-Level Analysis

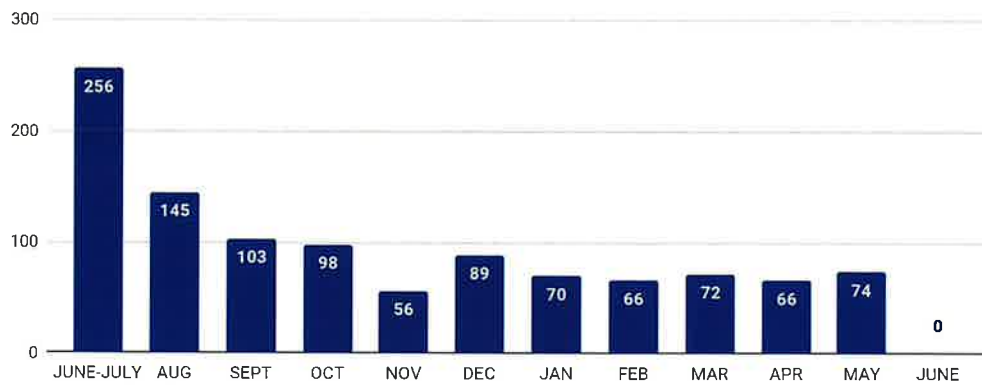
	(Client) Campaign	Industry Benchmark
Impressions	16,357	,N/A
Clicks	1,534	N/A
Cost Per Click (CPC)	\$3.57	\$2.40
Click-Through Rate (CTR)	938%	3.78%
Total Ad Cost/Spend	\$5,480.44	N/A

### Comments & Recommendations

- There were 74 completed lead forms in May, a increase from 66 in April.
- The new expanded area brought in 153 clicks and 10 lead forms in May.
- Your top performing keywords are the branded terms (i.e., client terms). Your top non-branded terms are "xxxxxx" and "xxxxxx" related terms.
- We continue to monitor your account and make changes as needed (i.e., new keywords, negative, bidding, etc.)

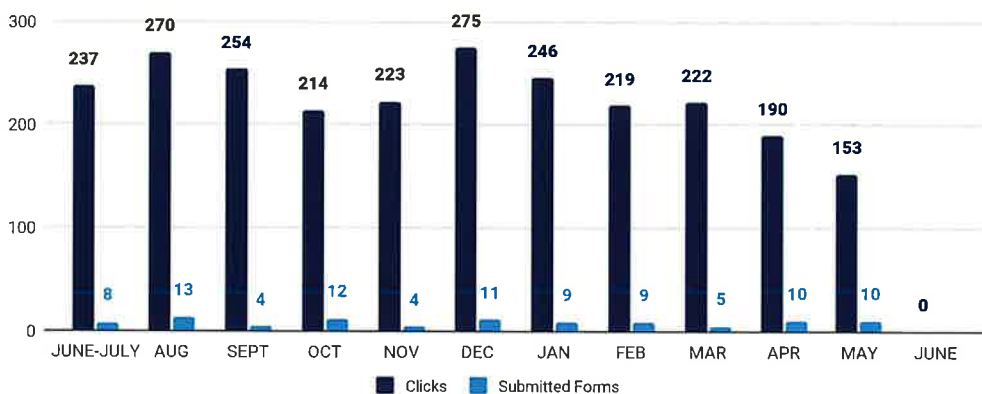
# Google Ad Performance

## 2020–2021 Completed Lead Forms



## 2020–2021 Expanded Area Clicks & Lead Forms

This year's campaign expanded to new areas, including counties in Iowa, Kansas and Missouri. The chart below takes a look at the activity we've seen happen in these new markets.



# Google Ad Performance

## 2020-2021 Campaign Analysis

	(Client) Campaign	Industry Benchmark
Impressions	176,683	N/A
Clicks	18,656	N/A
Cost Per Click (CPC)	\$3.06	\$2.40
Click-Through Rate (CTR)	10.56%	3.78%
Total Ad Cost/Spend	\$57,136.33	N/A

## 2020-2021 Monthly Impressions



# Digital Ad Performance

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## Ad Performance

We evaluate the performance of each digital tactic based on metrics like: Clicks, Impressions, Click-Through Rate and Video Completion Rate. These numbers tell us how your ads are doing month by month and whether or not we should make any adjustments. Meanwhile, the vendor is working behind the scenes to optimize the campaign for best possible performance.

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- **Video Completion Rate (VCR):** VCR is a measurement of the rate at which your digital video impressions play to 100%.
- **Viewability:** The concept of how visible ads on a website or mobile app are to users. The industry standard for viewability backed by the Media Ratings Council (MRC) and Interactive Advertising Bureau (IAB) is that at least 50 percent of its pixels be in view for at least one second (for video, 50 percent of a player must be in view for at least two seconds).



# Specialty Targeting Tactics

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## Behavior Targeting

Specialty targeting tactics help us serve banner ads to users who, based on actual behaviors, are very likely to engage with (client) digital advertising messages.

- **Keyword Targeting:** Target users based on their search history.
- **Contextual Keyword Targeting:** Target users reading content related to (client's) approved keyword list.
- **Retargeting:** Serve additional ads to users who make it to the landing page but do not fill out the form.
- **App Detection:** Target users based on campaign-relevant mobile apps the user has downloaded to their smartphone or tablet.
- **CTV Retargeting:** Target users who have been served the CTV video ad, since in most CTV environments, the user cannot click.
- **Social Sharing:** Target users who have shared campaign-relevant content across top social platforms.
- **Mail Domain Targeting:** Target users who have received emails from select domains of interest, whether they compete with or complement the client's offering.
- **Predictive Targeting:** Target users who digitally look and have digital behaviors like users who are engaging with your ads.

# Digital Ad Creative

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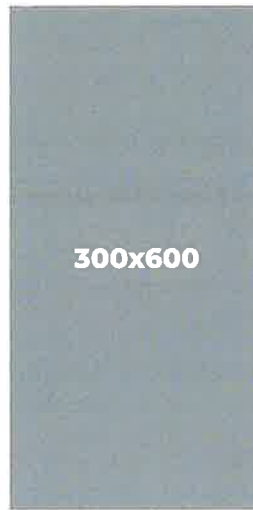


300x600



160x600

**Standard Banners**



300x600



160x600

**Retargeting Banners**



**Video Assets**

# May Digital Ad Performance

This data reflects 5/1-5/31/2021 with a report run date of 6/9/2021.

## Media Platform Metrics

Media Tactics	Impressions	Clicks	CTR	Industry Benchmarks
Cross-Device Standard Banners	654,222	580	0.09%	0.15%
Cross-Device Specialty Display Banners	165,036	788	0.48%	0.25%
Added Value Standard Banners	212,254	211	0.10%	0.15%
Facebook/Instagram Video	463,312	868	0.19%	0.50%
Pre-roll Video	172,610	434	0.25%	0.25%
YouTube TrueView Video	15,985	4	0.03%	0.10%
TikTok Video	282,007	2,071	0.73%	0.60%
SnapChat Video	211,661	1,250	0.59%	0.70%
CTV Video	55,386	4	0.01%	n/a
<b>Overall</b>	<b>2,232,473</b>	<b>6,210</b>	<b>0.28%</b>	

**Campaign Viewability: 85.96%**

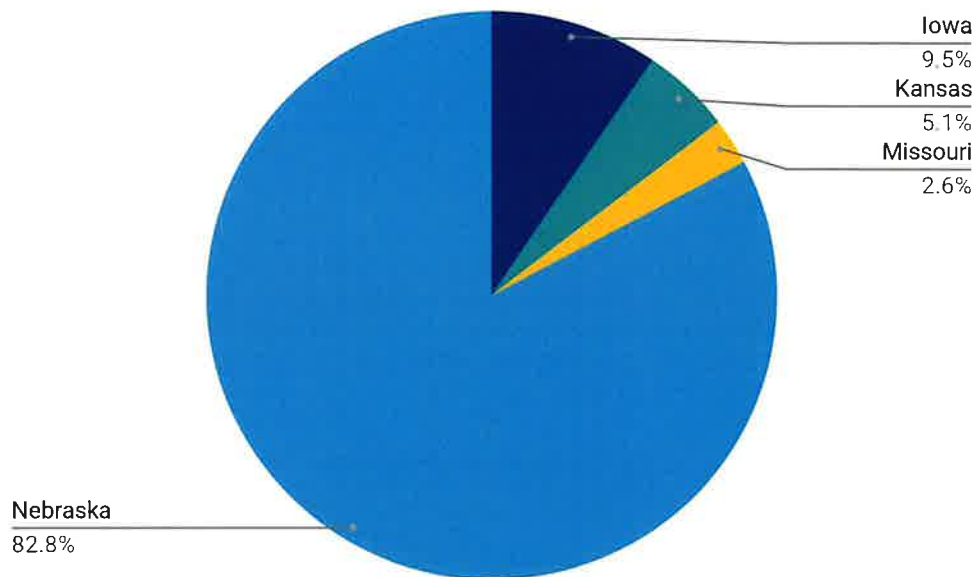
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## May Specialty Targeting Display Tactics

Media Tactics	Impressions	Clicks	CTR	Industry Benchmarks
Keyword	35,194	194	0.55%	0.25%
Retargeting	58,988	187	0.32%	0.25%
App Detection	1,453	6	0.41%	0.25%
CTV Retargeting	0	0	-	0.25%
Social Sharing	15,195	80	0.53%	0.25%
Predictive	33,398	193	0.58%	0.25%
Mail Domain	20,808	128	0.45%	0.25%

## May State Impressions Breakdown

State	Impressions	% of IMPs	Clicks	CTR
Nebraska	1,880,979	82.8%	5,344	0.28%
Iowa	215,556	9.49%	442	0.21%
Kansas	114,914	5.1%	203	0.18%
Missouri	60,213	2.7%	203	0.34%
<b>Totals</b>	<b>2,271,662</b>	<b>100%</b>	<b>6,192</b>	<b>0.27%</b>



*Impressions are lower in Missouri since we aren't hitting as many counties there as we are in the other states.*

# May 2021 Digital Campaign Analysis

## Optimizations

- Site-level optimizations to improve CTR and VCR.
- Site-level optimizations to remove any app/domain with a 0.09% CTR or lower.
- Preroll line optimization to remove any domains/apps with a VCR of 70% or lower.
- CTV optimizations to remove all applications with a VCR of 90% or lower.
- Pushing more traffic to top performing targeting tactics where scale allows.
- Backend algorithmic optimizations to auto-optimize on incoming click and conversion data.

## Pacing Updates

- Campaign delivered in full as scheduled on 5/31/21.
- **2,115,071 added-value impressions were included, with an estimated value of \$7,340.54.**

## Top Placements

- TikTok at 0.73% CTR
- Mail Domain Targeting at 0.62% CTR
- SnapChat at 0.59% CTR
- Predictive Targeting at 0.58% CTR
- Keyword Targeting at 0.55% CTR
- Pre-roll at 62.77% VCR
- YouTube at 60.11% VCR
- Connected TV at 97.96% VCR
- Nebraska top CTR tactics: TikTok, Predictive, SnapChat, Keyword, Mail Domain
- Iowa top CTR tactics: Mail Domain, Keyword, Predictive, App Detection, Social Sharing
- Kansas top CTR tactics: Mail Domain, SnapChat, Keyword, Predictive, Social Sharing
- Missouri top CTR tactics: Predictive, Mail Domain, Retargeting, SnapChat, Pre-roll

## Top Banner Ad Sizes

- 300x600 with 0.30% CTR, 160x600 with 0.23% CTR

## Other Notes

- 7,082 campaign actions attributed to pixel tracking\*
  - a. 734 visits to retargeting landing page
  - b. 4,750 visits to apply now page
  - c. 111 visits to thank you page
  - d. 1,173 visits to (URL)

*\*Pixel tracking does not tell a complete story due to users opting out of being tracked, cookies being cleared or expiring, etc., but this data shows the campaign is getting users to the landing pages and engaging with the content. On prior reports, this number also included main landing page visits. That metric is no longer being provided because it was causing discrepancies with other pixel tracking.*

# Strategic Campaign Recommendations

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With just June left, I decided to leave the campaign as-is. We are ahead in goal categories so I saw no reason to adjust. We will look to adjust and expand the year 3 campaign.

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# QUESTIONS?

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**NEBRASKA**  
COMMISSION ON PROBLEM GAMBLING

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**THANK YOU!**

