

LETTER TO THE COMMITTEE

To the Nebraska Commission on Problem Gambling,

Smith Kroeger is excited to put forward a proposal in response to your RFP for marketing services to promote the Nebraska Gamblers Assistance Program. We deeply support your goal to educate the public about gambling and addiction to gambling, and guide those affected by problematic gambling to the resources available through GAP.

Smith Kroeger offers specific benefits to its clients:

- 1. In-house media:** We have eight professional media buyers on staff, each with deep experience in both digital and traditional channels. We take a platform-agnostic approach, which means we do not purchase digital media from one source, but rather directly from different providers based on various targeting and data capabilities within each. Many other agencies outsource this to one digital provider. Our method gives us much more flexibility and the ability to respond to changing needs. Additionally, having this team in-house cuts down on third-party costs and gives us direct access to view data and make changes much more quickly.
- 2. Truly full-service capabilities:** With an in-house production studio, multiple web designers on staff, complete creative and account service departments (in addition to the aforementioned media department), Smith Kroeger has the regional expertise and agency bandwidth needed to address all aspects of marketing and advertising.
- 3. A goal-oriented mindset:** Any messaging, creative, marketing or media strategy we propose will always be oriented around your campaign's key performance indicators. We never propose creative for creative's sake or suggest media buys without strong rationale for how the pieces work together to address reach, frequency and action. We hold ourselves accountable to performance and we want our clients to do the same.

We also want to directly address the fact that we currently work with the Nebraska Lottery as their ad agency of record, and we strongly believe this work will be a great benefit to NPGAP for several reasons:

1. Our staff is thoroughly familiar with the gambling audience and how to reach them through various media channels and partnerships.
2. With 15 years of experience working with the Nebraska Lottery, we understand the rigors of state requirements and necessary reporting.
3. All of our media plans for the Nebraska Lottery require comprehensive reach across all 93 counties. This means we have deep and current relationships with media companies and representatives across the state that help us secure the best value for your budget.
4. Brian Rockey, director of the Nebraska Lottery and Charitable Gaming Division, supports our interest in pursuing this RFP and can speak to our performance in advertising and marketing.

Our experience in the gaming industry only confirms our belief that there should be broader public recognition that addiction to gambling is a disorder that can affect anyone. It is a critical message for all Nebraskans, and a goal that we are excited to work toward.

We agree with you that the hallmarks of a successful partnership are mutual respect for expertise, energy, enthusiasm, flexibility, curiosity and professionalism. We believe our work and client relationships speak to those attributes and we look forward to bringing them to this relationship.

Thank you for this opportunity, and we appreciate your consideration.

The Smith Kroeger Team

Our overall approach to any client engagement is always based on the core values that have helped us create over 60 years of successful relationships and growth for both our company and our clients. This management strategy isn't just standard operating procedure, it's about the perspective we have when we take on new challenges. Our current clients value our results-oriented mindset and we look forward to bringing it to the work we do for the Nebraska Commission on Problem Gambling.



INTEGRITY
Always do the right thing.



RESPECT
Always treat our team, clients and vendors respectfully.



ACTION
Be a problem solver and bring ideas to the table.



VALUE IN TIME EFFICIENCY
Use time wisely to deliver value for our clients and ourselves.



STEWARDSHIP
Support the community and do what's possible to make the world a better place.



PARTNERSHIP
Foster new relationships and continually strive to help our clients prosper.



DIVERSITY, EQUITY AND INCLUSION
Create opportunities for growth and leadership together.

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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:
SW			

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:
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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:
SW			

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:
SW			

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:
SW			

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:
SW			

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:
SW			

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:
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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:
SW			

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:
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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:
SW			

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:
SW			

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:
SW			

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:
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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:
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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:
SW			

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:
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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:
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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:
SW			

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:
SW			

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:
SW			

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:
SW			

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:
		SW	<p>Smith Kroeger would like to propose the following changes to the requirements below based on our current coverage.</p> <p>Umbrella/Excess Liability: Our limit is \$4,000,000 compared to the requirement of \$5,000,000.</p> <p>Cyber Liability: Our limit is \$1,000,000 compared to the requirement of \$5,000,000.</p> <p>From our evaluations, these limits are more indicative of large companies with more exposure to based on small to mid-sized ones.</p>

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.

REQUIRED INSURANCE COVERAGE	
COMMERCIAL GENERAL LIABILITY	
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>	
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
Voluntary Compensation	Statutory
COMMERCIAL AUTOMOBILE LIABILITY	
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
UMBRELLA/EXCESS LIABILITY	
Over Primary Insurance	\$5,000,000 per occurrence
PROFESSIONAL LIABILITY	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
CYBER LIABILITY	
Breach of Privacy, Security Breach, Denial of Service, Remediation, Fines and Penalties	\$5,000,000
MANDATORY COI SUBROGATION WAIVER LANGUAGE	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
MANDATORY COI LIABILITY WAIVER LANGUAGE	
"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
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:
SW			

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:
SW			

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:
SW			

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:
SW			

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:
SW			

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:
SW			

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.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Nonnegotiable)

Pursuant to Neb. Rev. Stat. § 81-2403, "[n]o goods or services shall be deemed to be received by an agency until all such goods or services are completely delivered and finally accepted by the agency."

B. TAXES (Nonnegotiable)

The State is not required to pay taxes and assumes no such liability as a result of this Request for Proposal. The Contractor may request a copy of the Nebraska Department of Revenue, Nebraska Resale or Exempt Sale Certificate for Sales Tax Exemption, Form 13 for their records. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor.

C. INVOICES

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

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. Invoices should be submitted monthly and shall include an itemized list of the service describing the type of service, date of the service, names or job titles of the individuals providing the service, amount of time spent on the service, billing rate for the service, itemized list of any expense for which reimbursement is requested. If reimbursement for any subcontracted service is requested, the invoice shall include the same itemization for the subcontracted service. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract. The State shall have forty-five (45) calendar days to pay after a valid and accurate invoice is received by the State.

D. INSPECTION AND APPROVAL

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

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

E. PAYMENT (Nonnegotiable)

Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. § 81-2403). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any goods and services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

F. LATE PAYMENT (Nonnegotiable)

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §§ 81-2401 through 81-2408).

- G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS (Nonnegotiable)**
 The State's obligation to pay amounts due on the Contract for fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.
- H. RIGHT TO AUDIT (First Paragraph is Nonnegotiable)**
 The State shall have the right to audit the Contractor's performance of this contract upon a thirty (30) days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract (Information) to enable the State to audit the contract (Neb. Rev. Stat. § 84-304 et seq.) The State may audit, and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of contractor's business operations, nor will contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to contractor.

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

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds 3% (three percent) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety (90) days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.

1. CORPORATE OVERVIEW

a. BIDDER IDENTIFICATION AND INFORMATION

Full company name: Smith Kaplan Allen & Reynolds Advertising Agency, d.b.a. Smith Kroeger

Entity organization: S corporation

State incorporated: Nebraska

Year first organized to do business: 1962

Name changes: Originally Smith Kaplan, then Smith Kaplan Allen & Reynolds Advertising Agency, now doing business as Smith Kroeger.

b. FINANCIAL STATEMENTS

As Smith Kroeger is not a publicly-held corporation, we've included a description of the organization, including size, longevity, client base, areas of specialization and expertise, and any other pertinent information, in such a manner that proposal evaluators may reasonably formulate a determination about the stability and financial strength of our organization.

Size:

37 employees

Longevity:

61 years in business

Client base:

About 50 active clients each month across a wide spectrum of industries including government, public utility, automotive, health care, insurance, consumer goods, education, nonprofit, business services, professional services and more. This broad base helps keep Smith Kroeger insulated from market changes and any specific industry vulnerabilities.

Area of specialization and expertise:

Smith Kroeger's area of specialization and expertise is in all aspects of marketing and advertising services, including creative concepting and production, marketing strategy and research, media planning and buying.

1. CORPORATE OVERVIEW

video production, website design and development, email marketing, digital marketing (display, streaming audio, streaming video, social), traditional media (outdoor, cable/broadcast, radio, environmental, print), brand ambassador programs, marketing analytics and reporting, public relations, crisis communications, branding and more. Our ability to execute across all marketing services is a considerable strength as it allows us to fully service all of our clients as needed and not be dependent on other firms. It also allows us to seamlessly pivot activities as client needs change, without staff or service disruption.

Banking reference:

Smith Kroeger uses First National Bank of Omaha, 1620 Dodge Street Omaha, NE 68197, for its checking, savings and line of credit. Smith Kroeger's banking relationship manager is Steve Eck and he would be happy to provide a reference.

Steve Eck
Managing Director
Community Banking
SEck@fnbo.com
402.602.5197

c. CHANGE OF OWNERSHIP

No change in ownership is anticipated during the 12 months following the proposal's due date.

d. OFFICE LOCATION

The office location responsible for performance on this contract is located at:

Smith Kroeger
111 S. 108th Ave.
Omaha, NE 68154

e. RELATIONSHIPS WITH THE STATE

Smith Kroeger currently has a contract with the Nebraska Lottery to supply advertising and marketing services. The contract was awarded for a five (5) year period beginning July 1, 2022, and ending June 30, 2027, with three (3) one-year options, which may be exercised at the discretion of the Nebraska Lottery with the approval of the Tax Commissioner. This is the third time Smith Kroeger has been awarded the contract, making the relationship between the firm and the Nebraska Lottery date back to 2009.

As we understand it, there is no specific document number because the Lottery handles its contracts internally.

f. BIDDER'S EMPLOYEE RELATIONS TO THE STATE

Neither Smith Kroeger nor any person having a substantial interest in Smith Kroeger was, or is, an employee of the state during the past 12 months.

g. CONTRACT PERFORMANCE

Smith Kroeger has not had any contract terminated for default or prior to contract/project end due to any other factors during the past five years.

Any other client relationships that ended within the past five years did so after the conclusion of a fulfilled contract or campaign period.

h. SUMMARY OF BIDDER'S CORPORATE EXPERIENCE

Illustrated here is a summary matrix listing Smith Kroeger's previous projects or ongoing relationships that are similar in size, scope and complexity to this work. As seen in this summary, many of Smith Kroeger's clients take advantage of a wide variety of marketing services — consolidating strategy, creative and media creates a well-oiled team for our clients that is able to function smoothly and act quickly.

1. CORPORATE OVERVIEW

	Account Management	Strategic Planning	Audience/Market Research	Campaign Content Conceiving	Creative Services	Strategic Message and Creative Conceiving	Media Planning/Buying Delivery Strategy	Campaign Analytics/Reporting
Nebraska Lottery	x	x	x	x	x	x	x	x
Baxter Auto	x	x	x	x	x	x	x	x
Omaha Public Power District	x	x	x	x	x	x	x	x
Banyan Medical Solutions	x	x	x	x	x	x	x	x
FNBO	x	x	x				x	x
Dinsdale Automotive	x	x		x	x	x	x	x
Boy Scouts of America, Mid-America Council	x	x	x	x	x	x	x	x
Bosselman Enterprises	x	x		x	x	x	x	x
Essex Communities	x	x	x	x	x	x	x	x
Buffett Early Childcare Insitute: We Care for Kids Campaign	x	x	x				x	x
Greater Omaha Chamber of Commerce	x	x					x	x
Homecare Advocacy Network: Lincoln & Sarpy	x	x	x	x	x	x	x	x

I. NARRATIVE DESCRIPTIONS

Following are three narrative project descriptions that highlight similarities between Smith Kroeger's experience and the scope of work for this RFP.

PROJECT NARRATIVE 1: BUFFETT EARLY CHILDHOOD INSTITUTE'S WE CARE FOR KIDS CAMPAIGN



a. Time Period:

March 2022-January 2024

b. Scheduled and Actual Completion Dates:

Scheduled campaign start: July 1, 2022

Actual campaign start: July 1, 2022

Flights of the campaign and different phases have rotated over the course of the past 15 months. All media start deadlines have been hit if creative from the partnering agency was submitted prior to the scheduled launch.

Completion: The campaign was completed as scheduled on January 31, 2024. An extension of the campaign is now in the planning stages.

c. Smith Kroeger's Responsibilities:

Quality early childhood education is essential to the success of our state and our children. Nebraska has a shortage of early educators, causing a childcare crisis for families who rely on childcare while working.

Additionally, children under age six require thoughtful and caring learning to become successful later on in school and life.

1. CORPORATE OVERVIEW

The We Care for Kids initiative was formed to address these issues. It is a partnership of state and community-based organizations throughout Nebraska. The initiative is coordinated by the Buffett Early Childhood Institute and funded through a Preschool Development Grant from the U.S. Department of Health and Human Services, the Holland Foundation and the Buffett Early Childhood Institute.

Smith Kroeger was contracted as a marketing partner following a competitive RFP process and tasked with accomplishing the following campaign goals and objectives:

- Promote the value of quality early childhood care and education (ECCE) and build the desire to provide quality ECCE to all populations in Nebraska.
- Increase appreciation of the early childhood workforce and raise the view of their importance in the community from 75% to 84%, putting them on par with K-12 educators.
- Communicate the impact that quality ECCE has on our economy and workforce to Nebraska decision-makers (likely voters, community influencers, community advocates, political and community leaders).
- Create community-level support and engagement through influencers and trusted community leaders.
- Develop the strategic approach for media planning to reach parents of young children, childcare and education professionals and other stakeholders for early childhood care and education.
- Create a comprehensive media plan, including traditional and digital media tactics, that provides for Nebraska statewide media coverage to secure equitable education and advocacy reach.
- Provide guidance on creative strategy and asset development for the strategic media channels chosen.
- Optimize tactics based on analytics and key performance indicators.
- Report on media performance.
- Lead overall management and tracking of the \$800,000 media budget.

1. CORPORATE OVERVIEW

This scope of work is similar to that of NPGAP in the following ways:

1. Similar media budget on an annual basis (theirs was \$800,000 over about 18 months) with the same geographic coverage (state of Nebraska).
2. Similar goal of promoting overall general awareness and advocacy.
3. Is contracted through the University of Nebraska System, an entity under the Nebraska state government, so is subject to rigorous standards.
4. We have to think of creative ways for media placement and strategize across many channels as the target audience isn't necessarily well-defined or easy to pinpoint.

d. Customer Name:

Buffett Early Childhood Institute
Greta Morris
Phone: (402) 554-6511
Fax: None
Email: gretamorris@nebraska.edu

e. Prime/Subcontractor:

Smith Kroeger is the solo firm on this contract's scope of work, which is media strategy, planning, buying and optimizing. None of the work in this project was performed by subcontractors or as a subcontractor. The client partners with Neimand Collaborative, an agency specializing in social impact headquartered in Washington, D.C., for creative execution on a separate contract.

1. CORPORATE OVERVIEW



Smith Kroeger was not responsible for creative, but advised on specs according to recommended media tactics and placements to promote content created by the Neimand Collaborative.

PROJECT NARRATIVE 2: UNIVERSITY OF NEBRASKA SYSTEM'S NU FOR NE CAMPAIGN



a. Time Period:

November 2020-April 2021

b. Scheduled and Actual Completion Dates:

Scheduled campaign start date: January 4, 2021

Actual campaign start date: January 4, 2021

Scheduled campaign completion date: April 30, 2021

Actual campaign completion date: April 30, 2021

c. Smith Kroeger's Responsibilities:

"NUforNE" was a statewide impact campaign that ran from January through April 2021, while important decisions that impact the university were being made by the Nebraska legislature. It built awareness of the impact NU makes on Nebraska with taxpayers, its largest group of donors.

The University of Nebraska System is an economic driver for the state, educating one in every seven Nebraskans, providing leading healthcare across Nebraska and conducting research that changes lives. The University of Nebraska exists to support the people of the state. Yet, based on current college-going rates, many Nebraskans don't have an affinity for higher education. Around 42% of Nebraskans have a college degree (associate, bachelor or graduate). An additional 23% of Nebraskans have started college but have not completed a degree.

1. CORPORATE OVERVIEW

Beyond this, many Nebraskans don't understand the impact the university makes on their day-to-day lives. This creates a challenge for an organization that's funded by taxpayers, our largest group of donors.

The "NUforNE" campaign needed to reach business and community influencers and help them understand how the university makes a difference to them and their communities.

Its objectives were to:

1. Share the impact of the University System with taxpayers and policymakers across Nebraska.
2. Drive business and community influencers to learn more about what the universities in the Nebraska system are doing.
3. Provide compelling, engaging information to business and community influencers on how supporting the Nebraska University System helps their community.

The campaign was highly targeted, focused on college-educated Nebraska business owners, leaders, influencers and policymakers ages 30-70, with household incomes of \$75K+. It featured topics that resonated with Nebraskans, as determined through research conducted by NU, and incorporated statistics and stories which brought these topics to life.

Email, paid digital, video and social ads drove traffic to a landing page where Nebraskans saw teasers for four unique stories captured from each of the university's four campuses. Subpages contained feature-length stories demonstrating impact on the state. Content also included a podcast, "Leading Nebraska," and a magazine that was distributed directly to influencers.

Messaging and creative provided by the client was refreshed on a monthly basis; each month focused on a different topic found to be important to Nebraskans through polling: healthcare, agriculture, workforce development and research.

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Goals were: awareness (as measured by impressions), interest (as measured by click-throughs and site visits), and engagement (as measured by time on site). The results on these goals:

Awareness: The campaign generated 15 million impressions. The state of Nebraska has 1.9 million residents, and the targeted audience is significantly smaller yet—around 350,000. The campaign was highly successful in sharing the impact of the university with business influencers across Nebraska, thanks to the smart, targeted media strategy.

Interest: The campaign had 38,000 link clicks and an overall click-through rate of .24%—well above industry averages of 0.08%. The strategy to focus on a single message each month increased click-through rates by 150% over previous years. The campaign generated 30,504 of the 43,316 pageviews during that time period—70% of the total traffic—and the site was one of the top 4 sections viewed across Nebraska.edu. The campaign was effective in generating interest, thanks to the focused and data-driven media targeting and creative supplied by the client.

Engagement: Users stayed on the site for an average of 2:22, demonstrating that the right people were finding the message through our media targeting and then interacting with the content. The time on site was higher than the average time-on-site across all industries of 54 seconds (from Contentsquare's 2021 Digital Experience Benchmark report). Having a dedicated landing page for the campaign drove more engagement on-site, as did having multiple layers of sticky content and ensuring the content was high-quality and visually beautiful.

Smith Kroeger was contracted as a marketing partner following a competitive RFP process and tasked with accomplishing the following campaign goals and objectives:

- Craft the strategic approach for media planning to reach influencers in the state of Nebraska, namely likely voters and community and government leaders.
- Create a comprehensive media plan, including traditional and digital media tactics, that provides for Nebraska statewide media coverage to secure broad advocacy reach.

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- Give guidance on creative strategy and asset development for the strategic media channels chosen.
- Optimize tactics based on analytics and key performance indicators.
- Report on media performance.
- Lead bi-weekly client status calls with a prepared agenda and update on media key performance indicators.
- Conduct overall management and tracking of the \$129,000 media budget.

This scope of work is similar to that of NPGAP in the following ways:

1. Similar media budget on an annual basis (theirs was \$129,000 over 4 months which would be \$387,000 annualized) with the same geographic coverage (state of Nebraska).
2. Similar goal of promoting overall general awareness and advocacy.
3. Is contracted through the University of Nebraska System, an entity under the Nebraska state government, so is subject to rigorous standards.
4. Needed to create multi-channel approach to reach the audience effectively through different levels of media that brought awareness, interest and education.

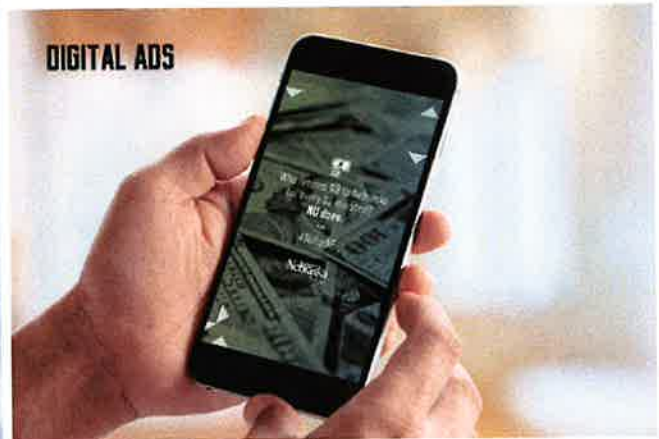
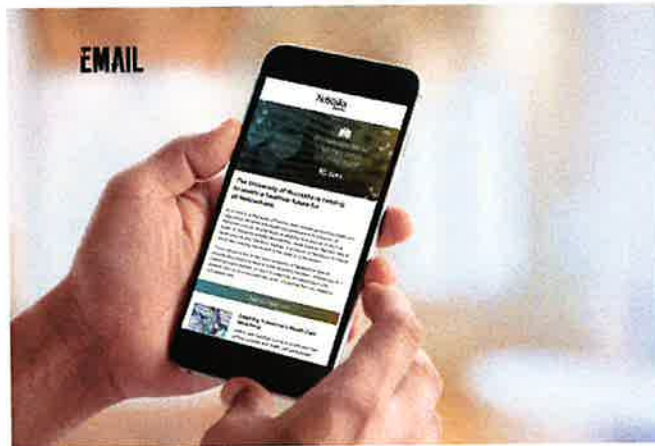
d. Customer Name:

University of Nebraska System
Jackie Ostrowicki
Assistant Vice President, External Relations
Director of Marketing, Brand and Digital Media
Phone: (402) 472-7130, Fax: None
Email: jostrowicki@nebraska.edu

e. Prime/Subcontractor:

Smith Kroeger is the solo firm on this contract's scope of work, which is media strategy, planning, buying and optimizing. None of the work in this project was performed by subcontractors or as a subcontractor. The client uses in-house staff for creative.

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Smith Kroeger was not responsible for creative, but advised on specs according to recommended media tactics and placements to promote content created by the University of Nebraska System.

PROJECT NARRATIVE 3: NEBRASKA LOTTERY'S PICK 5 FALL 2023 CAMPAIGN



a. Time Period:

Fall 2023

b. Scheduled and Actual Completion Dates:

TV, radio, print scheduled deadlines: June 30, 2023 (end of fiscal year)

Actual completion dates: TV - June 19, 2023. Other materials - late May/early June

c. Smith Kroeger's Responsibilities:

Important changes were coming to the popular Pick 5 tickets starting on August 13, 2023, and Nebraska Lottery players can be very loyal to their games and sensitive to changes. To help educate and increase awareness around the game changes, Smith Kroeger recommended the continuation of the branded alien "spokescreatures" created for the Nebraska Pick 5 game to help with game recall.

Changes included:

- Jackpot now grows by \$10,000 every night there is not a jackpot winner.
- Two numbers were added, so players will select five numbers between 1 and 40 to play. Matching four of the five winning numbers will win \$500, an increase from \$450.
- The odds of winning the jackpot will be 1 in 658,008, while the overall odds will be 1 in 9.2.

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Smith Kroeger has been the agency of record for all Nebraska Lottery marketing and advertising since 2009 after winning competitive RFP processes in 2009, 2015 and 2022. For this campaign, we were tasked with accomplishing the following campaign goals and objectives:

- Develop a comprehensive media plan that provides for Nebraska statewide media coverage (all 93 counties).
- Determine creative strategy and asset development for the strategic media channels chosen.
- Continue Pick 5 branding using alien "spokescreatures" (first created and used by Smith Kroeger in 2013).
- Craft messaging development to educate players and non-players about the changes to the Pick 5 lotto game. Two different sets of creative within the same theme to distinguish changes from each other and avoid messaging fatigue.
- Execute creative production for digital, audio, video, print, outdoor and other creative assets (estimated 25-30 creative materials).
- Conduct media planning to cover all 93 counties, including traditional and digital, focusing heavier on western Nebraska when feasible.
- Optimize tactics based on analytics and key performance indicators.
- Report on media performance.

This scope of work is similar to that of NPGAP in the following ways:

- The campaign included targeting for people who are interested in gambling, games and lottery, which is an audience we'd be targeting for NPGAP.
- There was a priority on reaching all 93 Nebraska counties in an equitable way across available media.
- This campaign also used a traditional and digital media mix to reach these audiences, which we would anticipate doing for NPGAP.

1. CORPORATE OVERVIEW

d. Customer Name:

Nebraska Lottery
Jill Marshall
Marketing Manager
Phone: (402) 471-6100, Fax: None
Email: jill.marshall@nebraska.gov

e. Prime/Subcontractor:

Smith Kroeger was the prime firm on this project. The CGI video editing was completed by MAKE, a creation studio in Minneapolis.

Budget was:

\$200,000 production

\$283,000 media

Agency services for this campaign were included as part of the monthly retainer.

:15 video spot for TV and OTT, "Crop Circle"



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:15 video spot for TV and OTT, "Headdress"



:30 video spot for TV and OTT, "Turn it Down"



:30 video spot for TV and OTT, "Maternal Unit"



i. SUMMARY OF BIDDER'S PROPOSED PERSONNEL/MANAGEMENT APPROACH

Proposed Approach to Management of the Project

The scope of work set out by this proposal is one that Smith Kroeger is very familiar with and frequently gets contracted for. While every client and campaign is different, our team has a distinct and professional approach that is informed by years of experience.

Our management approach for this project will be built on FIDO, our time-tested strategic messaging, campaign and branding process, which then rolls seamlessly from research and concepting to campaign execution and optimization.

The FIDO process, which stands for Foundation, Ideation, Delivery and Optimization, is a trusted management approach for this project not only because each team member has specific experience and expertise in one or more of these areas, but also because it fits perfectly in the project task requirements.

Smith Kroeger's FIDO process provides specific benefits for this project, including:

- 1. Proven results and positive feedback from past clients**
This proven process has been iterated on for different clients and circumstances and is adaptable to this project.
- 2. Confidence in planning** There is no wasted time working to figure out what the next steps should be.
- 3. Consistent logistical expectations** Expected time and budget amounts can be relied upon as we've gone through these steps before.
- 4. Reduced onboarding and training time** Team members know the drill on these kinds of projects and would onboard quickly.

Under FIDO, the proposed management of this project would be as follows:

Foundation

The account manager will be in charge of the process from start to finish, but have particular direction and management over the Foundation step and overall timeline and project management. They will direct and conduct the research, analyze results and compile the messaging report that will host key insights and be the foundation of subsequent work.

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The Foundation phase deliverables and actions would include:

- Budget
- Timeline
- Strategic research and discovery
- Determination of key performance indicators for the campaign
- Clear communications to the client and among internal team
- Construction of the creative brief, which would lay out all relevant research points, campaign goals, creative direction and budget — this document is reviewed and approved by the client before moving in to the Ideation phase. This ensures all parties are on the same page on how the campaign is moving forward.
- Client approvals and feedback communication
- Overall account and process management, including regular internal and client meetings

Based on the timeline set out in the RFP, this phase would begin on June 1 and would need to be completed by June 30.

Ideation

The Ideation phase will also be led by the account manager, but receives significant support on strategic elements from the creative and media directors. These directors will work on the media plan supply what creative and communication strategies would be recommended based on the creative brief approved during the Foundation phase.

During the Ideation phase, we will also consult with vendors to secure not only best pricing, but also recommendations on any new or emerging tactics or technology that can be leveraged to support the campaign.

The Ideation phase deliverables and actions would include:

- Proposed marketing strategy for the year based on research and discussions from Foundation phase
- Incorporate how the plan promotes NGAP's objectives
- Recommended media and methods of execution
- Creative concept proposals
- Itemized budget
- Client approvals and feedback communication
- Overall account and process management, including regular internal and client meetings

1. CORPORATE OVERVIEW

Based on the timeline set out in the RFP, this phase would conclude by July 31.

Delivery

The Delivery phase is when campaign content and media placement is completed based on approval from the Ideation phase. The account manager will manage the internal team and coordinate any feedback from the client to ensure all materials meet expectations and fulfill all compliance requirements

The Delivery phase deliverables and actions would include:

- Execution of creative based on approved campaign concept and media placements
- Updated website content and implementation
- Quality assurance on communication and creative deliverables
- Client approvals and feedback communication
- Launch of media campaign
- Overall account and process management, including regular internal and client meetings

Based on the timeline set out in the RFP, this phase would conclude by August 31.

Optimization

The Optimization phase begins once messaging, creative assets and the communications plans go live. The Smith Kroeger team will remain dedicated to optimizing the campaign through additional creative development as needed and with regard to media and communication optimization. We employ a media metrics dashboard through Ninjacat that can report in real time how media tactics are performing against key performance indicators (click-through rate, number of impressions, cost per click, video completion rate, email opens, etc.). We measure pacing of campaigns every week and will recommend any optimizations during the campaign, not just in monthly reports..

The Optimization phase deliverables and actions include:

- Weekly pacing tracking on all digital tactics
- Monthly reporting on campaign key performance indicators
- Quarterly reports to the Commission that summarize campaign activities during the quarter and year-to-date

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- Regular client communication and feedback
- Strategic recommendations for campaign improvement and optimization
- New creative versions and website updates as needed or directed by the approved marketing plan

Based on the timeline set out in the RFP, this phase would be expected to run from September through June 30 (end of fiscal year 2024-2025).

Project Team

Listed below are the names and titles of the team proposed for this assignment, along with the primary work assigned to each.

Terry Kroeger, CEO and Chairman

Primary work assigned: Executive leadership

Sara Wilson, President

Primary work assigned: Account team leadership, overall campaign strategy

Dave Klemencic, COO

Primary work assigned: Media and digital team leadership, digital strategy and technical lead

Greg Ahrens, Co-Creative Director, Copywriting

Primary work assigned: Copy and messaging strategy

Mike Duman, Co-Creative Director, Art

Primary work assigned: Creative leadership and strategy

Liz Scott, Senior Art Director & Motion Designer

Primary work assigned: Creative concepting, graphic design, graphic/live video production

Chase Gronenthal, Art Director

Primary work assigned: Graphic design

Kali Dubas, Account Manager

Primary work assigned: Primary client point of contact, team management

1. CORPORATE OVERVIEW

Alisa Suntken, Account Coordinator

Primary work assigned: Account management support

Kelli Zieg, Project Manager

Primary work assigned: Internal project management

Kathleen Durkin, Proofer and Editor

Primary work assigned: Proofreading

Randy Schnackenberg, Production Manager

Primary work assigned: Production management, creative team trafficking

Lauren Gilmore, Media Director

Primary work assigned: Media strategy, traditional media buying

James West, Digital Team Lead

Primary work assigned: Digital team leadership, digital strategy, digital media buying, optimization and reporting

Carlie Stevens, Digital Marketing Specialist

Primary work assigned: Digital media buying, optimization and reporting

Colin Comerford, Digital Marketing Specialist

Primary work assigned: Digital media buying, optimization and reporting

Robbie Owens, Web Design and Email Specialist

Primary work assigned: Website design and development, email design and development

Stephanie Peacock, Web Design and Email Specialist

Primary work assigned: Website design and development, email design and development

1. CORPORATE OVERVIEW

Team Leadership, Interface and Support Functions

The organizational chart below contains the project team members and identifies leadership, reporting relationships and support functions for each area of work.

Terry Kroeger
CEO & Chairman
Sara Wilson
President

Account Service / PR

Kali Dubas
Account Manager

Alisa Suntken
Account
Coordinator

Kelli Zieg
Project Manager

Digital & Media

Dave Klemencic
Chief Operating Officer

Lauren Gilmore
Director, Media Planning &
Buying

Robbie Owens
Web Design & Email Specialist

Stephanie Peacock
Web Design & Email Specialist

James West
Digital Marketing Team Lead

Carlie Stevens
Digital Marketing Specialist

Colin Comerford
Digital Marketing Specialist

Art & Video

Mike Duman
EVP, Co-Creative Director

Liz Scott
Senior Art Director &
Motion Designer

Chase Gronenthal
Art Director

Randy Schnackenberg
Production Manager

Copywriting

Greg Ahrens
EVP, Co-Creative Director

Mark Carpenter
EVP, Creative
Strategy

Kathleen Durkin
Proofer & Editor



ACCOUNT & PROJECT MANAGEMENT

Terry Kroeger

CEO and Chairman

Work Experience

- 2019-Present: President & CEO, Smith Kroeger, Omaha, Nebraska
- 2021-2019: President & CEO of BH Media & Publisher of Omaha World-Herald, Omaha
- 2008-2012: President & CEO of OWH Company & Publisher
- 2006-2008: President & COO of OWH Company
- 2001-2006: Sr. Vice President of OWH Company
- 1998-2001: President of World Companies - Subsidiary of OWH
- 1994-1998: President & Publisher of Stockton Record, owned by OWH, Stockton, California

Understanding of the Process

Terry's executive experience well-equips him to lead a multi-disciplined team geared toward strategic communications. He has special expertise in executive leadership, consulting, strategy, consulting, media, public relations, corporate communications and crisis communications.

Academic Background, Degrees and Professional Certifications

- Aksarben Foundation Board Member (1998-Present); Chairman of the Foundation (2018-2020)
- News Media Alliance Board of Directors. (2011-2020); Chairman of the Board (2018-2020)
- Omaha Chamber of Commerce Board of Directors (1995-2018); Board Chair (2013)
- Associated Press Board of Directors (2013-2020)
- World-Herald Goodfellows Charities, Board of Directors (2008-2018)
- Creighton University Board of Directors (2010-2017)
- United Way of the Midlands Board of Directors (2011-2016); Chairman of the Board (2013)
- Mutual of Omaha Bank Board of Directors; Founding Member (2007-2013)

References

Nate Dodge

NP Dodge
President & CEO
(402) 680-9555
ndodge@npdodge.com

Brian Rockey

Nebraska Lottery
Lottery Director
(402) 617-4662
brian.rockey@nebraska.gov

Mickey Anderson

Baxter Auto Group
CEO
(402) 651-4472
manderson@baxterauto.com



ACCOUNT & PROJECT MANAGEMENT

Sara Wilson

President

Work Experience

- 2024: President, Smith Kroeger, Omaha, NE
- 2019-2023: EVP, Client Services & PR, Smith Kroeger
- 2017-2018: VP, Account Services & PR, Smith Kroeger
- 2015-2016: Account Manager, Smith Kroeger (formerly SKAR)
- 2014-2015: Account Executive, Focused Image, Falls Church, VA
- 2012-2014: Account Coordinator, Focused Image, Falls Church

Understanding of the Process

Sara has led agency teams for countless campaigns and full-service marketing engagements. She is an expert on the full life cycle of campaign planning, development and execution and supervises that process across the different functions of the agency.

Her areas of expertise that would contribute to this process include: account management and planning, brand and marketing strategy, integrated communications, advertising, project management, social media strategy and public relations.

Academic Background, Degrees and Professional Certifications

- Bachelor of Science in Business Administration in Marketing (Highest Distinction) and Bachelor of Journalism in Advertising and Public Relations (High Distinction) University of Nebraska–Lincoln
- Leadership Omaha, Class 45 Graduate

References

Jackie Ostrowicki
University of Nebraska System
AVP, Director of Marketing
3835 Holdrege St
Lincoln, NE 68583
(402) 472-7130
jostrowicki@nebraska.edu

Sally Christensen
FNBO
Senior Director, PR
1601 Dodge St
Omaha, NE 68102
(402) 871-1933
schristensen@fnbo.com

Julie Shiller
Aksarben Foundation
Chief of Staff
2120 S. 72nd St, Suite 800
Omaha, NE 68124
(402) 554-9600
julie@aksarben.org

1. CORPORATE OVERVIEW



ACCOUNT & PROJECT MANAGEMENT

Kali Dubas

Account Manager

Work Experience

2023-Present: Account Manager, Smith Kroeger, Omaha, NE

2022-2023: Account Coordinator, Smith Kroeger, Omaha

2021-2022: Project Manager, Vyrat Marketing, Omaha

2019-2020: Public Relations Specialist, Plant Addicts, Lincoln

Understanding of the Process

Kali has managed client relations on accounts that also include the same full-service needs this RFP requests, including media buying, creative strategy and execution and web development support.

Her areas of expertise that would contribute to this process include project & account management, brand strategy, marketing strategy, integrated communications, advertising, social media strategy & strategic research.

Academic Background, Degrees and Professional Certifications

- Master of Arts, Integrated Communications, University of Nebraska–Lincoln
- Graduate Certificate in Public Relations and Social Media, University of Nebraska–Lincoln
- Bachelor of Journalism in Public Relations, Advertising and Applied Communication, University of Nebraska–Lincoln

References

Natalie Albracht

Circa
Senior Sales
Development
Representative
Omaha, NE
(402) 850-1486

Sarah Rottenberg

School of Design
University of Pennsylvania
IPD Executive Director
Philadelphia, PA
Srot@design.upenn.edu

Destiney Chitrodom

Omaha Performing Arts
Commercial Graphic
Designer
Omaha, NE
(402) 210-4314

1. CORPORATE OVERVIEW

ACCOUNT & PROJECT MANAGEMENT

Alisa Suntken

Account Coordinator



Work Experience

2024-Present: Account Coordinator, Smith Kroeger, Omaha, NE

2021-2024: Event Manager, PJ Morgan, Omaha

2018-2021: Creative Services Manager, Frost Media Group

2016-2018: Graphic Designer, Surdell & Partners

Understanding of the Process

Alisa has coordinated creative teams and is adept at project managing agency services. Her areas of expertise that would contribute to this process include: project management, account support and creative strategy.

Academic Background, Degrees and Professional Certifications

• Associate of Occupational Studies, Creative Center, Omaha

References

Natalie Wallace

PJ Morgan Event
Management
Director of Events
7013 Dodge St.
Omaha, NE
402-880-8035
nwallace@pjmorgan.com

Jocelyn Reed

PJ Morgan Event
Management
Venue Manager
7013 Dodge St.
Omaha, NE
316-461-0757
jreed@pjmorgan.com

Jade Dyer

Boys Town
Graphic Designer
14100 Crawford St.
Boys Town,
Omaha, NE 68010
(402) 850-5151

1. CORPORATE OVERVIEW



ACCOUNT & PROJECT MANAGEMENT

Kelli Zieg

Project Manager

Work Experience

2022-Present: Project Manager, Smith Kroeger, Omaha, NE

2021-2022: Account Coordinator, Smith Kroeger, Omaha

2018-2021: Marketing Project Manager, Omaha Performing Arts, Omaha

2014-2018: Traffic Coordinator, Omaha Performing Arts, Omaha

2007-2014: Traffic Coordinator, Oriental Trading Company, Omaha

Understanding of the Process

As the overall project manager for the agency, Kelli conducts similar brand and messaging engagements for all of Smith Kroeger's clients. Her areas of expertise that would contribute to this process include: project management, account management, integrated communications & advertising.

Academic Background, Degrees and Professional Certifications

- Bachelor of Journalism in Advertising with Emphasis in Public Relations, University of Nebraska-Lincoln

References

Courtney Mattern

Buildertrend
Director, Content
and Brand
11818 I St.
Omaha, NE 68137
(402) 649-277

Gabriella Roenfeld

Sojern
Client Success Manager
18135 Burke St. 3rd Floor
Elkhorn, NE 68022
(402) 981-6862

Jade Dyer

Boys Town
Graphic Designer
14100 Crawford St.
Boys Town,
Omaha, NE 68010
(402) 850-5151

1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

Dave Klemencic

Chief Operating Officer

Work Experience

2024: COO, Smith Kroeger, Omaha, NE

2021-2023: EVP, Media & Digital Strategy, Smith Kroeger, Omaha

2019-2021: VP of Digital Strategy & Operations, Smith Kroeger, Omaha

2012-2019: Director of Digital Advertising Operations, BH Media Group, Richmond, VA

2008-2012: Advertising Operations Manager, Media General, Richmond

2006-2008: National Accounts Analyst, Apex Systems, Richmond

Understanding of the Process

Dave has conducted similar full-service agency engagements for Baxter Auto Group, Gregg Young Chevrolet, Tom Dinsdale Auto, Nebraska Lottery, Boss Truck Shops, Pump & Pantry, Bridgepoint Investment Banking, Omaha Public Power District, Banyan Medical Solutions and others.

His areas of expertise that would contribute to this process include: digital strategy, digital platform online advertising management, project management, web marketing strategy and analytics, web design, freelance art, illustration, digital/traditional media and website development team leadership, vendor relationship development/ management, operational and billing workflow support, technical troubleshooting of digital/web development systems and platforms.

Academic Background, Degrees and Professional Certifications

- BFA, Virginia Commonwealth University, Richmond
- Squared Online Executive Leadership Digital Transformation Program, 2019

References

Thom Kastrup

Better Business Bureau
VP of Marketing
11811 P St.
Omaha, NE 68137
(402) 898-8553

Courtney Goldenberg

Baxter Auto Group
Marketing Director
17225 Burt St.
Omaha, NE 68118
(402) 490-9471

Mark Nelsen

Boss Truck Shops, Inc.
Assistant Director of Marketing
1607 South Locust St., Suite A
Grand Island, NE 68801
(308) 218-2428

1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

Lauren Gilmore

Director, Media Planning & Buying

Work Experience

2021-Present: Director of Media Planning & Buying,
Smith Kroeger, Omaha, NE

2019-2021: Senior Media Planner/Buyer, Smith Kroeger, Omaha

2018-2019: Senior Media Planner/Buyer, SKAR Advertising

2014-2018: Media Planner/Buyer, SKAR Advertising

2011-2014: Media Coordinator, SKAR Advertising

Understanding of the Process

Lauren has conducted similar media service engagements for Nebraska Lottery, Baxter Auto Group, Gogue Performing Arts Center, OPPD, Kroc Center Omaha, The Salvation Army, Nebraska Humane Society, Reliable 1, Sid Dillon Auto, USGA, Tom Dinsdale Automotive, Gregg Young Auto, The Kim Foundation, HCAN, Essex Communities, Advanced Dental Sleep Treatment, American National Bank, i3 Bank, Mid-America Council (BSA), Godfather's Pizza, East Texas Medical Center & Sioux Bee Honey.

Her areas of expertise that would contribute to this process include: media strategy, media planning, media buying, client management & research.

Academic Background, Degrees and Professional Certifications

- Bachelor of Arts in International Communications: Advertising/Public Relations with a second major in Spanish, Texas Christian University, Fort Worth, TX

References

Steve Seline

Walnut Media
Chairman
11717 Burt St. Suite. 201,
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Jenny Wolgamott

Gray Television
General Sales Manager
840 N 40th St,
Lincoln, NE
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Andy Ruback

Flood Communications
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11128 John Galt Blvd.
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1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

James West

Digital Marketing Team Lead

Work Experience

2022-Present: Digital Marketing Team Lead,
Smith Kroeger, Omaha, NE

2021-2022: Digital Media Specialist, Smith Kroeger, Omaha

2019-2020: Global New Business Associate, FCB Global, New York City, NY

2017-2019: Account Executive, The Marketing Arm, New York City

Understanding of the Process

James has conducted similar digital media engagements for University of Nebraska System, Nebraska Lottery, Baxter Auto, Omaha Public Power District, SNICKERS, Starburst, ExxonMobil, Blue Diamond, Philips, BMW, Ameriprise Financial & Bosselman Enterprises.

His areas of expertise that would contribute to this process include: digital strategy, programmatic display, native, OTT/CTV, paid search/Google Ads, social media, project management, web-marketing strategy & web analytics.

Academic Background, Degrees and Professional Certifications

• Bachelor of Journalism, University of Missouri–Columbia

References

Cory Frame
FCB New York
Associate Creative Director
1 South 1st St.
Brooklyn, NY 11249
(330) 224-3968

Kirsten Smith
Baxter Auto Group
Brand Manager
14931 Binney St.
Omaha, NE 68116
(402) 990-8098

Dave Klemencic
Smith Kroeger
COO, Digital Media
& Strategy
111 S. 108th Ave.
Omaha, NE 68154
(804) 484-4388

1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

Carlie Stevens

Digital Marketing Specialist

Work Experience

2021-Present: Digital Marketing Specialist,
Smith Kroeger, Omaha, NE

2020-2021: Marketing Director, Visiting Angels, Omaha

2019-2020: Marketing Director, The Set Me Free Project, Omaha

2019-2018: Marketing Coordinator, The Set Me Free Project, Omaha

2017: Intern, The Omaha Summer Arts Festival, Omaha

Understanding of the Process

Carlie has conducted similar digital media engagements for Baxter Auto Group, Nebraska Lottery, University of Nebraska System, The Salvation Army Omaha Kroc Center, Omaha Steaks, Omaha Public Power District, Mid-America Council - Boy Scouts of America, Buffett Early Childhood Institute, Banyan Medical, CNB Custody, Essex Communities, Gregg Young Auto Group, Dinsdale Automotive, Kim Foundation, Nebraska Tech Collaborative, Lofte Community Theatre, Bridgepoint Investment Banking, i3 Bank, Business Management Daily, inSourceRX, Boss Truck Shops, Pump & Pantry, Notre Dame Sisters, Generators for Sale, HomeCare Advocacy Network, Cape School, Auburn University Credit Union, 360 Realty, LifeStyled 360, Bercher Homes, Visiting Angels and The Set Me Free Project.

Her areas of expertise that would contribute to this process include: digital strategy, digital platforms, online advertising management, paid search campaigns, social media advertising & email marketing.

Academic Background, Degrees and Professional Certifications

- Bachelor's Degree in Journalism Media Communication, Public Relations & Advertising, University of Nebraska at Omaha

References

Megan Cole
Pathful Connect
Senior Program Manager
Papillion, NE
(402) 297-0668

Cassie Jahn
Blue Cross &
Blue Shield of NE
Communications
Strategist
Omaha, NE
(763) 688-0696

Dave Klemencic
Smith Kroeger
COO, Digital Media
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(804) 484-4388

1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

Colin Comerford

Digital Marketing Coordinator

Work Experience

2022-Present: Digital Media Coordinator,
Smith Kroeger, Omaha, NE

2019-2022: Sales Assistant & Marketing Coordinator, Reagan Outdoor Advertising,
Rochester, MN

2018-2019: Lead Teller, Wells Fargo, Rochester

2017: Public Relations Intern, Catholic Charities of the Diocese of La Crosse, WI

Understanding of the Process

Colin has conducted similar digital media engagements for Baxter Auto Group, Nebraska Lottery, University of Nebraska System, The Salvation Army Omaha Kroc Center, Omaha Steaks, Omaha Public Power District, Mid-America Council - Boy Scouts of America, Buffett Early Childhood Institute, Banyan Medical, CNB Custody, Essex Communities, Gregg Young Automotive Group, Dinsdale Automotive, Kim Foundation, Nebraska Tech Collaborative, Lofte Community Theatre, Bridgepoint Investment Banking, i3 Bank, Business Management Daily, inSourceRX, Boss Truck Shops, Pump & Pantry, Notre Dame Sisters, Generators for Sale, HomeCare Advocacy Network & Cape School.

His areas of expertise that would contribute to this process include: digital ad buying, digital strategy, digital platforms, online advertising management, account service, web marketing strategy, web analytics & tactic tracking.

Academic Background, Degrees and Professional Certifications

• Bachelor of Science in Communication Studies, University of Wisconsin-La Crosse

References

Brandon Stebbins
Reagan Outdoor Adv.
Sales Coordinator
3185 41st St. NW
Rochester, MN 55901
(507) 421-4158

Kole Amans
Sports Refund
COO
Dallas, TX
(715) 441-0201

Dave Klemencic
Smith Kroeger
COO, Digital Media
& Strategy
111 S. 108th Ave.
Omaha, NE 68154
(804) 484-4388

1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

Robert Owens

Web Design and Email Specialist

Work Experience

2020-present: Email Specialist/Web Designer/Developer,
Smith Kroeger, Omaha, NE

2017- 2020: Graphic Designer/Web Designer, Right Idea Media and Creative,
Council Bluffs, IA

2015-2017: Graphic Designer, International Minute Press, Omaha

Understanding of the Process

Robert has expertise in various website platforms and can facilitate design and technical updates needed in this RFP. He has an understanding of approval processes for technical updates and can advise on best recommendations for site design and performance.

Academic Background, Degrees and Professional Certifications

- Bachelor of Arts in Art, University of Nebraska Lincoln
- Front End Development, AIM Code School

References

Tammy Coleman

Minuteman Press
Franchisee
2716 S 114th St.
Omaha, NE 68144
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Ashlei Spivey

I Be Black Girl
CEO
hello@ibeblackgirl.org

Doris Moore

Center for Holistic
Development
CEO
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Omaha, NE 68134
(402) 502-9788
demoore@chdomaha.org

1. CORPORATE OVERVIEW



TRADITIONAL, DIGITAL & WEB MEDIA

Stephanie Peacock

Web Design and Email Specialist

Work Experience

2024-present: Email Specialist/Web Designer/Developer,
Smith Kroeger, Omaha, NE

2022-2024: Brand Manager, Professional Research Consultants, Omaha

2019-2022: Brand Strategist, Madonna Rehabilitation Hospitals, Omaha

2018-2019: Director of Marketing, Nebraska Orthopaedic Physical Therapy, Omaha

2017-2018: Marketing Design Coordinator, West Corporation, Omaha

2016-2017: Email Marketing Project Coordinator, InfoGroup, Papillon, NE

Understanding of the Process

Stephanie has a deep design background that she brings to her web development approach. Her understanding of design implications on website user experience will significantly benefit this project.

Academic Background, Degrees and Professional Certifications

- Bachelor of Arts in Marketing and Public Relations, Midland University

References

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Wahoo Dance Academy
Owner/Director
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Kelsey Hanks
PRC
Marketing Events
Coordinator
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NE 68137
(507) 840-0333
Kelsey.hanks@gmail.com

1. CORPORATE OVERVIEW



CREATIVE

Greg Ahrens

Executive Vice President,
Co-Creative Director

Work Experience

2019-Present: EVP, Co-Creative Director, Smith Kroeger, Omaha, NE
2017-2019: Partner, Executive Vice President, Co-Creative Director, SKAR, Omaha
2007-2016: Partner, Vice President, Co-Creative Director, SKAR, Omaha
1995-2007: Senior Copywriter/Producer, Department Head, SKAR, Omaha
1990-1995: Copywriter/Producer, Blumenthal Cady & Associates, Omaha
1989-1990: Falcon Marketing, Des Moines, Iowa

Understanding of the Process

Greg has conducted similar agency engagements for 1/2 Price Stores, Sue Bee Honey, Commercial Federal Bank, Nebraska Lottery, Conagra Foodservice and Retail, Omaha Royals, Omaha Public Power District, Goodwill, East Texas Medical Center Regional Healthcare System, Omaha Truck Center, Werner Enterprises, Clockwork Home Services, Hauptman O'Brien, American National Bank, Securities America, Omaha National, CNB Custody, Sunice Clothing, Baxter Auto Group

His areas of expertise that would contribute to this process include: creative direction, copywriting for social/traditional media, TV production, radio production, brand strategy/planning.

Academic Background, Degrees and Professional Certifications

- BS in Journalism and Mass Communication, Iowa State University, Ames
- Retired Msgt., Iowa Air National Guard

References

Jill Marshall
Nebraska Lottery
Marketing Manager
137 NW 17th St.
Lincoln, NE 68528
(402) 471-6100

Steve Thiesfeld
The Great Plains Motion
Picture Company
Owner
11011 Q St.
Omaha, NE 68137
(402) 690-4008

Melissa Marvin
Banyan Medical
COO
8701 F St.
Omaha, NE
(402) 203-8453

1. CORPORATE OVERVIEW



CREATIVE

Michael Duman

Executive Vice President,
Co-Creative Director

Work Experience

2019-Present: EVP, Co-Creative Director, Smith Kroeger, Omaha, NE
2017-2019: Partner, Executive Vice President, Co-Creative Director, SKAR, Omaha
2007-2016: Partner, Vice President, Co-Creative Director, SKAR, Omaha
1998-2007: Vice President, Senior Art Director, SKAR, Omaha
1986-1998: Art Director, SKAR, Omaha
1983-1986: Art Director, Print Shop, University of Nebraska at Kearney

Understanding of the Process

Mike has conducted similar agency engagements for East Texas Medical Center Regional Healthcare System, Clockwork Home Services, Fremont Area Medical Center, Live Well Omaha, Live Well Omaha Kids, Surgical Art, Methodist Health System, Great Plains Health, Nebraska Lottery, American National Bank, Sprint, Conagra Foodservice & Retail, Omaha Royals, Creighton University, KFC, Baker's Supermarkets, Sue Bee Honey, Hoover's Online Business Information, HunTel, Omaha Public Power District, Blue Cross and Blue Shield of Nebraska, No Frills Supermarkets, Commercial Federal Bank, Ballet Omaha, Werner Enterprises, Securities America, Omaha National, CNB Custody, Baxter Auto Group, Sunice Clothing, NP Dodge, Baxter Auto Group & Rural Media Group.

His areas of expertise that would contribute to this process include: creative direction, creative strategy, art direction, brand planning and graphic design.

Academic Background, Degrees and Professional Certifications

• BFA in Commercial Art, University of Nebraska at Kearney

References

Jill Marshall
Nebraska Lottery
Marketing Manager
137 NW 17th St.
Lincoln, NE 68528
(402) 471-6100

Melissa Marvin
Banyan Medical
COO
8701 F St.
Omaha, NE
(402) 203-8453

John Healey
Junior Achievement
13506 W. Maple Road,
Suite 101
Omaha, NE 68164
(402) 333-6410



CREATIVE

Mark Carpenter

Executive Vice President,
Senior Writer/Producer

Work Experience

- 2019-Present: EVP, Senior Writer/Producer, Smith Kroeger, Omaha, NE
- 2003-2019: EVP, Creative Strategy, Partner, SKAR Advertising, Omaha
- 2001-2003: Senior Copywriter/Producer, Fusebox Branding, Lincoln, NE
- 1989-2001: Creative Director, Ayres Kahler, Lincoln
- 1988-1989: Creative Director, Lovgren Advertising, Omaha
- 1984-1988: Associate Creative Director, Boles Advertising, Lincoln
- 1982-1984: Creative Director, Daily Nebraskan (UNL Newspaper), Lincoln

Understanding of the Process

Mark has conducted similar agency engagements for ALLTEL, Nebraska Lottery, Blue Cross Blue Shield, Runza Restaurants, Godfather's Pizza, East Texas Medical Center Healthcare System, Madonna Rehabilitation Hospital, Lincoln Telephone Company, Aliant Communications, Valmont Irrigation, Rural Media Group, Omaha Public Power District, Lincoln Electric System, Opera Omaha, RED Development, Pinnacle Bank, Commercial Federal Bank, TierOne Bank, i3 Bank, American National Bank, ConAgra, The Salvation Army, Aksarben Foundation, Duncan Aviation, Baxter Auto Group, Gregg Young Auto, Koley Jessen, Werner Enterprises, Securities America, CRCC, Notre Dame Sisters & Live Well Omaha.

His areas of expertise that would contribute to this process include: copywriting for social/traditional media, TV production, radio production, brand strategy/planning, illustration, project management & creative direction.

Academic Background, Degrees and Professional Certifications

- Bachelor of Science in Advertising, University of Nebraska-Lincoln
- 2016: Winner of the American Advertising Federation-Nebraska Silver Medal Award (Lifetime Achievement)

References

Jill Marshall
Nebraska Lottery
Marketing Manager
137 NW 17th St.
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(402) 471-6100

Dr. Kim Hoogeveen
Mindset
Founder
1309 Harlan Drive #104
Bellevue, NE 68005
(402) 980-3344

Steve Thiesfeld
The Great Plains Motion
Picture Company
Owner
11011 Q St.
Omaha, NE 68137
(402) 690-4008



CREATIVE

Liz Scott

Senior Art Director & Motion Designer

Work Experience

2022-Present: Senior Art Director & Motion Designer, Smith Kroeger, Omaha, NE

2017-2022: Art Director, SKAR/Smith Kroeger, Omaha

2017: Graphic Design Intern, SKAR Advertising, Omaha

2017-Present: Freelance

Understanding of the Process

Liz has conducted similar agency engagements for Axiom America, Advance Services, Inc., Aksarben Foundation, Nebraska Tech Collaborative, InternNE, Anderson Roofing, Banyan Medical Solutions, Baxter Auto Group, Pump & Pantry, Bridgepoint, Bridges Trust, Kim Foundation, Sunice, BobbyJones, Cape School, Tom Dinsdale Auto, ESSEX, FNBO, Gothenburg Health, Great Plains Communications, Holidynamics, Insource, Keith County, Kroc Center, Loft Community Theatre, Nebraska Lottery, Lutz, Mid-America Council Boy Scouts, Neighborgood, Notre Dame Sisters, NP Dodge, Omaha National, OPPD, Paxton Advisors, LLC., Prader-Willi Syndrome Association-USA, Reliable, Ronco Construction, Rural Media Group, Salvation Army Omaha, Shred Vault, Sid Dillon, University of Nebraska, Urology Center, Westside Legacy 66, White Lotus Group, Advance Dental Sleep Treatment Center, Adult Pediatric Urology & Urogynecology, CRCC, Grief's Journey, Intern Omaha, Owen Industries, P4K (Partnership 4 Kids), YMCA, Bryan Health, Bus Bench Omaha, Consultants in Gastroenterology, Castle Hill Construction

Her areas of expertise that would contribute to this process include: graphic design, animation, videography & photography.

Academic Background, Degrees and Professional Certifications

- Bachelor of Fine Arts Degree in Graphic Design & Associate of Occupational Studies in Graphic Design, Creative Center, Omaha, NE

References

Barb Ruser

Copywriter & Editor
11617 Sahler St.
Omaha, NE
(402) 960-4381

Thom Kastrup

Better Business Bureau
Vice President
11811 P St
Omaha, NE
(402) 391-7612

Kim Guyer

The Steier Group
Campaign Manager
10844 Old Mill Rd.
Omaha, NE
(402) 517-163

1. CORPORATE OVERVIEW



CREATIVE

Chase Gronenthal

Art Director

Work Experience

2022-Present: Art Director, Smith Kroeger, Omaha, NE

2018-Present: Freelance Photographer and Videographer

2018-2022: Independent Contractor for Photography, Videography & Graphic Design, Rival Design LLC, Columbus, NE

2017: Lifestyle Photographer and Graphic Designer, QC Supply, Schuyler, NE

Understanding of the Process

Chase has conducted similar agency engagements for Aksarben Foundation, Auburn University Credit Union, Banyan Medical, Baxter Auto Group, Boy Scouts Mid-America Council, Cape School/Barney Fletcher, Holidynamics, Kroc Center/Salvation Army, Lake Cunningham, Nebraska Lottery, Rural Media Group/Cowboy Channel, Sid Dillon, Tom Dinsdale Auto, Westside District 66, BD Construction, Berkshire Hathaway HomeServices Ambassador Real Estate, Big Iron Auctions, BUSS Auctions, Cattlemen's Ball of Nebraska, Century 21 Realty, Clarkson Family Medicine, Houzz Solutions, MyForever DNA, Pillen Family Farms, Platte County Fair, QC Supply, Shelby Lumber, Urgent Care of Columbus, Columbus Chamber of Commerce, Lakeview Community Schools (Columbus, NE), Nebraska FFA, Night to Shine/Cloud 9 Event, Rocha Design & Decor & The United Way of Columbus.

His areas of expertise that would contribute to this process include: video production, photography & graphic design.

Academic Background, Degrees and Professional Certifications

- Associate Degree in Graphic Design, The Creative Center, Omaha, NE

References

Kara Allbaugh

Rival Design
2336 23rd St. Suite 1
Columbus, NE 68601
(402) 270-3720

Jill F. Goedeken

Lakeview Community
Schools/Nebraska FFA
28423 205th Ave.
Columbus, NE
(402) 276-1076

Jacklyn Wiese

Berkshire Hathaway
Home Services
Ambassador Real Estate
2412 23rd St.
Columbus, NE 68601
(402) 657-9506

1. CORPORATE OVERVIEW



CREATIVE

Randy Schnackenberg

Production Manager

Work Experience

2016-Present: Production Manager, Smith Kroeger, Omaha, NE

2006-2016: Production Manager, Swanson Russell, Lincoln, NE

2000-2006: Production Manager, Envoy, Omaha

1995-2000: UNMC, Print Facility Production Manager, Omaha

1989-1995: Regal Printing, Scheduling, Omaha

Understanding of the Process

Randy has supported similar agency engagements for Nebraska Lottery, Baxter Auto Group, Omaha National, East Texas Medical Center, Omaha Public Power District, ConAgra, Aksarben Foundation, Banyan Medical Solutions, Omaha Convention & Visitors Bureau, Cannon, Humminbird, Minn Kota, Weatherby, E-Z-GO, Runza Restaurants, Briggs & Stratton, Reinke, Bryan Health, JCB, Rain Bird, FMC, Boystown, Roberts Dairy & Scooters.

His areas of expertise that would contribute to this process include: production management, direct mail, print production, trade show production & scheduling.

Academic Background, Degrees and Professional Certifications

• Iowa Western Community College, Council Bluffs, IA

References

Dave Brown

Regal Print
Former Owner
(402) 670-8572
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Phil Knicky

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Steve Johnson

Swanson Russell
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1. CORPORATE OVERVIEW



CREATIVE

Kathleen Durkin

Proofreader & Editor

Work Experience

Feb 2023-Present: Proofreader & Editor, Smith Kroeger, Omaha, NE

2022-2023: Writer, Valmont, Omaha

2017-2023: Senior Writer, OBI Creative, Omaha

2000-2017: VP, Creative Director, Writer, Swanson Russell, Omaha

1997-2000: Creative Director, Writer, Colle & McVoy, Minneapolis, MN

1986-1997: VP, Associate Creative Director, Swanson Russell, Omaha

Understanding of the Process

Kathleen has supported similar agency engagements for Agco (Challenger Tractors), Merck Animal Health, Zoetis Animal Health (formerly Pfizer Animal Health), FMC, Dale Electronics, Cyclonaire, John Deere, Valmont, Lindsay Irrigation, Valmont Infrastructures, Reinke Irrigation, JCB Equipment, Cushman, Ransomes of America & Rain Bird.

Her areas of expertise that would contribute to this process include: proofreading, editing, copywriting with an emphasis on agricultural marketing, creative direction, brand development & presenting creative concepts.

Academic Background, Degrees and Professional Certifications

- Bachelor of Arts in English & Sociology, South Dakota State University, Brookings, SD
- Master's Degree Program in English, University of Nebraska-Lincoln

References

Jeff Jahn

Valmont
Marketing Director/Creative
15000 Valmont Plaza
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(612) 599-5122

Tiffany Wescott

Fiserv
Security Engineering
Advisor
Global Cybersecurity
6855 Pacific St.
Omaha, NE 68106
(402) 880-4053

Marla Weeks

Woodmen
Senior Agile Project
Coordinator
(402) 317-9366

j. SUBCONTRACTORS

Smith Kroeger does not anticipate needing any subcontractors to fulfill the work of this contract. It is possible that a subcontractor video or CGI production company may be needed based on approved creative concepts, but options for creative concepts not needing subcontractors would also be included. If a concept is chosen that necessitates a subcontractor or vendor firm, Smith Kroeger would provide all of the information detailed in this section at that time.

2. 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.

Smith Kroeger's process to develop a marketing plan for a client always starts by listening. We will never assume to know everything about the nuances of a particular organization or campaign goals without first meeting with the client, reviewing any provided materials and performing background research and due diligence.

During the Foundation and Ideation phases of our FIDO process, we walk through the following steps to develop a marketing plan for a client:

1. Understanding client and campaign objectives and audience, including reviewing or conducting research.
2. Formulation of a creative brief that sets the stage for how the campaign should roll out in both creative and media capacities.
3. Set campaign goals and metrics, including both qualitative and quantitative areas that will be tracked throughout the campaign.
4. Propose creative concepts in line with the campaign objective that are designed to help reach the campaign goals.
5. Recommend media placements that make the best use of public dollars and balance reach and frequency among our target audience.
6. Cross check all final creative and media placements are approved by any government compliance entity as part of the approval process.

Through our work with the Nebraska Lottery, Omaha Public Power District and other public/government-related entities, we have learned about certain ways of working and considerations that should be taken into account for marketing. Similarly, there are certainly factors that are unique or specific to a state government-management behavioral health services entity like the Nebraska Commission on Problem Gambling Gamblers Assistance Program.

2. PERFORMING THE WORK

These factors include:

- Crafting messaging and media tactics in a way that illustrates a responsible use of public dollars. While our creative concepting will strive to be original and compelling, we would not recommend anything controversial, absolutely outrageous, inappropriate or outright not cost-effective.
- Sensitivity to health-related data. We understand there may be restrictions placed on first-party data and web visitor analytics/data based on the nature of the work the Commission on Problem Gambling does, so we would take those restrictions into account while developing the marketing plan.
- Diligence to timeline planning and punctuality on deadlines. As a government entity, we understand that there are often stricter needs to create and adhere to timelines. We are prepared to plan accordingly and call attention to any specific issues causing delays.
- Detailing all expenses in the marketing plan process to exact amounts. We understand the meticulous needs of expense tracking and have that as a general standard across our work.

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

Smith Kroeger's process to analyze the Nebraska market for NGAP's media messages will start with initial discovery questions and research evaluation.

These questions would include:

- What has research shown are problem gambling triggers?
- How has previous messaging used by NGAP performed?
- Are there new gambling avenues or changes in the marketplace that should be addressed? For example, the opening of racetrack casinos in Nebraska.

As we begin to run new messages in the market, Smith Kroeger would always present the option to A/B test messages to determine which ones resound the most among the target audience. This is especially cost-effective in social and

2. PERFORMING THE WORK

display advertising as the cost-per-thousand rates are relatively low and performance can be judged based on comparative click-through rates and resulting website engagement.

We would also actively evaluate efficacy through regular reporting on engagement and other key performance indicators. This reporting could include:

- What media is driving traffic to the website
- What media is driving engaged traffic to the website (people staying for longer periods of time, visiting more than one page, submitting forms, calling phone numbers)
- Video completion rates of digital media content
- Click-through rates of digital media placements
- Surveys available to website viewers that record where the visitor saw NPGAP messages

Smith-Kroeger delivers full reports on campaign tactical performance and web analytics monthly, but monitors numbers weekly. This is so we can flag issues before month-end and address as needed.

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

Smith Kroeger's approach to developing a media mix is based on the strategic consideration of campaign objectives, target audience media usage and budget.

Budget allocation is strategically split among awareness, interest, engagement and conversion tactics. While conversion tactics will show the highest rate of return, people will rarely get to the bottom of the marketing conversion funnel unless they enter through the top and are nurtured through the consideration phase.



Allocation can depend on who the audience is and what data and tools are available for targeting. For example, if we are able to use first-party data of sales-qualified leads, we may have a higher allocation on conversion tactics because we know there would be less waste among a targeted audience. However, if first-party data is unavailable or unusable due to privacy restrictions, we may need to put more media into awareness and engagement tactics to pull people all the way through the funnel.

As one of the primary goals of the campaign is awareness about gambling addiction and NGAP services, we would expect to base our plan on around 45%-55% awareness tactics, namely digital display (demographic, geofencing and contextual targeting), digital video, radio, TV and outdoor. This would have the highest budget allocation as the reach is the broadest and the tactics have the highest cost per thousand rates out of any media tactics.

For those who may be more qualified as our potential target audience, we would serve ads designed to target the Interest and Engagement parts of the funnel, namely through social media creative and targeting, site retargeting (if allowable under HIPAA), native advertising. We'd expect that budget allocation to be 30%-40%, lower than the Awareness level as we are reaching fewer people and are able to use tactics that have a lower average cost per thousand.

2. PERFORMING THE WORK

In the case of NGAP, we would expect to have 15%-25% of the budget allocated to conversion tactics, namely paid search, based on our current understanding of privacy restrictions and the absence of any available database marketing. This is the lowest allocation as it would be the smallest audience. It's possible this percentage could go even lower if there is limited competition for our keywords, which we would monitor closely.

Our approach will include providing feedback and recommendations on overall strategy based on the KPIs we are tracking. This could include adjusting the media mix, requesting more or different types of creative to test or recommending adjustments to the website to increase engagement.

Importantly, we recognize that there may be incidents in which rapid, timely changes are needed. Our process and plan would be responsive to changes needed.

With any media allocation and tactical budget, Smith Kroeger's approach is never to create the campaign framework once and then only evaluate at the end. Rather we are flexible, adaptable and responsive based on the results we see throughout the campaign, monitoring the relative success of each tactic according to KPIs and campaign goals. Keeping the program on track is about combining the right systems, tools, algorithms and human intervention. Dollars are shifted among tactics as mutually agreed upon based on traction against KPIs and collaboration between the client marketing team and SK digital campaign management team.

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.

Following is an example of a marketing plan Smith Kroeger prepared for and executed with the Buffett Early Childhood Institute's We Care for Kids campaign in 2023. Our evaluation in comparing how it might resemble or differ from a marketing plan prepared for NPGAP follows.

Ways in which it is similar:

- Statewide reach is a necessity and carefully planned and accounted for
- Target audience research to determine best media tactics
- English and Spanish creative deployed
- Combination of digital and traditional tactics that balance reach, frequency and cost effectiveness
- Consideration of community sponsorships; Smith Kroeger researches opportunities that would align with the audience and public service message of the campaign to determine best fits.
- Assigning specific audiences for each tactic so that messaging and targeting options are best utilized to reach those segments and resonate appropriately.
- Baseline media levels were present throughout the year with additional flights of higher volume media activity — using this strategy helps keep the message in the market while strategically timing increased levels of frequency.

Ways in which it differs:

- Public radio is a relatively expensive radio option and was used as part of this campaign to reach community leaders and higher education advocates. This may not be the best fit for NPGAP's audience.
- LinkedIn boosts were used as part of this campaign as we wanted to leverage the career-category targeting offered by LinkedIn. This would not be needed as part of NPGAP's campaign.
- We would likely be unable to use first-party data for targeting based on HIPAA restrictions.
- We would not recommend trade publications as the audience for NPGAP is more broad than the education-focused one for We Care for Kids.

Smith Kroeger requests that the example media plan be redacted from public sharing as the information is considered private for the Buffett Early Childhood Institute.

In accordance with Nebraska Attorney General Opinions 92068 and 97033, Smith Kroeger also validates that this information is proprietary with the following identification of specific, named competitor(s) who would be advantaged by release of the information: Bailey Lauerman, Bozell, Clark Creative Group, Emspace & Lovgren, Ervin & Smith, Idealogix, KidGlov, Learfield, Lee Enterprises, OBI Creative, RCG Advertising, redthread, Strategic America, Swanson Russell and others.

The specific advantage these competitor(s) would receive includes:

- The public disclosure of Smith Kroeger's media pricing and planning documentation inherently divulges proprietary processes that, if known, can be copied and used against Smith Kroeger in competitive circumstances. These are processes into which Smith Kroeger has invested enormous amounts of time, resources, talent and dollars.
- Additionally, the disclosure of specific client examples and campaign information can be used by competitors to undercut our sales process to those clients. If a competitor gains knowledge of the type of campaigns being run and how they are planned and executed, they can use that information to undermine our relationship with the client.
- This document also reveals pricing structures we have secured through years of negotiation with various digital and traditional media vendors. Publicly disclosing these details can damage our relationships with them, thus potentially losing our favorable rates and competitive advantage.
- Lastly, the way in which we create our media plans and flowcharts is a customized process that we've developed that combines media and essential information at a quick glance. We've found this provides the highest level of transparency to clients while also keeping an accurate record of approved plans. This format is something that we do not want in the hands of our competitors as they can then take it and attempt to copy it for their own plans, taking away one of our distinct advantages over competitors.

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

Smith Kroeger prides itself on the level of transparency into media performance it provides to clients. Not only is performance data available at any time, but our team also tracks pacing for every single tactic weekly (hundreds of line items across 20+ platforms) and compiles monthly reports that are customized for each client brand and key performance indicators.

These reports will detail how the campaign is tracking against the benchmarks and goals for the campaign and for each tactic. For this kind of multi-media marketing services project, effectiveness would not be judged just on the click-through rate of the ads or how many impressions we can get for as little money as possible. We want to track the effectiveness of how we are influencing actions among our target audience.

We would be interested in historical information on how many people have been served by the Nebraska Problem Gamblers Assistance Program and how we can benchmark against those numbers. We read the 2023 annual report to the governor that documented over 9,000 unique visitors came to the website each month during the year, but there are a number of other ways to judge effectiveness other than increasing that number. Recommended key performance indicators to judge effectiveness of this campaign could include:

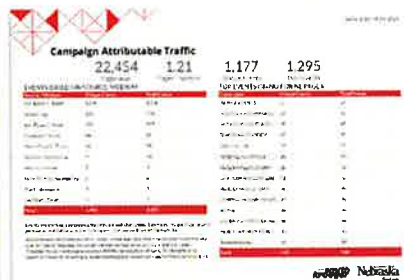
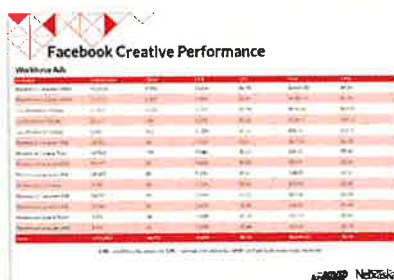
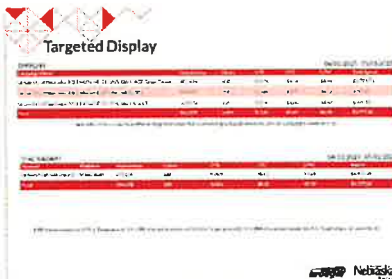
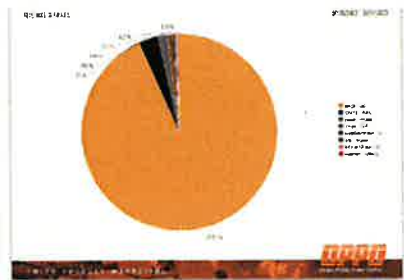
- Number of unique website visitors
- Engagement of those visitors: how many pages did they visit, how long did they stay, did they take any actions (button clicks, phone calls, form fills)
- Number of phone calls to 1-833-BETOVER
- Number of people served by the NPGAP
- Downward trends on amount of people reporting gambling problems in Nebraska

We would also track the performance of individual tactics to ensure we are driving quality traffic to the website at cost-effective rates. Those KPIs for tactics would include:

- Click-through rate
- Cost per thousand
- Video completion rate

2. PERFORMING THE WORK

Illustrated here are the kind of reports we regularly provide to clients and each of them are customized to fit their relevant campaign tactics and success measurements.



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.

While every project is unique, Smith Kroeger does have some methods of how budget should be allocated among media types, creative development, production costs and other expenditures.

We always want to make our clients' dollars go as far as they can toward working media. For that reason, we start with a benchmark of two-thirds of dollars going toward media unless there are large creative, production or technical lifts needed.

Regarding allocation among media types, that breakout will always depend on the target audience, geography, available media and budget constraints. If we are targeting older adults in rural areas, we may rely more on traditional TV, radio, print and outdoor. If we are targeting affluent people working in a specific industry, we would want to allocate spend toward tactics that can reach those people with less waste—digital audience segmentation, trade publications, billboards in business professional areas, etc.

For this project, we have done some research on the target audience of gamblers that can help indicate how we would want to start thinking about allocating spend.

Some key call-outs from this data that may be directional in our strategy:

- Broadcast radio indexes higher for this audience, so we would consider what cost-effective radio flights would look like for this campaign that provide statewide coverage.
- Podcasts index much higher than average. We have the ability to target podcast content that is attractive to this target audience, either through programmatic placement or through content-relevant placement.
- Household income is revealing, showing that over 40% of recent casino gamblers were in the \$100k-\$150k bracket.

2. PERFORMING THE WORK

- Regarding social media, we would recommend looking at placements on Facebook, Instagram, Reddit, TikTok, Twitch and YouTube, all of which we have the capabilities of buying in-house and already have active campaigns on all platforms.
- The age distribution is fairly diverse; based on these numbers we would consider setting targeting to the 25-64 demographic.

STUDY NAME: 2023 MRI-Simmons Fall Doublebase USA

WEIGHT TYPE: Population (000)

START FIELD DATE: 09/01/2021

END FIELD DATE: 10/01/2023

DATE EXECUTED: 03/20/2024

SELECTED BASE: Nebraska

* Projection values in this cell are relatively unstable, due to low respondent count. Use with caution.

Respondents:	Nebraska		Casino Gambling: Times gambled in last 12 months: Any	
	505		56	
	Vertical(%)	Index	Vertical(%)	Index
Broadcast Radio ¹	87.59%	100	96.38%	110
Total Television ¹	89.99%	100	92.75%	103
Broadcast Television ¹	67.07%	100	*76.09%	*113
Cable Television ¹	87.66%	100	89.13%	102
OTT (Video Streaming) ¹	86.67%	100	88.41%	102
CTV (OTT Devices) ¹	57.69%	100	*41.30%	*72
Audio Streaming Services (MO) ¹	63.47%	100	*62.32%	*98
Podcasts (MO) ¹	31.24%	100	*47.10%	*151
Total Newspaper ¹	36.11%	100	*39.86%	*110
Social Media (MO) ¹	87.09%	100	92.75%	106
Satellite Radio ¹	23.91%	100	*34.78%	*145
Facebook (MO) ¹	71.72%	100	*76.81%	*107
Flickr (MO) ¹	*1.34%	*100	*4.35%	*324
Instagram (MO) ¹	34.77%	100	*47.10%	*135
LinkedIn (MO) ¹	12.27%	100	*10.14%	*83
NextDoor (MO) ¹	*9.87%	*100	*1.45%	*15
Pinterest (MO) ¹	22.21%	100	*21.01%	*95
Reddit (MO) ¹	8.04%	100	*15.94%	*198
Shutterfly (MO) ¹	*3.03%	*100	*5.07%	*167
Snapchat (MO) ¹	30.61%	100	*47.10%	*154
TicTok (MO) ¹	25.53%	100	*32.61%	*128
Tumblr (MO) ¹	*1.69%	*100	*1.45%	*86
Twitch (MO) ¹	*2.54%	*100	*2.90%	*114
Twitter (X) (MO) ¹	23.13%	100	*23.19%	*100
Vimeo (MO) ¹	*1.06%	*100	*0.72%	*69
Yelp (MO) ¹	*2.40%	*100	*5.80%	*242
YouTube (MO) ¹	50.00%	100	*52.90%	*106

2. PERFORMING THE WORK

STUDY NAME: 2023 MRI-Simmons Fall Doublebase USA

WEIGHT TYPE: Population (000)

START FIELD DATE: 09/01/2021

END FIELD DATE: 10/01/2023

DATE EXECUTED: 03/20/2024

SELECTED BASE: Nebraska

* Projection values in this cell are relatively unstable, due to low respondent count. Use with caution.

Respondents:	Nebraska		Casino Gambling: Times gambled in last 12 months: Any	
	505		56	
	Weighted (000)	Vertical(%)	Weighted (000)	Vertical(%)
Men ¹	595	41.96%	*55	*39.86%
Women ¹	823	58.04%	*84	*60.87%
Adults 18-24¹	136	9.59%	*14	*10.14%
Adults 25-34¹	256	18.05%	*30	*21.74%
Adults 35-44¹	246	17.35%	*38	*27.54%
Adults 45-54¹	258	18.19%	*22	*15.94%
Adults 55-64¹	247	17.42%	*24	*17.39%
Adults 65+¹	275	19.39%	*11	*7.97%
Median Age¹	47.7		41.8	
White¹	1,247	87.94%	*120	*86.96%
Black/African American¹	*61	*4.30%	*7	*5.07%
Hispanic¹	152	10.72%	*14	*10.14%
Asian¹	*29	*2.05%	*3	*2.17%
American Indian or Alaska Native¹	*19	*1.34%	*2	*1.45%
Other¹	*104	*7.33%	*10	*7.25%
HHI: <\$50K¹	386	27.22%	*34	*24.64%
HHI: \$50K - \$75K¹	262	18.48%	*27	*19.57%
HHI: \$75K - \$100K¹	180	12.69%	*6	*4.35%
HHI: \$100K - \$150K¹	285	20.10%	*56	*40.58%
HHI: \$150K +¹	305	21.51%	*15	*10.87%
HHI: Median¹	\$83,410.40		\$101,753.00	
High School Diploma¹	*140	*9.87%	*15	*10.87%
Some College (2 yr degree or less)¹	410	28.91%	*44	*31.88%
Bachelor's Degree¹	346	24.40%	*27	*19.57%
Post-graduate Degree¹	233	16.43%	*23	*16.67%
Married¹	835	58.89%	*84	*60.87%
Not Married¹	583	41.11%	*54	*39.13%
Engaged¹	*57	*4.02%	*4	*2.90%
Living with partner but not married¹	*161	*11.35%	*11	*7.97%
Newly-wed (married in last 12 mo)¹	*23	*1.62%	*7	*5.07%

2. PERFORMING THE WORK

Any child(ren) under 17 in HHLD ¹	511	36.04%	*70	*50.72%
Own Home ¹	1,030	72.64%	*83	*60.14%
Median Home Value ¹	\$233,460.40		\$224,295.10	
Employed Full-Time ¹	769	54.23%	*65	*47.10%
Employed Part-Time ¹	194	13.68%	*30	*21.74%
Not Employed ¹	455	32.09%	*43	*31.16%
Retired ¹	278	19.61%	*17	*12.32%
Management Occupations ¹	*105	*7.40%	*3	*2.17%
Business and Financial Operations Occupations ¹	*69	*4.87%	*4	*2.90%
Computer and Mathematical Occupations ¹	*27	*1.90%	*2	*1.45%
Architecture and Engineering Occupations ¹	*22	*1.55%	*4	*2.90%
Life, Physical, and Social Science Occupations ¹	*3	*0.21%	*0	*0.00%
Community and Social Services Occupations ¹	*27	*1.90%	*2	*1.45%
Legal Occupations ¹	*3	*0.21%	*0	*0.00%
Educational Instruction and Library Occupations ¹	*100	*7.05%	*20	*14.49%
Arts, Design, Entertainment, Sports and Media ¹	*15	*1.06%	*0	*0.00%
Healthcare Practitioner and Technical ¹	*47	*3.31%	*1	*0.72%
Healthcare Support Occupations ¹	*25	*1.76%	*4	*2.90%
Protective Service Occupations ¹	*19	*1.34%	*1	*0.72%
Food Preparation, Serving Related Occupations ¹	*51	*3.60%	*10	*7.25%
Building and Grounds Cleaning and Maintenance ¹	*78	*5.50%	*8	*5.80%
Personal Care and Service Occupations ¹	*28	*1.97%	*1	*0.72%
Sales and Related Occupations ¹	*68	*4.80%	*13	*9.42%
Office and Administrative Support Occupations ¹	*79	*5.57%	*8	*5.80%
Farming, Fishing, and Forestry Occupations ¹	*27	*1.90%	*3	*2.17%
Construction and Extraction Occupations ¹	*44	*3.10%	*2	*1.45%
Installation, Maintenance, and Repair Occupations ¹	*16	*1.13%	*5	*3.62%
Production Occupations ¹	*65	*4.58%	*3	*2.17%
Transportation and Material Moving Occupations ¹	*35	*2.47%	*3	*2.17%
Military Specific Occupations ¹	*9	*0.63%	*0	*0.00%
White Collar Occupations ¹	590	41.61%	*61	*44.20%
Blue Collar Occupations ¹	373	26.30%	*34	*24.64%

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

The mission of NPGAP and the message of problem gambling help being available is year-round. Unfortunately, people will always be in need of the service NPGAP provides and their loved ones will always be looking for resources to turn to as well. For that reason, we would recommend a baseline always-on media campaign that keeps the messaging present in the marketplace at some level throughout the year.

This baseline media strategy would include cost-effective, high-reach tactics like digital display and social media to help capture the most amount of people who may need to see the message to help keep awareness present throughout the state at all times. Additionally, we'd want to always have a paid search campaign running so that when people are actively searching for help, NPGAP's services and message are more likely to end up in their search results.

We'd plan to pair this baseline approach with strategic media flights multiple times per year. Research has shown that ad recall can be retained across lower-activity periods when flighting or "pulsing" is used. These flights would add in additional media tactics and boosted budgets. The tactics we may reserve for these strategic pushes include TV, radio, outdoor, targeted email, digital video and digital audio.

C. DEVELOPMENT OF THE CREATIVE PROPOSAL

i. Describe the bidder's process for developing creative concepts for a multimedia marketing campaign.

Developing creative concepts for a multimedia marketing campaign involves a thoughtful, strategic process that harnesses the collective expertise of professionals across various creative and media formats. The following is an outline of the general creative-development process Smith Kroeger (SK) uses:

- 1. Understanding the Campaign's Objectives:** As a team, we convene internally at the onset of a new campaign engagement to walk through the information we have and determine information we need either through research or at the kickoff meeting with the client.
- 2. Kickoff Meeting:** This meeting is held with key SK and client team members to confirm the campaign's objectives, understand goals, discuss the target audience, and start to outline action items, next steps and timelines. Media strategy will also be discussed, so the creative-concepting process includes a strategy for various media formats.
- 3. Creative Brief:** Following the kickoff meeting, the SK account manager writes a campaign creative brief that will guide the creative-concepting process. This document will highlight the key message and include any research done that should be incorporated into the creative rationale.
- 4. Creative Concepting:** Based on the creative brief, the SK creative team will collaborate and brainstorm to develop several concept proposals that align with the campaign's objectives. These concepts will be compelling, relevant and resonate with the target audience. Each concept will have a clear message, interesting execution and notes on how it would extend across various media (video, audio, social, digital, etc.).

5. Client Review: These multiple concepts are presented for client review and feedback. SK is very open to incorporating input from the client and iterating on the concepts as necessary to align with the client's expectations.

6. Execution of Concept: Once a concept is approved, SK will execute it across design and media specs for campaign deployment. Each creative version would be subject to client review, feedback and approval.

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

Process for Website Hosting

Smith Kroeger hosts dozens of websites for clients on different platforms based on specific needs. Choosing and maintaining website hosting requires careful consideration to ensure reliability, performance, security and scalability. Below is a breakdown of our process for choosing website host providers and maintaining website hosting:

Needs Assessment: At the beginning of the client relationship, we would look at your website's analytics to determine expected traffic volume, storage needs, bandwidth, and technical requirements (e.g., programming languages, databases).

Plan Comparison: Based on the needs assessment, we would research and review hosting plans offered by your current and different providers. Some particular things we want to pay attention to include:

- **Technical Support:** The quality and availability of technical support provided by each hosting company can make a big difference. 24/7 support can be crucial, especially if your website experiences issues outside of regular business hours.
- **Security Measures:** We would ensure that the hosting provider offers robust security measures such as SSL certificates, DDoS protection, firewalls, malware scanning and regular security updates.

2. PERFORMING THE WORK

- **Security Measures:** We would ensure that the hosting provider offers robust security measures such as SSL certificates, DDoS protection, firewalls, malware scanning and regular security updates.
- **Backup and Recovery Options:** Any good host provider should offer offers regular backups and easy recovery options in case of data loss or website issues.
- **Other differentiators** such as uptime guarantees, storage, bandwidth, performance optimization tools, server locations, scalability options, terms/conditions and pricing.

Host Implementation or Optimization: Based on whether we choose to change hosts or remain with a current provider, Smith Kroeger diligence performs an audit to ensure that the transfer goes through smoothly or that all features and updates are made on the current platform.

Monitor and Maintain: Once a hosting provider has been chosen, Smith Kroeger regularly monitors your website's performance, security and uptime.

Continuous Education: We consider it our responsibility to stay updated about new hosting technologies, security threats and industry best practices to ensure that your website remains secure and performs optimally. We stay informed about updates and patches released by the hosting company and implement best practices for website maintenance.

Process for Website Design

Our website design strategy encompasses both creative and functional aspects to create a first impression for your organization that isn't only visually appealing, but also works effectively. Along with these visual and operative aspects, it is our standard process to create a website that is sustainable for updates and internal maintenance (as appropriate) so that clients have ownership over their web property.

We understand that the website needs for NPGAP will include content updates in line with messaging strategy rather than a complete website design process.

2. PERFORMING THE WORK

Smith Kroeger is well-versed in all manner of website projects, from large-scale rebuilds to on-demand site improvement tasks. Based on the timeline set out in the proposal, we anticipate having one larger submission of new content for the website and potentially smaller update tasks throughout the year.

Our process for the initial submission of website content and design would proceed as follows:

Project Kickoff: Establishment of overall project timeline, major checkpoints, key stakeholders on both client and agency team, approval workflow. All of the people involved with the design and development stages at Smith Kroeger would be in attendance at this kick-off meeting. With their active participation from day one, we can quickly and effectively interpret your perspective to create artwork options for the site layout that meet and exceed your expectations.

Design Strategy Kickoff: Key stakeholders with regards to design development and brand strategy gather for one to three working sessions to establish a baseline design strategy, mood board and general design direction. Smith Kroeger creates a design mood board with elements of the proposed new design for approval before moving forward (if we are only updating single pages or areas of content, we would provide page mock-ups in PDF or staging formats instead).

Content Strategy Kickoff: Similar to above, but focused on identifying available content, content sources and what needs to be developed as it relates to content strategy, messaging and technical requirements

Regular Check-ins and Updates: Inclusion of website status updates and tasks in regular client meetings.

Key Sprint Check-ins: As we near priority events in our development cycle, key stakeholders and technical staff are available for quick check-ins, updates and working sessions.

2. PERFORMING THE WORK

Always On-Call: We understand website issues are extremely time-sensitive. You'll have the cell phone numbers of individuals from our account team, technical team and senior leadership team, and we answer our phones, day or night. We won't be hard to find when you need us.

Our process for on-demand web design tasks would proceed as follows:

- Someone at NPGAP or Smith Kroeger suggests an update for the website that would improve user experience, correspond to campaign activity or correct an issue.
- Smith Kroeger receives approval to proceed with the change and creates an internal ticket for the work.
- The work is done on the live site if the change is minor or in a staging environment if it affects are unknown (plugin updates, API connections, larger design changes, etc.).
- Smith Kroeger performs a QA assessment to ensure the change was made correctly and the site is performing and appearing as expected.
- Smith Kroeger confirms to the client that the change has been made.

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

Smith Kroeger has been the ad agency of record for the Nebraska Lottery since 2009. This has given us a unique and deep understanding of gambling audiences. This understanding comes partly from our strict adherence to the Nebraska Lottery's Advertising Standards, which dictate promotion that must be truthful, accurate and in good taste in order to be consistent with the dignity of the State of Nebraska.

Our relationship with the Lottery has also exposed us to the important work of the Nebraska Commission on Problem Gambling. We understand that "problem gamblers" are not a certain class of irresponsible people who need to be set apart for their addiction. We know that anyone can fall into unhealthy betting behaviors that lead to serious damage due to the nature of gambling itself.

And of course, we are thoroughly familiar with the "lifeafterbet" website and the crucial information and assistance it provides Nebraskans.

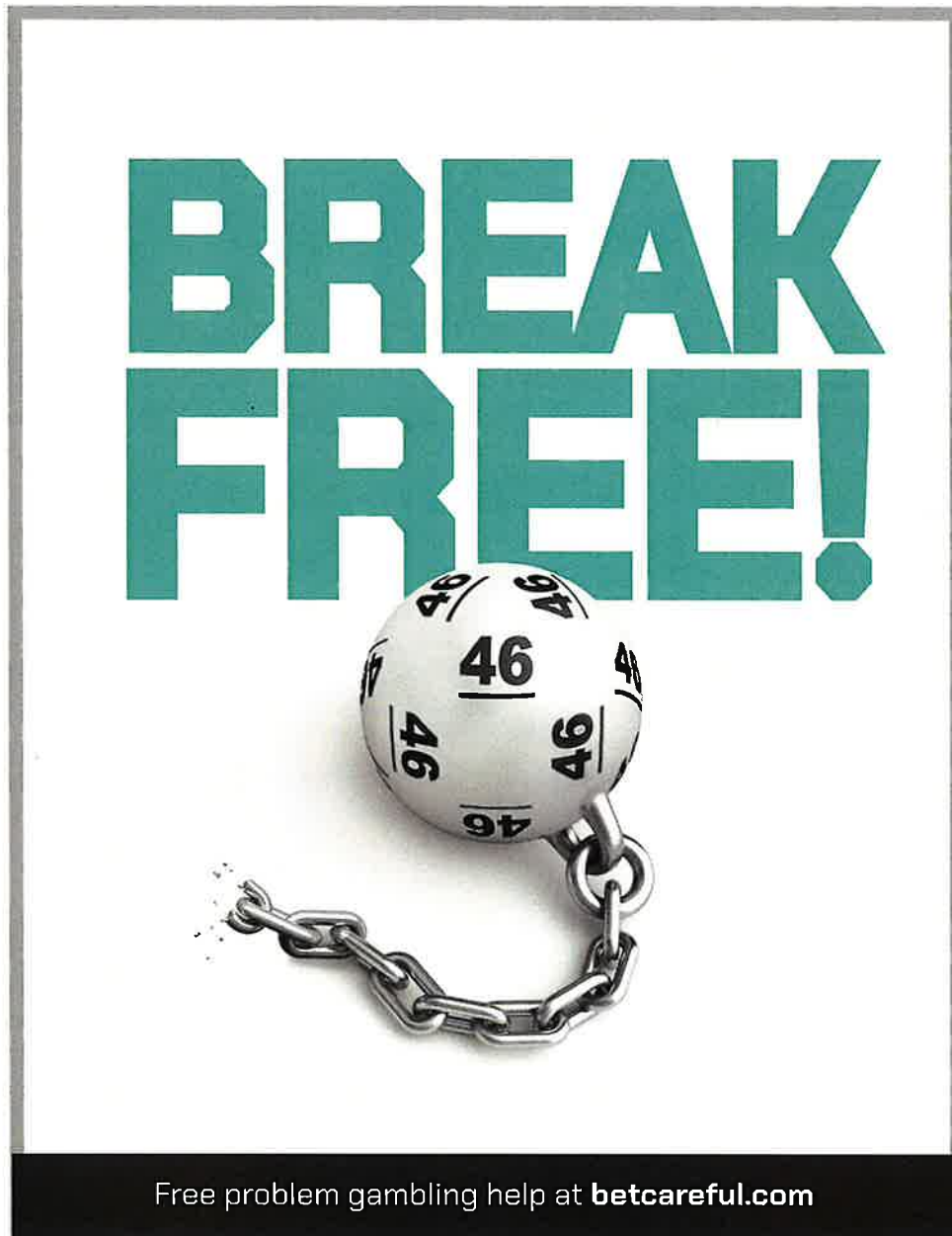
Spec Campaigns

With this experience in mind, we have developed two different creative solutions (see pages 84-87). They are very preliminary, speculative campaigns that are meant to illustrate Smith Kroeger's thinking process. They are not our final solution to NPGAP's communication challenge (or anywhere near it). We present them to demonstrate our creative philosophy — breaking through the boredom barrier with powerful, dramatic advertising executions.

Although we haven't done any specific, original research on this project, we used knowledge gleaned from the "lifeafterbet" website and gambling insights we learned on the Nebraska Lottery account to develop these two speculative campaigns. Again, please keep in mind, these are only conceptual sketches.

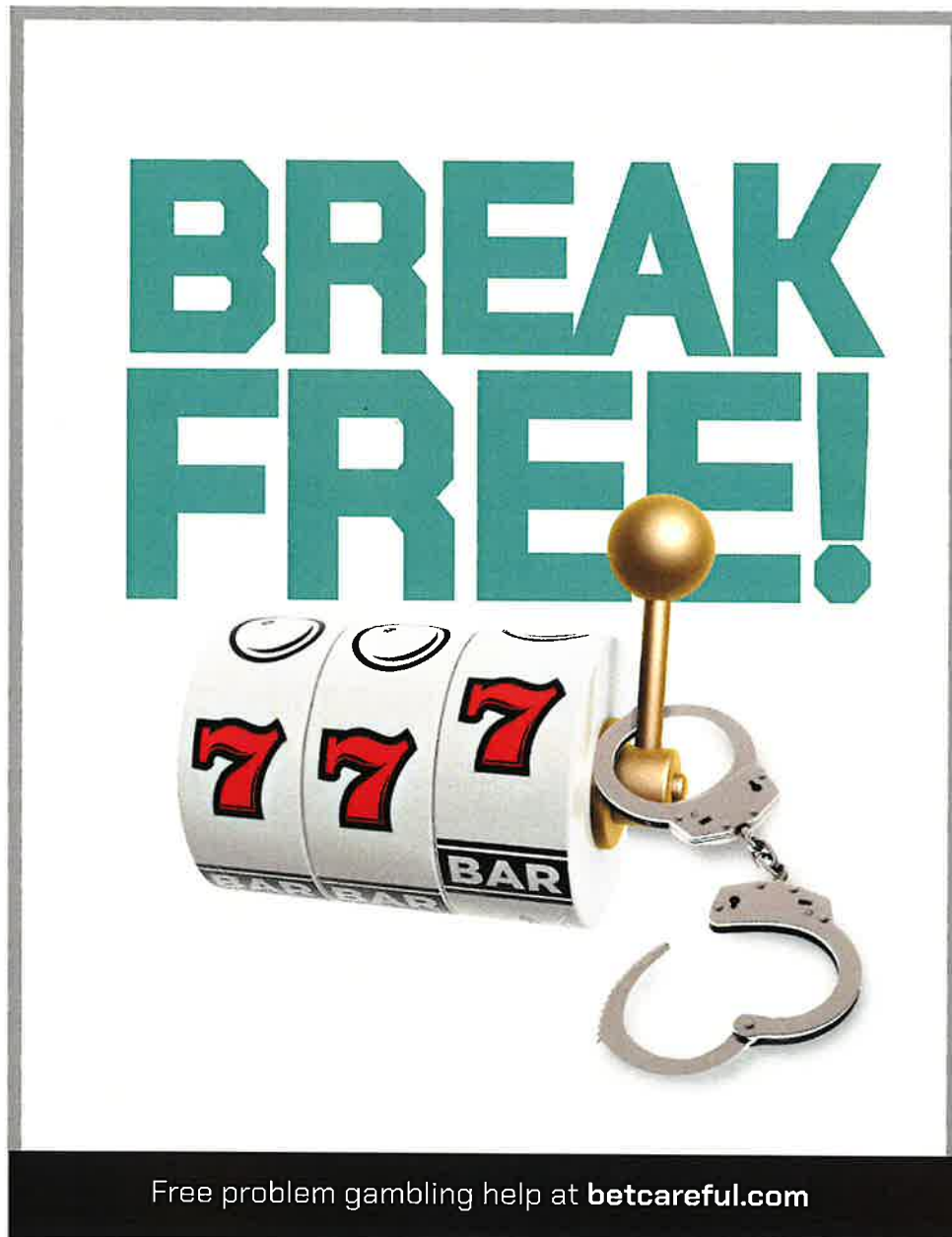
Spec Campaign #1 – “Break Free Lotto Ball Ad”

The “Break Free” speculative campaign builds on the existing “There’s a Way Out” work. It positions gambling as the addiction it could become, and delivers a message of hope that this dependence can be broken with help from the NPGAP.



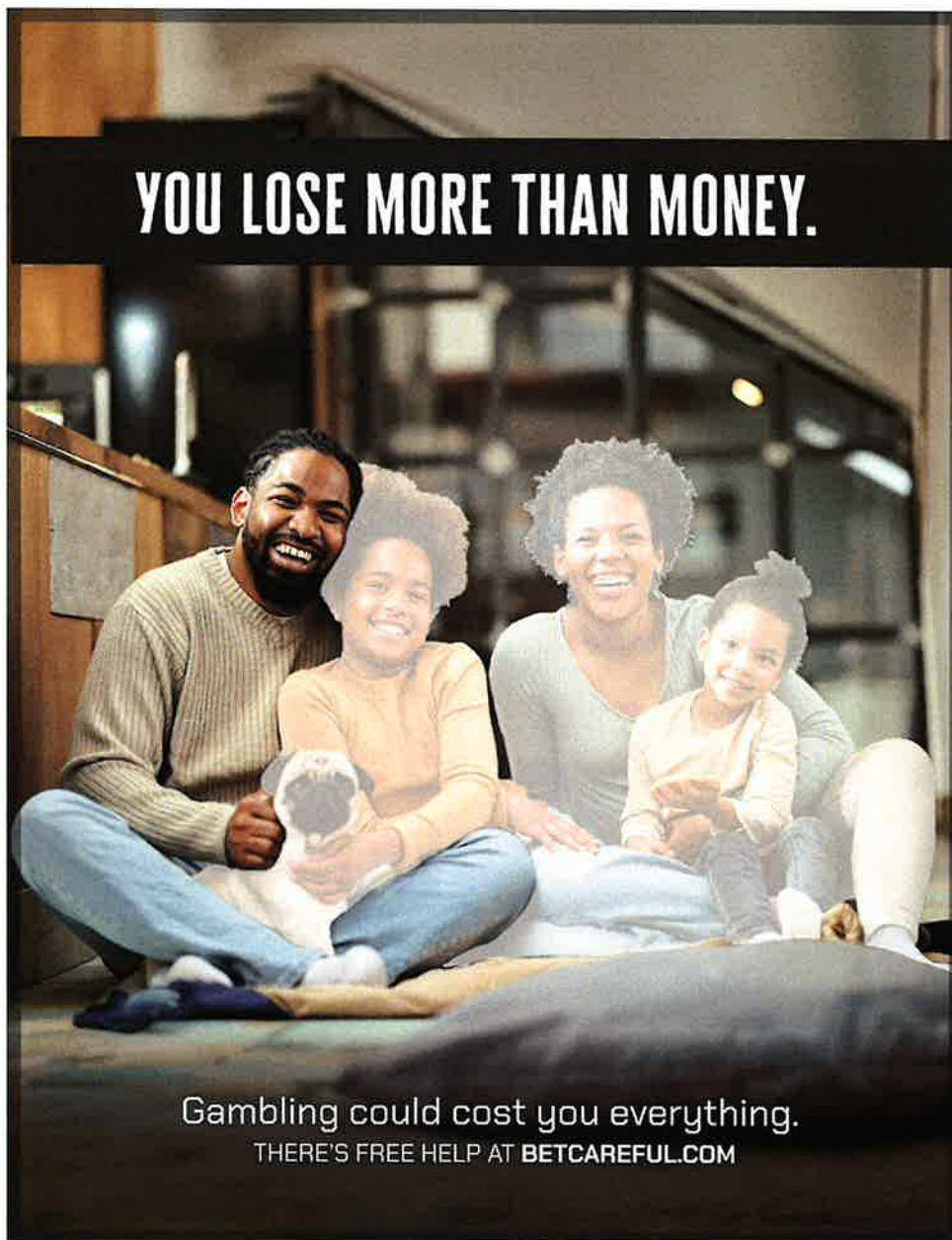
© 2011 NPGAP

Spec Campaign #1 – “Break Free Slot Machine Ad”

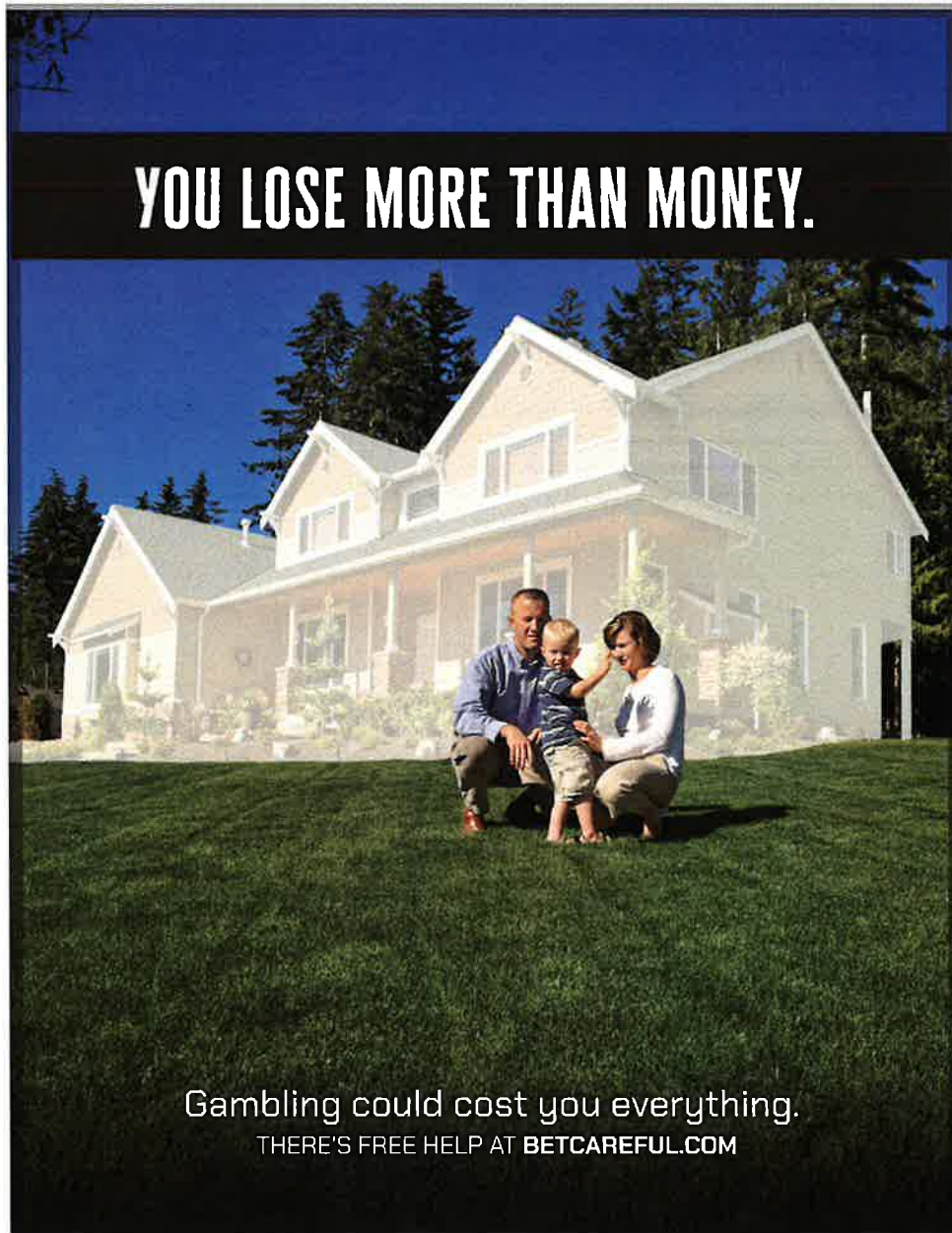


Spec Campaign #2 – “Lose More Family Ad”

The “Lose More Than Money” campaign is based on interviews on the “lifeafterbet” website, in which those struggling tell stories of losing marriages, self-respect, etc. because of their gambling addiction. It adds a human dimension to the problem in a simple, yet powerful way.



Spec Campaign #2 – “Lose More House Ad”



2. PERFORMING THE WORK

iv. Provide up to three examples of the bidder's creative work over the last 24 months.

EXAMPLE 1 – NEBRASKA LOTTERY CONTINUING BENEFICIARY CAMPAIGN

The Nebraska Lottery's main mission is to build a better Nebraska. Since 1993, the Lottery has distributed over \$978 million to its beneficiary organizations: the Nebraska Environmental Trust, the Nebraska Opportunity Grant Fund, the Education Improvement Fund, the Nebraska State Fair and the Compulsive Gamblers Assistance Fund. Since 2009, Smith Kroeger has been producing ongoing creative work to communicate this message to Nebraskans. The TV commercial and print ad shown below are examples of our work in this area in 2023-2024.

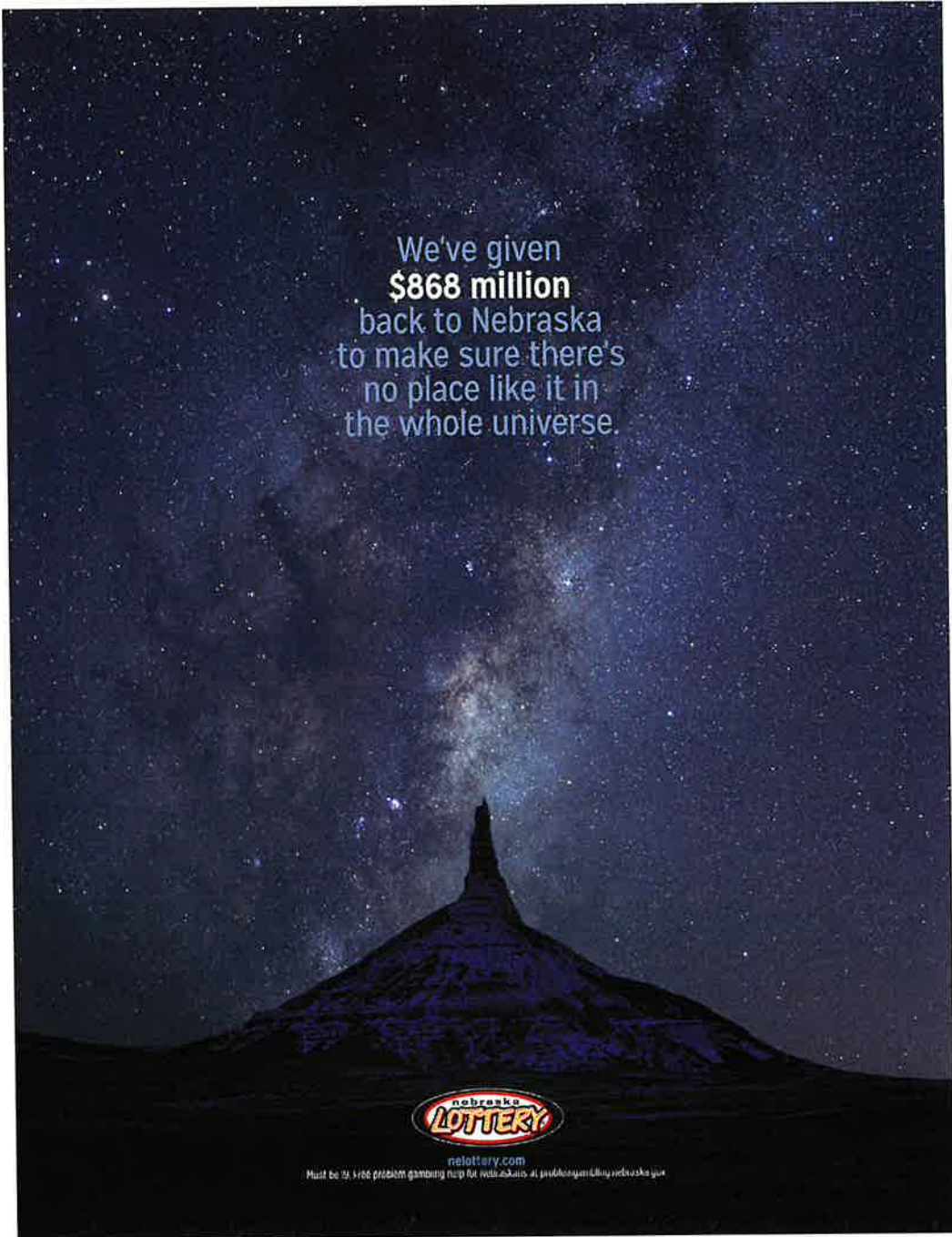
Since the vital work of these organizations is not always “photogenic” — saving marshlands, giving out need-based college scholarships, etc. — we strive to develop creative executions that are graphically dynamic and conceptually memorable.



<https://vimeo.com/showcase/9800799/video/747043829>



2. PERFORMING THE WORK



Beneficiary Print Ad

EXAMPLE 2 – BAXTER AUTO “NO DEALER FEES” CAMPAIGN

Starting during the summer of 2023, Baxter Auto removed dealer fees from all its new and used cars. To promote this, Smith Kroeger developed a creative concept that was true to the Baxter brand, while still standing out as its own unique message. The concept could also be used for years to come to promote “no dealer fees” at Baxter Auto.

The creative materials developed by Smith Kroeger included display ads, a video that played on OTT, and broadcast and audio spots that ran on traditional and streaming audio as part of a companywide campaign. Additionally, we added “No Dealer Fees” banners and information to [Baxterauto.com](https://www.baxterauto.com), as well as each store-specific website. These executions can be seen below.



<https://vimeo.com/845424635>



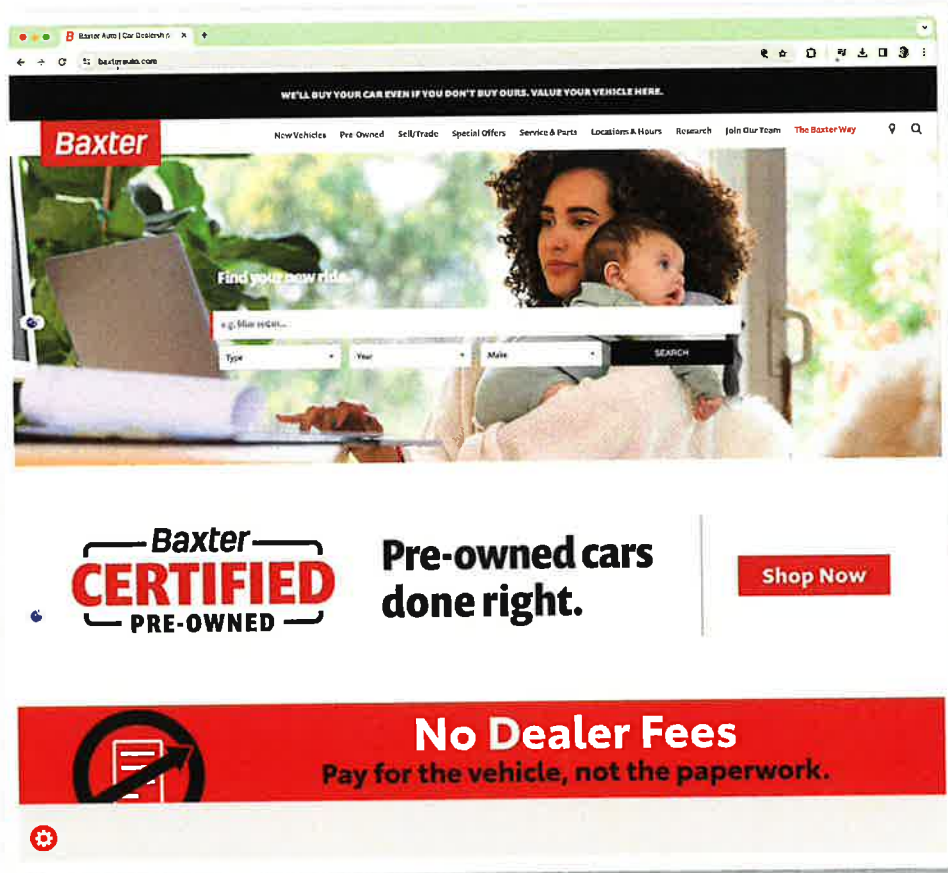
2. PERFORMING THE WORK



:15 and :30 Audio



Display Ads



Website Banner

EXAMPLE 3 – OMAHA NATIONAL "COVER TIPS" CAMPAIGN

Smith Kroeger has been the agency of record for workers' compensation insurance carrier Omaha National for six years. During that time, we created their brand slogan, "Smart. Different. Better." It promises customers a personal, flexible, much-improved way to obtain workers' comp coverage. The advertising for Omaha National is based on bold, candid and forthright headlines that echo its plainspoken way of doing business.

The ads below and on the next page are "cover tips" — half-page, removable announcements attached to the covers of major industry publications. They are a way to achieve front-cover impact, without paying front-cover media prices, and are a perfect way to deliver Omaha National's sharp, direct brand message.

You'll like us
because there's
nobody like us.

Workers Compensation Insurance

Coverage in: AZ • CA • CT • GA • IL • NC • NE • NJ • NY • PA • SC
844-761-8400 • omahanational.com



Attention!

You deserve it.
We make sure you get it.

Workers Compensation Insurance

Coverage in: AZ • CA • CT • GA • IL • NC • NE • NJ • NY • PA • SC
844-761-8400 • omahanational.com



Tell their answering machine goodbye.

You call us, we answer.

Workers Compensation Insurance • Payroll Services

Coverage in: AZ • CA • CT • GA • IL • NE • NJ • PA
844-761-8400 • omahanational.com



C. REPORTING AND COLLABORATION WITH NPGAP STAFF AND THE COMMISSION.

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

Regarding our process for approvals and timelines, we generally allow 3-10 business days for review, feedback and revisions, depending on what the deliverable is. A media plan may require more time for internal circulation and feedback than a social ad, so it would be allotted time on the higher range. Review timelines can be customized client-by-client based on their internal review structure. For example, if a campaign plan needs to be approved by a board or state official, we would certainly plan a longer review time to allow for that. A breakdown of how this process usually plays out is below:

1. The creative or campaign brief (including schedule) is drafted and posted to the team to begin work.
2. Once a deliverable is completed and approved by the proofreader, it is posted in our project management system as a deliverable, which signals the account manager that it is ready to send to the client.
3. The account manager sends the deliverable along with any specific context to the client, clearly articulating when feedback is needed in order to stay on schedule.
4. The account manager will be diligent with any reminders needed on both the internal and client side.
5. Once edits are received, the account manager inputs them into the editing tool in the project management system and confirms receipt with the project management and creative teams. Clear instruction on when the next version is needed is also given at this time.

This process usually repeats one to three times, which is accounted for in our timelines. We will never begin a campaign or run creative that has not been explicitly approved by the client.

ii. Following are three examples of reports given to a client in the past 24 months. Each of these reports update the client on the progress of the campaign, success of tactics and key observations our team has made on performance.



PAID MEDIA REPORTING

06/15/2022 to 12/31/2023



Media Tactic Overview

The media mix within the campaign includes a combination of tactics focused on awareness, engagement and conversion in order to both educate our audience and to directly connect them with the resources and tools that are available through the program.

This full funnel approach includes paid campaigns serving on the following platforms:

- Google Ads - Paid Search/Pay Per Click campaigns that drive conversions from individuals searching for topics related to the program
- Meta Business Manager - Serving throughout the Facebook and Instagram experience, ads are dynamically reformatted to serve in stories and news feeds
- Nativo - This platform allows us to serve news headlines, images and descriptions across a variety of brand-safe news websites in context with other articles
- LinkedIn Campaign Manager - LinkedIn allows us to target individual job titles, locations, business industries, etc.
- OTT/CTV & Video - Allows for the delivery of targeted video ads on large screen TVs
- Targeted Email - Delivers email messages to double-opted in individuals within our target audiences
- Programmatic Audio - Allows for delivery of audio ads to our target audiences across a variety of ad supported streaming and podcasting platforms

CTR = Clickthru Rate, or ratio between impressions and clicks. | **CPM** = Cost per thousand impressions | **CPC** = Cost per click.

Google Ads Performance

06/15/2022 - 12/31/2023

970,381	29,202	3.01%	\$0.89	\$25,960.97
Impressions	Clicks	CTR	CPC	Cost
▲ 64,866	▲ 1,907	▼ 0.00%	▼ \$-0.02	▲ \$1,262.51



19.80%	53.21%	27.01%	16.27%	7.68%
Search Impr. Share	% of Time Ad in Top 3	% of Time Ad is #1	% of Time Search is Exact Match	% Impr. Share Lost Due to Budget
▼ < 10%	▲ 1.72%	▲ 0.38%	▲ 0.79%	▼ -0.25%

Trend Arrows note performance compared to prior month.

Google Ads, often referred to as **PPC (Pay-Per-Click)**, **SEM (Search Engine Marketing)** or **Google Adwords**, refers generally to paid text ads that appear on search results pages when a user is actively searching for a product or service (non-branded) or a client or competitor's name (branded searches).

Accounts are charged only for clicks on ads, not impressions served.

Content on the landing page, budget and bid amount and competition all impact the frequency and placement of the ads.

We monitor each campaign for impression share (amount of eligible audience we are reaching), position on page (ideally more than 60% in Top 3 and 30% in top spot), cost per click (ideally below \$2) and clicktru rate (targeting 3% or higher).

CTR = Clickthru Rate, or ratio between impressions and clicks. | CPM = Cost per thousand impressions | CPC = Cost per click.

See next page for campaign-specific details.

Google Ads Campaign Totals

Campaign Name	Impressions	Clicks	CTR	CPC	Cost
WCFK Always-On Search (Branded) 2023/2024 (22-BEC-0522)	154,553	8,730	5.65%	\$0.86	\$7,467.41
WCFK Always-On Search (General) 2023/2024 (22-BEC-0522)	145,022	7,795	5.38%	\$0.85	\$6,621.19
BEC- We care for kids (general) July 22 - Feb 2023	96,304	4,028	4.18%	\$0.75	\$3,002.92
BEC- We care for Kids (Branded) July 22- Feb 2023 (22-BEC-0522)	72,403	3,993	5.51%	\$0.74	\$2,955.59
WCFK Always-On Search (General - Spanish) 2023/2024 (22-BEC-0...	60,883	1,446	2.38%	\$1.05	\$1,522.24
Total	529,165	25,992	4.91%	\$0.83	\$21,569.35

Google Ads Creatives Top 5

Ad Display	Impressions	Clicks	CPC	Cost
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[Resources for Early Education +14 more](#)

nebraskacaresforkids.org

Early childhood education is essential for the future of our children and Nebraska. +3 more

241,326 11,823 \$0.81 \$9,624.11

[Nebraska Cares for Kids +14 more](#)

nebraskacaresforkids.org

Early childhood education is essential for the future of our children and Nebraska. +3 more

154,553 8,730 \$0.86 \$7,467.41

[Nebraska Cares for Kids +14 more](#)

nebraskacaresforkids.org

Early childhood education is essential for the future of our children and Nebraska. +3 more

72,403 3,993 \$0.74 \$2,955.59

[Por todos los niños Nebraska +14 more](#)

nebraskacaresforkids.org

La educación infantil es esencial para el futuro de nuestros niños y de Nebraska. +3 more

93,557 2,252 \$0.52 \$1,161.38

[Recursos de educación Infantil +14 more](#)

nebraskacaresforkids.org

La educación infantil es esencial para el futuro de nuestros niños y de Nebraska. +3 more

87,425 2,131 \$1.12 \$2,384.97

Google Keyword Performance

06/15/2022 - 12/31/2023

Branded - Top 5

Keywords	Clicks	Impressions	CPC	Cost	Imp. Share
childhood and education	3,655	46,294	\$1.12	\$4,085.94	62.07%
care for kids	2,713	46,523	\$1.04	\$2,823.35	51.04%
nebraska care for kids	829	9,515	\$1.11	\$916.66	67.62%
support child care	728	9,239	\$1.14	\$830.38	64.86%
we care for kids	722	1,601	\$0.37	\$269.71	87.45%

General - Top 12

Keywords	Clicks	Impressions	CPC	Cost	Imp. Share
nebraska education	1,740	46,762	\$0.96	\$1,670.34	41.25%
childhood care	1,490	20,634	\$0.99	\$1,468.76	59.21%
school for young children	961	6,837	\$0.53	\$509.07	9.43%
day care near me	644	7,144	\$0.94	\$605.03	56.10%
early childhood care and education	428	6,192	\$0.97	\$414.96	51.50%
education preschool	368	14,127	\$0.98	\$361.76	26.47%
child care openings	330	3,748	\$0.93	\$306.39	53.39%
early childhood	327	5,572	\$1.02	\$333.10	52.53%
child care near me	277	2,185	\$0.82	\$227.86	47.17%
nebraska early education	268	3,246	\$0.97	\$260.51	57.02%

Google Ad Location



06/15/2022 - 12/31/2023

City	Impressions	Clicks	CTR	CPC	Cost
Omaha	1,594,555	11,206	0.70%	\$1.57	\$17,587.51
Lincoln	542,063	3,590	0.66%	\$1.79	\$6,409.05
Grand Island	148,193	1,365	0.92%	\$1.35	\$1,843.85
Fremont	68,843	930	1.35%	\$0.85	\$794.79
South Sioux City	62,310	765	1.23%	\$0.72	\$548.30
Kearney	86,903	657	0.76%	\$1.62	\$1,064.67
Columbus	72,179	578	0.80%	\$1.55	\$897.51
Bellevue	67,342	575	0.85%	\$1.58	\$906.44
Oshkosh	12,114	539	4.45%	\$1.06	\$573.20
Hastings	67,031	507	0.76%	\$1.49	\$754.15
Norfolk	59,229	478	0.81%	\$1.56	\$745.27
Holdrege	24,103	325	1.35%	\$0.75	\$242.29
Papillion	57,193	314	0.55%	\$1.99	\$623.38
North Platte	59,217	281	0.47%	\$2.00	\$561.54
Scottsbluff	40,544	258	0.64%	\$1.59	\$409.58
Lexington	27,383	246	0.90%	\$1.28	\$315.29
York	29,785	245	0.82%	\$1.31	\$320.94
Beatrice	41,808	239	0.57%	\$1.66	\$397.67
Crete	20,797	202	0.97%	\$1.05	\$211.58
Wymore	20,836	202	0.97%	\$0.84	\$170.26



Targeted Display

06/15/2022 - 12/31/2023

Campaign Name	Start Date	End Date	Impressions	Clicks	CTR	CPC	GPM	Total Spend
WCFK_AGF_Always On_2023_ENG	02/07/2023	12/30/2023	2,781,320	3,332	0.12%	\$2.81	\$3.37	\$9,377.83
WCFK_AGF_Always On_2023_SPN	02/07/2023	12/30/2023	534,907	648	0.12%	\$3.37	\$4.08	\$2,185.03
WCFK_Geofencing_Always On	03/15/2023	06/08/2023	1,346,380	1,323	0.10%	\$4.57	\$4.49	\$6,044.19
WCFK_SitERT_Always On_2023_ENG	08/10/2022	12/30/2023	1,618,555	2,791	0.17%	\$2.52	\$4.35	\$7,033.25
WCFK_SitERT_Always On_2023_SPN	08/10/2022	12/30/2023	285,789	471	0.16%	\$2.63	\$4.33	\$1,238.89
WCFK_SitERT_ENG_2022-2023	08/10/2022	12/30/2023	1,024,383	744	0.07%	\$5.29	\$3.84	\$3,936.44
WCFK_SitERT_ENG_List Building	11/16/2022	12/13/2022	78,624	105	0.13%	\$3.18	\$4.24	\$333.56
WCFK_SitERT_SPN_2022-2023	08/10/2022	12/30/2023	154,597	227	0.15%	\$2.73	\$4.02	\$620.82
WCFK_SitERT_SPN_List Building	11/16/2022	12/13/2022	4,685	12	0.26%	\$1.77	\$4.53	\$21.20
Total	--	--	7,829,240	9,653	0.12%	\$3.19	\$3.93	\$30,791.21



Facebook Ads

06/15/2022 - 12/31/2023

Campaign Name	Month	Impressions	Clicks	CTR	CPC	Cost	CPM
WCFK 2022-2023	August	61,898	575	0.93%	\$0.64	\$370.17	\$5.98
Total	--	61,898	575	0.93%	\$0.64	\$370.17	\$5.98

Facebook benchmarks/targets are as follows:

CPM (cost per 1000 impressions) below \$8




Clickthru rate above .5%

Cost per click below \$2




Facebook was discontinued due to page restrictions

Facebook Creative Performance

English Ads

Ad	Impressions	Clicks	CTR	CPC	Cost	CPM
 Carousel Quality early childhood education for all families helps Nebraska thrive.	34,782	244	0.70%	\$0.82	\$199.58	\$5.74
 Static Ad - 2	9,767	109	1.12%	\$0.65	\$70.67	\$7.24
 Static Ad	3,940	49	1.24%	\$0.65	\$31.72	\$8.05
Total	48,489	402	0.83%	\$0.75	\$301.97	\$6.23

Spanish Ads

Ad	Impressions	Clicks	CTR	CPC	Cost	CPM
 Static	8,043	132	1.64%	\$0.34	\$45.09	\$5.61
 Carousel Educación infantil de calidad para todas las familias ayuda a que Nebraska prospere.	4,349	34	0.78%	\$0.52	\$17.84	\$4.10
 Static - 2	1,017	7	0.69%	\$0.75	\$5.27	\$5.18
Total	13,409	173	1.29%	\$0.39	\$68.20	\$5.09

LinkedIn

CAMPAIGN TOTALS

06/15/2022 - 12/31/2023

Campaign Name	Month of Year	Year	Impressions	Clicks	CTR	CPC	CPM	Cost
List Building Campaign - 11/17/22-12/1...	November	2022	7,199	368	5.11%	\$1.51	\$77.14	\$555.35
List Building Campaign - 11/17/22-12/1...	December	2022	4,874	163	3.34%	\$3.03	\$101.27	\$493.60
We Care for Kids - 7.17.22-12.31.23	August	2022	12,850	218	1.70%	\$1.57	\$26.62	\$342.02
We Care for Kids - 7.17.22-12.31.23	September	2022	20,719	237	1.14%	\$2.79	\$31.92	\$661.27
We Care for Kids - 7.17.22-12.31.23	October	2022	19,065	241	1.26%	\$2.98	\$37.67	\$718.14
We Care for Kids - 7.17.22-12.31.23	November	2022	18,426	310	1.68%	\$2.25	\$37.92	\$698.72
We Care for Kids - 7.17.22-12.31.23	December	2022	10,335	337	3.26%	\$1.94	\$63.18	\$652.93
WCFK Always ON Revised Dec 2023	December	2023	76,096	1,405	1.85%	\$1.16	\$21.42	\$1,630.00
WCFK Always ON Revised Nov 2023	November	2023	107,755	2,744	2.55%	\$0.59	\$15.13	\$1,630.00
WCFK Always ON Revised Oct 2023	October	2023	43,408	1,761	4.06%	\$0.93	\$37.55	\$1,630.00
WCFK Always ON Revised Sept 2023	September	2023	49,942	2,115	4.23%	\$0.77	\$32.74	\$1,635.00
We Care for Kids - 7.17.22-12.31.23	January	2023	26,650	614	2.30%	\$1.03	\$23.77	\$633.39
We Care for Kids - 7.17.22-12.31.23	February	2023	41,422	665	1.61%	\$1.36	\$21.90	\$907.31
We Care for Kids - 7.17.22-12.31.23	March	2023	148,444	1,560	1.05%	\$0.70	\$7.35	\$1,091.30
We Care for Kids - 7.17.22-12.31.23	April	2023	212,574	1,419	0.67%	\$0.70	\$4.70	\$999.44
We Care for Kids - 7.17.22-12.31.23	May	2023	127,008	1,873	1.47%	\$0.58	\$8.49	\$1,078.24
We Care for Kids - 7.17.22-12.31.23	June	2023	116,804	1,586	1.36%	\$0.66	\$8.94	\$1,044.68
We Care for Kids - 7.17.22-12.31.23	July	2023	102,908	825	0.80%	\$1.30	\$10.40	\$1,069.94
We Care for Kids - 7.17.22-12.31.23	August	2023	130,376	768	0.59%	\$1.40	\$8.24	\$1,074.69
Total	--	--	1,276,855	19,209	1.50%	\$0.97	\$14.52	\$18,546.02

Nativo

Native Articles

06/15/2022 - 12/31/2023

Campaign Name	Flight	Impressions	Clicks	CTR	CPC	CPM	Cost
We Care For Kids	We Care For Kids	587,556	1,813	0.31%	\$3.24	\$10.00	\$7,558.32
We Care for Kids Always-On Ca...	WCFK April 2023	132,231	308	0.23%	\$4.29	\$10.00	\$1,701.02
We Care for Kids Always-On Ca...	WCFK August 2023	119,891	411	0.34%	\$2.92	\$10.00	\$1,542.28
We Care for Kids Always-On Ca...	WCFK December 20...	126,472	740	0.59%	\$1.71	\$10.00	\$1,626.94
We Care for Kids Always-On Ca...	WCFK February &...	132,239	481	0.36%	\$2.75	\$10.00	\$1,701.12
We Care for Kids Always-On Ca...	WCFK July 2023	120,183	376	0.31%	\$3.20	\$10.00	\$1,546.03
We Care for Kids Always-On Ca...	WCFK June 2023	120,180	466	0.39%	\$2.58	\$10.00	\$1,546.00
We Care for Kids Always-On Ca...	WCFK May 2023	132,232	296	0.22%	\$4.47	\$10.00	\$1,701.03
We Care for Kids Always-On Ca...	WCFK November 2...	126,713	978	0.77%	\$1.30	\$10.00	\$1,630.04
We Care for Kids Always-On Ca...	WCFK October 2023	126,713	406	0.32%	\$3.12	\$10.00	\$1,630.04
We Care for Kids Always-On Ca...	WCFK September 2...	127,098	368	0.29%	\$3.45	\$10.00	\$1,634.99
Total	--	1,851,508	6,643	0.36%	\$2.79	\$10.00	\$23,817.80

How quality early educators help families work.

WCFK April 2023

Nevada families struggle to find early care and learning.

WCFK August 2023

Nevada's future depends on early childhood education.

WCFK December 2023

These ads deliver in context of other articles on brand-safe news sites within our target geography. KPI Benchmarks are as follows:
 CTRs at .10% or better
 CPC at \$6 or Better
 CPM is flat rated at \$10 for these ad formats

OTT & Video

OTT

These ads deliver on ad supported streaming services on large screen TVs. High completion rate is the primary KPI as these ads are not typically clickable. We shoot for 95-97% completion rate, indicative of good engagement.

06/15/2022 - 12/31/2023

Date	Platform	Impressions	CPM	Spend
09/01/2023	Nexxen	226,571	\$24.50	\$5,579.36
08/01/2023	Hulu	23,755	\$33.30	\$791.04
08/01/2023	Nexxen	450,564	\$21.83	\$5,636.37
07/01/2023	Hulu	31,370	\$33.30	\$1,044.62
07/01/2023	Nexxen	40,751	\$20.50	\$862.74
06/01/2023	Hulu	31,945	\$33.30	\$1,063.77
06/01/2023	Nexxen	37,523	\$20.50	\$790.76
05/01/2023	Hulu	34,867	\$33.30	\$1,161.07
05/01/2023	Nexxen	32,536	\$20.50	\$663.65
04/01/2023	Hulu	220,493	\$33.57	\$7,459.73
04/01/2023	Nexxen	856,663	\$20.86	\$18,192.18
04/01/2023	Paramount	345,407	\$33.00	\$11,398.43
03/01/2023	Hulu	38,488	\$33.30	\$1,281.65
03/01/2023	Nexxen	39,195	\$20.50	\$826.70
02/01/2023	Hulu	19,441	\$33.30	\$647.38
02/01/2023	Nexxen	16,476	\$20.50	\$347.75
09/01/2022	Nexxen	135,720	\$24.50	\$3,325.14
08/01/2022	Nexxen	135,687	\$24.50	\$3,324.33
Total	--	2,717,452	\$26.95	\$64,396.67

YouTube Ads : 14s videos

Campaign Name	Impressions	Clicks	CTR	CPC	CPM	Completion Rate	Cost
WCFK Always-On Video 14s ENG (...	64,359	13	0.02%	\$39.29	\$7.94	98.34%	\$510.72
WCFK Always-On Video 14s ENG (...	64,754	26	0.04%	\$19.64	\$7.89	98.28%	\$510.72
WCFK Always-On Video 14s ENG (...	78,360	11	0.01%	\$46.44	\$6.52	99.02%	\$510.84
WCFK Always-On Video 14s ENG (...	57,177	15	0.03%	\$29.79	\$7.82	98.44%	\$446.87
WCFK Always-On Video 14s ENG 2...	309,563	325	0.10%	\$8.84	\$9.28	95.05%	\$2,872.16
WCFK Always-On Video 14s SPN (...	9,234	8	0.09%	\$11.33	\$9.81	93.75%	\$90.60
WCFK Always-On Video 14s SPN (...	11,909	8	0.07%	\$11.31	\$7.60	97.22%	\$90.49
WCFK Always-On Video 14s SPN (...	12,765	3	0.02%	\$30.15	\$7.09	98.11%	\$90.46
WCFK Always-On Video 14s SPN (s...	10,418	3	0.03%	\$26.35	\$7.59	97.25%	\$79.04
WCFK Always-On Video 14s SPN 2...	78,066	89	0.11%	\$8.10	\$9.23	94.99%	\$720.77
WCFK STATEWIDE Video 14s ENG...	477,731	110	0.02%	\$33.95	\$7.82	98.58%	\$3,734.18
WCFK STATEWIDE Video 14s ENG...	562,080	1,347	0.24%	\$4.68	\$11.21	91.09%	\$6,300.30
WCFK STATEWIDE Video 14s SPN ...	112,829	75	0.07%	\$12.46	\$8.28	96.85%	\$934.43
WCFK STATEWIDE Video 14s SPN ...	65,635	119	0.18%	\$5.89	\$10.67	94.36%	\$700.48
Total	1,914,880	2,152	0.11%	\$8.17	\$9.19	95.37%	\$17,592.08

We are deploying a variety of video lengths in front of and within content on Youtube in order to drive greater recall at a lower overall cost. :06 and :15s videos are non-skippable. Completion rate remains a primary focus, targeting 90% or better, but some users on desktop, mobile and app devices have the option to click on the ads and we measure this as well. Typical clickthru rates range from .05% for :06s (not a lot of time to click on the ad) and .10% or greater on :15s. This is impacted as much by the device mix as the creative.

YouTube Ads: 6s videos

Campaign Name	Impressions	Clicks	CTR	CPC	CPM	Completion Rate	Cost
WCFK Always-On Video 6s ENG (Dec) 2023 (22-BEC-0522)	145,029	131	0.09%	\$3.90	\$3.52	95.97%	\$510.98
WCFK Always-On Video 6s ENG (Nov) 2023 (22-BEC-0522)	137,476	92	0.07%	\$5.56	\$3.72	96.30%	\$511.06
WCFK Always-On Video 6s ENG (Oct) 2023 (22-BEC-0522)	159,424	94	0.06%	\$5.44	\$3.21	98.27%	\$511.05
WCFK Always-On Video 6s ENG (Sept) 2023	131,745	171	0.13%	\$2.61	\$3.39	96.71%	\$447.00
WCFK Always-On Video 6s ENG 2023	483,768	399	0.08%	\$4.80	\$3.96	95.58%	\$1,916.53
WCFK Always-On Video 6s SPN (Dec) 2023 (22-BEC-0522)	26,589	34	0.13%	\$2.67	\$3.41	89.86%	\$90.78
WCFK Always-On Video 6s SPN (Nov) 2023 (22-BEC-0522)	22,240	19	0.09%	\$4.77	\$4.08	93.85%	\$90.64
WCFK Always-On Video 6s SPN (Oct) 2023 (22-BEC-0522)	27,956	25	0.09%	\$3.63	\$3.25	94.80%	\$90.72
WCFK Always-On Video 6s SPN (sept) 2023	18,493	23	0.12%	\$3.45	\$4.29	94.54%	\$79.31
WCFK Always-On Video 6s SPN 2023	121,997	156	0.13%	\$3.09	\$3.95	93.68%	\$481.65
Total	1,274,717	1,144	0.09%	\$4.13	\$3.71	95.79%	\$4,729.74

We are deploying a variety of video lengths in front of and within content on Youtube in order to drive greater recall at a lower overall cost. :06 and :15s videos are non-skipable. Completion rate remains a primary focus, targeting 90% or better, but some users on desktop, mobile and app devices have the option to click on the ads and we measure this as well. Typical clickthru rates range from .05% for :06s (not a lot of time to click on the ad) and .10% or greater on :15s. This is impacted as much by the device mix as the creative.

Programmatic Audio

06/15/2022 - 12/31/2023

Language	Platform	Impressions	Clicks	CTR	CPC	CPM	Completion Rate	Spend
English	Spotify	2,618,230	744	0.03%	\$22.28	\$6.78	98.10%	\$14,242.02
Spanish	Spotify	466,865	182	0.04%	\$22.31	\$10.50	98.72%	\$3,878.70
English	AudioGo	778,118	979	0.11%	\$30.15	\$21.46	97.11%	\$16,729.40
Spanish	AudioGo	201,534	233	0.11%	\$86.45	\$21.69	96.29%	\$4,335.95
Total	--	4,064,747	2,138	0.07%	\$40.30	\$15.11	97.55%	\$39,186.07

By leveraging both Spotify and AudioGo ad platforms we are able to reach users across a significant portion of the digital audio ecosystem including Pandora and many ad support streaming and podcasting services.

Completion rate is the primary focus, and we typically see them above 90%.

Users can click on companion display ads that appear on screen when the audio ad is playing, and we have typically seen clickthru rates north of .20% on AudioGo and .05% to .08% is not uncommon on Spotify.

Targeted Emails - Site Impact

06/01/2022 - 03/31/2023

Campaign Name	Date	List Size	Opens	Open %	Clicks	Clicks / Opens	Click %
WCFK March email ENG	03/14/2023	42,000	8,892	21.17%	1,059	11.91%	2.52%
WCFK March email SPN	03/14/2023	38,000	7,538	19.84%	733	9.72%	1.93%
WCFK NE Family Support ENG	02/27/2023	62,000	12,600	20.32%	1,352	10.73%	2.18%
WCFK NE Family Support SPN	02/27/2023	7,287	1,268	17.40%	135	10.65%	1.85%
WCFK Faith Based Send	01/27/2023	50,000	8,492	16.98%	927	10.92%	1.85%
BECL WCFK Influencers Send - 12-6-2022	12/08/2022	73,350	14,377	19.60%	1,181	8.21%	1.61%
BECL WCFK Parents Send - 12-6-2022	12/08/2022	50,000	6,681	13.36%	1,091	16.33%	2.18%
Total	--	322,637	59,848	18.55%	6,478	10.82%	2.01%

These emails were sent to teachers and school administrators, educators, families and all registered voters.

These individuals have double opted in to be marketed to via email for the specific parameters that we are tracking.

Open rates for emails to business targets (educators, influencers in this campaign) tend to have a lower open rate than those to consumers.

For business targets, we typically see 10-15% open rates and 1.5%-2% clickthru rates.

For consumer targets, 15%-20% is a more common open rate, with 1.5%-2% a common range of clickthru rates.

The 2022 average open rate for all targeted emails across all verticals deployed to Smith Kroeger clients was 17.5%.

Targeted Emails - Site Impact

04/01/2023 - 01/31/2024

Campaign Name	Date	List Size	Opens	Open %	Clicks	Clicks / Opens	Click %
WCFK December ENG	12/19/2023	464,060	64,649	13.93%	10,756	16.64%	2.32%
WCFK December SPN	12/19/2023	20,000	4,236	21.18%	452	10.67%	2.26%
23-BEC-1522 WCFK OCT Eng	11/01/2023	50,000	8,619	17.24%	878	10.19%	1.76%
WCFK Oct 2023	10/31/2023	20,000	3,304	16.52%	384	11.62%	1.92%
WCFK September - English	09/27/2023	127,778	22,569	17.66%	3,157	13.99%	2.47%
WCFK September Send - Spanish	09/27/2023	20,000	3,629	18.14%	331	9.12%	1.65%
WCFK July ENG	07/26/2023	50,000	9,033	18.07%	841	9.31%	1.68%
WCFK July SPN	07/26/2023	50,000	7,359	14.72%	783	10.64%	1.57%
WCFK June ENG	06/28/2023	50,000	6,329	12.66%	1,198	18.93%	2.40%
WCFK June spn	06/28/2023	50,000	10,023	20.05%	981	9.79%	1.96%
WCFK May ENG	05/23/2023	50,000	8,363	16.73%	1,082	12.94%	2.16%
WCFK May SPN	05/23/2023	50,000	7,590	15.18%	796	10.49%	1.59%
WCFK April	04/05/2023	500,000	61,303	12.26%	10,495	17.12%	2.10%
WCFK April SPN	04/05/2023	37,066	7,954	21.46%	796	10.01%	2.15%
Total	--	1,538,904	224,960	14.62%	32,930	14.64%	2.14%

These emails were sent to teachers and school administrators, educators, families and all registered voters.

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Open rates for emails to business targets (educators, influencers in this campaign) tend to have a lower open rate than those to consumers.

For business targets, we typically see 10-15% open rates and 1.5%-2% clickthru rates.

For consumer targets, 15%-20% is a more common open rate, with 1.5%-2% a common range of clickthru rates.

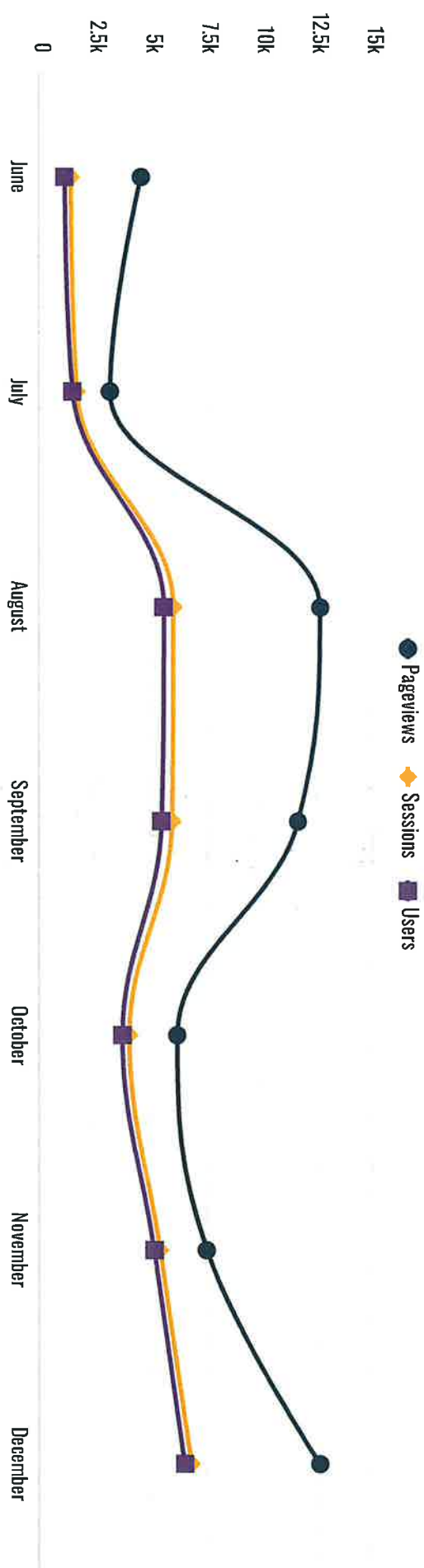
The 2022 average open rate for all targeted emails across all verticals deployed to Smith Kroeger clients was 17.5%.

Web Stats By Week/Day

Month of Year	Year	Pageviews	Pages / Session	Sessions	Sessions per User	Users
January	2023	9,098	1.72	5,299	1.07	4,966
February	2023	14,721	1.35	10,912	1.03	10,554
March	2023	21,142	1.46	14,488	1.04	13,903
April	2023	37,768	1.92	19,662	1.05	18,739
May	2023	16,079	1.53	10,488	1.07	9,816
June	2023	13,766	1.67	8,233	1.08	7,655
July	2023	14,126	1.76	8,019	1.06	7,580
August	2023	9,384	1.37	6,858	1.08	6,379
September	2023	1,850	1.30	1,428	1.05	1,365
June	2022	3,261	2.55	1,280	1.20	1,065
July	2022	3,172	1.88	1,686	1.12	1,501
August	2022	12,638	2.11	5,999	1.08	5,572
September	2022	11,628	1.96	5,946	1.09	5,477
October	2022	6,185	1.53	4,032	1.08	3,724
November	2022	7,519	1.39	5,410	1.05	5,143
December	2022	12,664	1.85	6,830	1.05	6,518
Total	--	195,001	1.67	116,570	1.14	101,945

Traffic Trend

06/01/2022 - 12/31/2022



01/01/2023 - 01/31/2024



Google Stats by Page



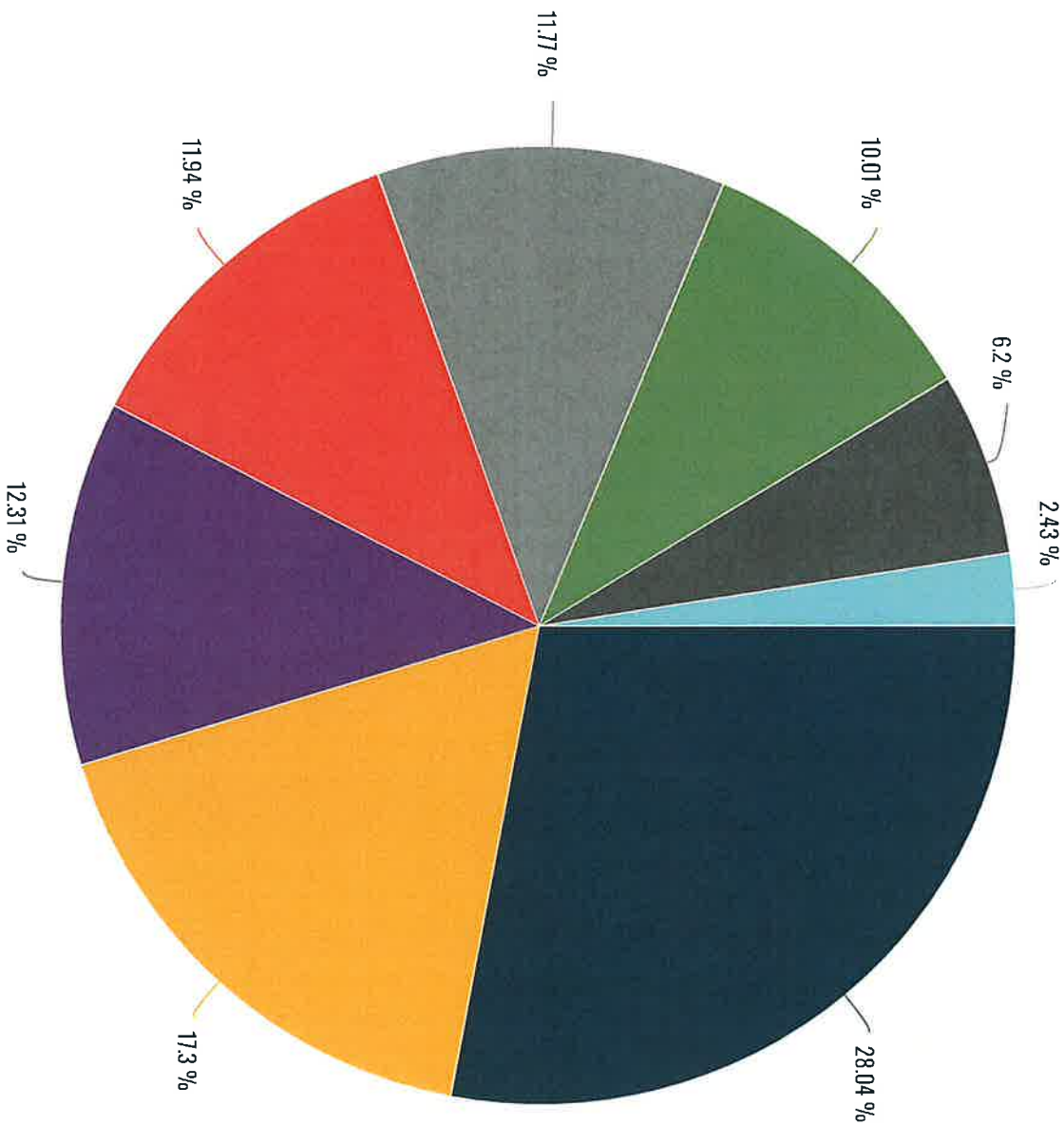
GOOGLE ANALYTICS - INTERACTIONS BY PAGE

Page	Pageviews	Pages/Session	Sessions	Sessions per User	Users
/	82,288	1.18	69,513	1.11	62,432
/community-tools/	16,492	1.74	9,456	0.78	12,153
/es/	15,928	1.49	10,698	0.89	12,026
/families/	5,502	8.19	672	0.15	4,513
/our-partners/	5,171	8.66	597	0.14	4,119
/sign-up/	5,103	2.07	2,461	0.54	4,539
/about/	4,965	7.05	704	0.19	3,640
/educators/	4,127	11.83	349	0.09	3,689
?utm_scrub=sifi	3,554	1.06	3,358	1.00	3,358
/events/	3,402	16.84	202	0.07	2,829
/media/	3,395	18.65	182	0.06	2,886
/contact-us/	3,311	12.17	272	0.10	2,774
/es/?utm_scrub=sifi	3,220	1.06	3,028	1.00	3,028
/2023-statewide-survey/	2,993	1.70	1,758	0.73	2,408
/es/herramientas-comunitarias/	2,376	5.95	399	0.21	1,893
/events/we-care-for-kids-days/	2,155	3.85	560	0.38	1,483
/events/we-care-for-kids-week/	2,079	1.70	1,224	0.92	1,330
/es/educadores/	1,814	37.02	49	0.03	1,662
/es/registrate/	1,764	4.69	376	0.23	1,660
/es/nuestros-colaboradores/	1,641	20.51	80	0.05	1,465



REFERRAL SOURCES

06/15/2022 - 12/31/2023



- sift / display
- (direct) / (none)
- GoogleSEM / SEM-keyw...
- email / fb_0123_home...
- LinkedIn / social
- GoogleSEM / SEM-bran...
- basis / display
- google / organic

Paid media associated with the campaign accounts for nearly 80% of all traffic to the site to-date.

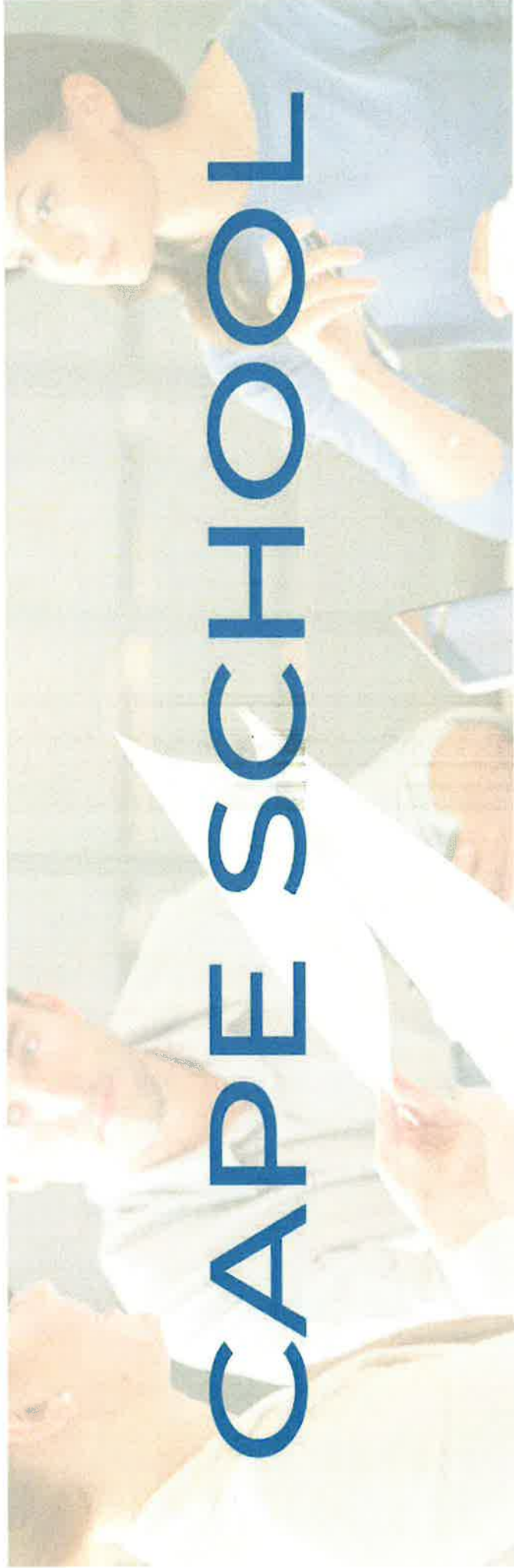
We
Care
for Kids 

MARKETING REPORT



smith
kroeger
ACCELERATE.

SM



February 2024 Reporting and Project Updates

Agenda

- February 2024 Campaign ROI
- Cape School/ Google PPC downtime
- Project Update
 - SEO, Cape School
 - MLO pages
 - Insurance CE example
- New campaign performance
 - Title Insurance
 - TN RE update
 - Roanoke/Blacksburg Targeted Email
- Social Update
 - Classroom updates
- Title Insurance pitch deck



February Campaign ROI

- Cape School Search Campaigns
 - 196* conversions vs 218 in January 2024.
 - \$[REDACTED] revenue vs \$[REDACTED] revenue in January.
 - Campaign budget flat to January.
 - Google flagged campaign (down Feb 21-Mar 5)
 - NY, VA, OH, FL, MN stand out performances-wise.
 - All campaigns now reporting conversions with the exception of TN RE*.
 - Title Insurance campaign performing well!



Feb 2024 Cape School Search Campaign Performance Details

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions	Conversion Value
Cape School - Insurance CE - Nationwide (23-CSI-1099)			\$3.15	9.19%		54	\$4,551.08
Cape School - MLO - State Specific (23-CSI-1099)			\$0.98	9.04%		12	\$1,869.35
Cape School - Insurance CE - Texas (23-CSI-1099)			\$1.34	9.60%		4	\$469.68
Cape School - Insurance CE - Connecticut (23-CSI-1099)			\$2.21	15.80%		19	\$1,316.42
Cape School - Title Insurance CE 24-CSI-0102			\$3.15	3.70%		31	\$3,448.63
Cape School - Insurance CE - Minnesota (23-CSI-1099)			\$2.27	10.20%		9	\$529.49
Cape School - MLO - Non-State Specific (23-CSI-1099)			\$1.38	7.36%		1	\$74.40
Cape School - Insurance CE - Ohio (23-CSI-1099)			\$2.54	23.43%		14	\$1,114.45
Cape School - Insurance CE - Florida (23-CSI-1099)			\$2.52	9.93%		11	\$1,422.70
Cape School - Insurance CE - Virginia (23-CSI-1099)			\$4.12	13.70%		15	\$1,566.16
Cape School - Insurance CE - New York (23-CSI-1099)			\$3.44	13.74%		19	\$1,267.61
Cape School - Insurance CE - Iowa (23-CSI-1099)			\$2.96	12.30%		5	\$334.85
Cape School - Insurance CE - Illinois (23-CSI-1099)			\$4.79	7.14%		1	\$105.00
Cape School - Insurance CE - Wisconsin (23-CSI-1099)			\$4.72	9.91%		1	\$70.00
Cape School - Real Estate Pre-License - Tennessee (23-CSI-1099)			\$1.41	11.58%		0	\$0.00
Total			\$2.43	8.96%		196	\$18,139.82



Feb 2024 Cape School Search Campaign Top Locations

Metro area	Impressions	Clicks	CTR	CPC	Cost	Conversions	All conv. value
New York, NY			10.93%	\$2.49		37	\$3,255.39
Hartford & New Haven, CT			14.53%	\$2.14		14	\$942.32
Washington, DC (Hagerstown, MD)			12.54%	\$3.46		16	\$1,577.40
Minneapolis-St. Paul, MN			9.57%	\$2.27		7	\$470.99
Houston, TX			8.70%	\$1.24		4	\$346.92
Dallas-Ft. Worth, TX			6.88%	\$1.19		1	\$199.26
Cleveland-Akron (Canton), OH			18.41%	\$2.48		6	\$330.70
Tampa-St Petersburg (Sarasota), FL			7.66%	\$1.80		1	\$80.00
Miami-Ft. Lauderdale, FL			7.11%	\$1.79		2	\$39.50
Charlotte, NC			9.84%	\$2.55		3	\$270.70
Orlando-Daytona Beach-Melbourne, FL			7.25%	\$2.74		4	\$759.60
Norfolk-Portsmouth-Newport News, VA			12.33%	\$3.87		5	\$532.70
Raleigh-Durham (Fayetteville), NC			9.06%	\$2.20		4	\$164.75
Boston, MA-Manchester, NH			7.06%	\$2.13		5	\$638.56
Richmond-Petersburg, VA			11.06%	\$3.64		4	\$138.80
Chicago, IL			6.75%	\$4.75		1	\$105.00
Cincinnati, OH			14.57%	\$1.71		2	\$129.00
Denver, CO			9.25%	\$3.62		1	\$95.20
Greensboro-High Point-Winston Salem, NC			14.00%	\$1.42		0	\$0.00
Baltimore, MD			11.70%	\$3.63		4	\$372.89



Feb 2024 Title Insurance Revenue by State

Google Ads Locations

State	Impressions	Clicks	CTR	CPC	Cost	Conversions	All conv. value
New Jersey			11.79%	\$2.97		8	
Maryland			10.20%	\$4.43		5	
Ohio			3.32%	\$5.15		4	
Arkansas			2.63%	\$2.95		3	
New York			1.88%	\$2.62		3	
Pennsylvania			2.58%	\$2.89		2	
Virginia			3.35%	\$4.83		2	
District of Columbia			5.26%	\$2.28		1	
Florida			3.01%	\$2.94		1	
Tennessee			4.31%	\$1.74		1	
Utah			5.71%	\$3.27		1	
Alabama			1.37%	\$0.33		0	
Indiana			2.44%	\$3.25		0	
Kansas			0.00%	\$0.00		0	
Louisiana			1.32%	\$2.32		0	
Missouri			2.82%	\$3.73		0	
Montana			0.00%	\$0.00		0	
Nebraska			0.00%	\$0.00		0	
New Mexico			6.67%	\$0.36		0	
Oklahoma			8.82%	\$0.37		0	



Cape Ed and Cape Institute Feb 2024* Performance

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions (current model)	Conv. value (current model)
CAPE Education - Insurance CE - Pennsylvania			\$1.97	20.77%		11	\$812.05
CAPE Education - Insurance CE - Maryland			\$3.37	19.47%		9	\$553.15
CAPE Education - Insurance CE - New Jersey			\$3.81	9.30%		1	\$5.97
CAPE Education - Insurance CE - Georgia			\$4.12	7.51%		1	\$54.00
CAPE Education - Insurance CE - California			\$4.26	4.75%		1	\$22.60
CAPE Education - Insurance CE - Delaware			\$4.20	11.03%		1	\$43.00
CAPE Education - Insurance CE - Utah			\$6.49	8.33%		1	\$50.00

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions (current model)	Conv. value (current model)
CAPE Institute - Legal CE - Pennsylvania			\$3.82	31.68%		52	\$3,461.20



Moseley Flint February ROI

- Moseley Flint Search Campaigns
 - 150 conversions vs 176 in January
 - Revenue at \$18.6k vs \$17k in January
 - Additional budget and PMax campaign added to March plan.

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions	Conversion Value
Moseley Flint - Branded VA			\$0.22	61.79%		90	\$9,736.50
Moseley Flint - Competitors - Virginia			\$1.14	36.46%		16	\$2,023.04
Moseley Flint - Competitors - Virginia (On-site Locations)			\$1.22	32.69%		12	\$1,239.76
Moseley Flint - Real Estate License - Virginia (On-site Locations)			\$3.00	10.15%		19	\$4,032.80
Moseley Flint - Real Estate License - Virginia			\$3.01	9.25%		13	\$1,554.80
Total			\$1.01	27.09%		150	\$18,586.90

Youtube Campaign Performance

Campaign Name	Impressions	Clicks	CTR	Cost	CPM
Moseley Flint - Youtube - February 2024			1.34%		\$4.82
Total			1.34%		\$4.82



Feb 2024 Moseley Flint Search Campaign Top Locations

Google Ads Locations

Metro area	Impressions	Clicks	CTR	CPC	Cost	Conversions	All conv. value
Washington, DC (Hagerstown, MD)	2		1.84%	\$0.72		29	\$3,959.00
Richmond-Petersburg, VA			6.61%	\$0.69		73	\$10,289.30
Norfolk-Portsmouth-Newport News, VA			2.14%	\$0.62		19	\$845.20
Roanoke-Lynchburg, VA			3.92%	\$0.76		24	\$2,368.80
Tri-Cities, TN-VA			2.54%	\$0.44		3	\$434.50
Charlottesville, VA			3.01%	\$1.55		5	\$328.00
Harrisonburg, VA			3.17%	\$0.78		5	\$493.50
Bluefield-Beckley-Oak Hill, WV			3.97%	\$0.38		1	\$135.00
Raleigh-Durham (Fayetteville), NC			2.99%	\$0.60		0	\$0.00
Greensboro-High Point-Winston Salem, NC			3.85%	\$0.28		0	\$0.00



Moseley Flint/DC area traffic breakdown

Google Ads Locations

Meta Area	City	Impressions	Clicks	CTR	CPC	Cost	Conversions	All conv. value
Washington, DC (Hagerstown, MD)	Ashburn			1.65%	\$0.30		0	\$0.00
Washington, DC (Hagerstown, MD)	Arlington			1.28%	\$0.52		0	\$0.00
Washington, DC (Hagerstown, MD)	Alexandria			1.96%	\$1.15		0	\$0.00
Washington, DC (Hagerstown, MD)	Fairfax			1.87%	\$1.19		2	\$810.00
Washington, DC (Hagerstown, MD)	Annandale			3.85%	\$0.92		3	\$563.00
Washington, DC (Hagerstown, MD)	Washington			18.97%	\$1.49		5	\$1,113.30
Washington, DC (Hagerstown, MD)	Reston			1.44%	\$0.46		0	\$0.00
Washington, DC (Hagerstown, MD)	Brambleton			3.92%	\$1.33		1	\$405.00
Washington, DC (Hagerstown, MD)	Fredericksburg			2.11%	\$1.07		0	\$0.00
Washington, DC (Hagerstown, MD)	Leesburg			2.92%	\$0.85		0	\$0.00
Washington, DC (Hagerstown, MD)	Spotsylvania Courthouse			4.60%	\$1.31		2	\$114.00
Washington, DC (Hagerstown, MD)	Stafford			2.64%	\$1.16		1	\$200.00
Washington, DC (Hagerstown, MD)	Tysons			3.46%	\$1.53		2	\$53.90
Washington, DC (Hagerstown, MD)	Dale City			1.75%	\$1.45		0	\$0.00
Washington, DC (Hagerstown, MD)	Woodbridge			2.17%	\$0.73		0	\$0.00
Washington, DC (Hagerstown, MD)	Centreville			2.17%	\$0.21		1	\$24.50
Washington, DC (Hagerstown, MD)	Franconia			3.43%	\$2.66		1	\$41.40
Washington, DC (Hagerstown, MD)	Falmouth			1.87%	\$1.01		1	\$24.50
Washington, DC (Hagerstown, MD)	Winchester			2.06%	\$1.23		1	\$38.00
Washington, DC (Hagerstown, MD)	Lake Ridge			2.48%	\$0.94		0	\$0.00



Moseley Flint/Norfolk-Va Beach traffic breakdown

Google Ads Locations

Meta area	City	Impressions	Clicks	CTR	CPC	Cost	Conversions	All conv. value
Norfolk-Portsmouth-Newport News, VA	Virginia Beach			1.83%	\$0.62		12	\$374.20
Norfolk-Portsmouth-Newport News, VA	Norfolk			2.81%	\$0.91		4	\$387.50
Norfolk-Portsmouth-Newport News, VA	Chesapeake			1.91%	\$0.76		1	\$24.50
Norfolk-Portsmouth-Newport News, VA	Williamsburg			5.41%	\$1.11		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Newport News			1.69%	\$0.35		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Hampton			2.42%	\$0.33		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Suffolk			2.29%	\$0.44		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Portsmouth			2.19%	\$0.29		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Greenbush			11.90%	\$0.06		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Toano			3.54%	\$0.19		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Yorktown			1.38%	\$0.21		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Smithfield			2.36%	\$0.56		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Franklin			1.53%	\$0.33		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Hayes			3.45%	\$0.48		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Accomac			5.56%	\$0.06		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Ark			1.28%	\$0.19		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Boykins			16.67%	\$0.06		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Chincoteague			5.26%	\$0.24		0	\$0.00
Norfolk-Portsmouth-Newport News, VA	Gloucester Point			2.44%	\$0.53		1	\$29.40
Norfolk-Portsmouth-Newport News, VA	Mathews			1.89%	\$0.15		0	\$0.00



Barney Fletcher Feb 2024 Campaign ROI

- Barney Fletcher Search Campaigns
 - 120 conversions vs 124 in January
 - \$30k revenue vs \$34.6k in January
 - Increased budget/share for March

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions	Conversion Value
Barney Fletcher - Branded & Competitors - Atlanta DMA	[REDACTED]	[REDACTED]	\$0.08	47.21%	[REDACTED]	82	\$19,508.36
Barney Fletcher - Real Estate License GA (On-site Locations)	[REDACTED]	[REDACTED]	\$3.58	7.51%	[REDACTED]	13	\$3,545.10
Barney Fletcher - Real Estate License - Georgia	[REDACTED]	[REDACTED]	\$1.47	13.45%	[REDACTED]	3	\$577.10
Barney Fletcher - Branded & Competitors - Georgia	[REDACTED]	[REDACTED]	\$0.46	44.67%	[REDACTED]	16	\$4,631.60
Barney Fletcher - Real Estate License - Atlanta DMA	[REDACTED]	[REDACTED]	\$2.96	6.14%	[REDACTED]	6	\$1,732.00
Total			\$0.96	19.09%		120	\$29,994.16

Campaign Name	Clicks	Impressions	CTR	Cost	CPM
Barney Fletcher - Youtube - February 2024	[REDACTED]	[REDACTED]	1.92%	[REDACTED]	\$9.42



Feb 2024 Barney Fletcher Search Campaign Top Locations

Google Ads Locations

Metro area	Impressions	Clicks	CTR	CPC	Cost	Conversions	All conv. value
Atlanta, GA			4.89%	\$0.80		110	\$27,134.56
Savannah, GA			5.06%	\$0.77		8	\$1,298.20
Macon, GA			4.37%	\$0.93		3	\$855.50
Albany, GA			6.71%	\$0.82		4	\$1,770.00
Columbus, GA			5.10%	\$0.86		1	\$99.00
Augusta, GA			3.69%	\$0.85		0	\$0.00
Tallahassee, FL-Thomasville, GA			5.25%	\$0.68		2	\$783.00
Jacksonville, FL			5.23%	\$0.74		0	\$0.00
Chattanooga, TN			3.26%	\$1.18		1	\$295.00
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC			4.13%	\$0.28		1	\$108.00
Dothan, AL			1.04%	\$0.82		0	\$0.00
Orlando-Daytona Beach-Melbourne, FL			0.00%	\$0.00		0	\$0.00



Cape School Projects

- MLO Pages
 - In draft
- Insurance CE pages
 - In draft
- SEO- Cape School
 - 500 pages tagged and optimized to date. 99% complete
 - One more pass before end of week to ensure we've not missed anything

Social Posting Update

- Overview
 - 12 Moseley Flint classes promoted since Feb 1
- Notable Results
 - Richmond Pre-Licensing Course with Frank Durnett
 - Social post date: 2/5
 - Registrations increased by 7 following post
 - Total reach: 806
 - Total engagements: 85
 - Chesterfield Pre-Licensing Course with Carrie Akins
 - Social post date: 2/19
 - Registrations increased by 10 following post
 - Total reach: 1282
 - Total engagements: 65
 - [Additional tracking document created to measure performance](#)

Roanoke/Blacksburg Area Email Reporting

Campaign Summary

Name: Moseley Flint Roanoke + Blacksburg Feb 1st Send

From/Brand: Moseley Flint Real Estate School

Headline: Moseley Flint Has the Career Move for You

Broadcast Date: 03/04/2024

Audience: 20,000

Views: 2,428


View %: 12.14%

ID: 2009331

Clicks: 415

Click %: 2.08%

Campaign Creative



Looking for a new career?

Are you looking for an exciting new career opportunity? Do you want to be part of a team that's making a difference in the world? We have the perfect opportunity for you. Join our team and help us make a difference in the world. We're looking for individuals who are passionate about their work and want to make a difference in the world. We're looking for individuals who are passionate about their work and want to make a difference in the world.

Clicks by Device

Desktop	68.19%	283
Mobile	31.81%	132



Early March 2024 Reporting

- Cape campaigns (re)building strength after downtime.
- Moseley Flint and Barney Fletcher campaigns tracking increased search share at 25% and 30%, respectively to date.
- Performance Max (Moseley Flint) conversions are already beyond break-even.

Performance Max							
Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions (current model)	Conv. value (current model)
Moseley Flint - PIMAX (24-MOS-0467)			\$1.08	37.23%		18	\$1,568.70
Total			\$1.08	37.23%		18	\$1,568.70

- Shared drive with all reporting here:

https://drive.google.com/drive/u/0/folders/1ER9USW9QNrvwPOY_90HsPGmdk23utsQ2



Jan/Feb 2024 Moseley Flint PPC stats

January 2024

Google Ads Search Campaign Performance

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions	Conversion Value
Moseley Flint - Branded VA			\$0.17	58.79%		117	\$11,536.54
Moseley Flint - Real Estate License - Virginia (On-site Locations)			\$3.11	9.68%		11	\$454.13
Moseley Flint - Real Estate License - Virginia			\$3.14	11.23%		24	\$2,280.50
Moseley Flint - Competitors - Virginia			\$1.58	34.71%		15	\$1,769.09
Moseley Flint - Competitors - Virginia (On-site Locations)			\$1.72	33.42%		9	\$1,127.12
Total			\$0.92	30.34%	5	176	\$17,167.37

Feb 2024

Campaign Name	Clicks	Impressions	CPC	CTR	Cost	Conversions	Conversion Value
Moseley Flint - Branded VA			\$0.22	61.79%		90	\$9,736.50
Moseley Flint - Competitors - Virginia			\$1.14	36.46%		16	\$2,023.04
Moseley Flint - Competitors - Virginia (On-site Locations)			\$1.22	32.69%		12	\$1,239.76
Moseley Flint - Real Estate License - Virginia (On-site Locations)			\$3.00	10.15%		19	\$4,032.80
Moseley Flint - Real Estate License - Virginia			\$3.01	9.25%		13	\$1,554.80
Total			\$1.01	27.09%		150	\$18,586.90



Cape School Projects

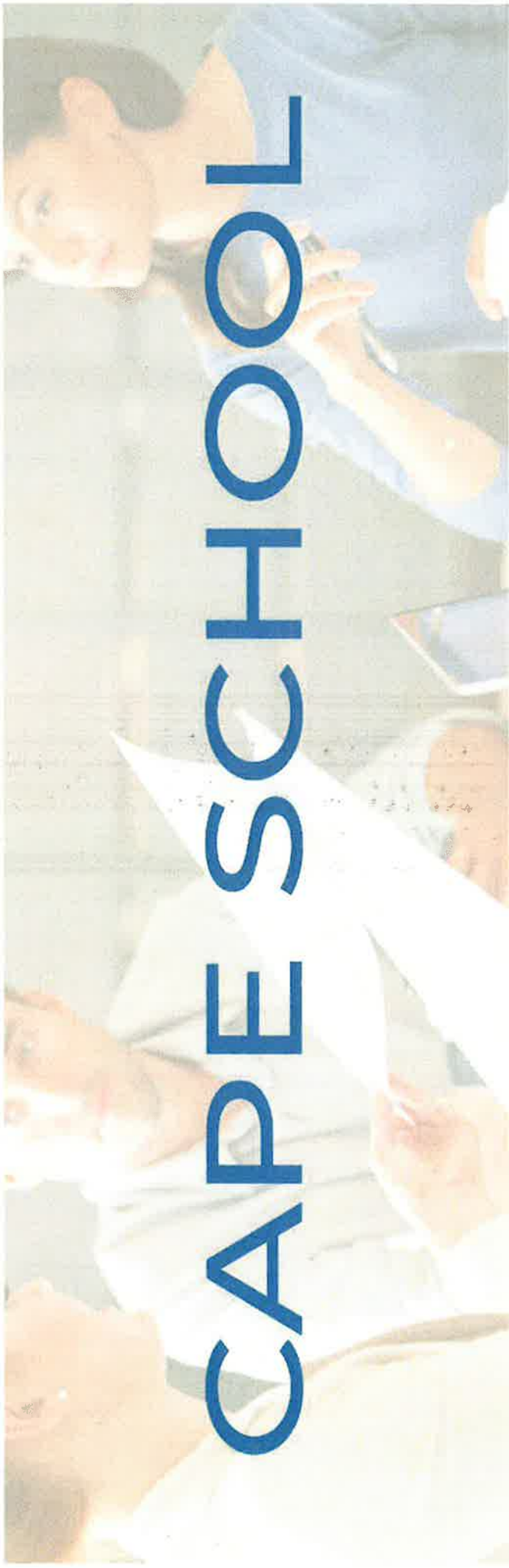
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- SEO- Cape School
 - 500 pages tagged and optimized to date. 99% complete
 - One more pass before end of week to ensure we've not missed anything

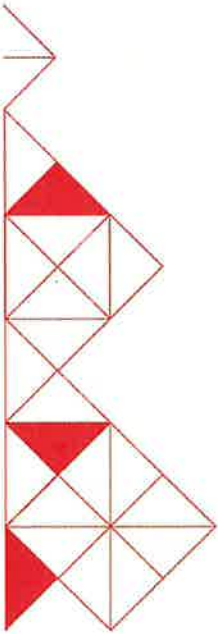


Cape School Projects

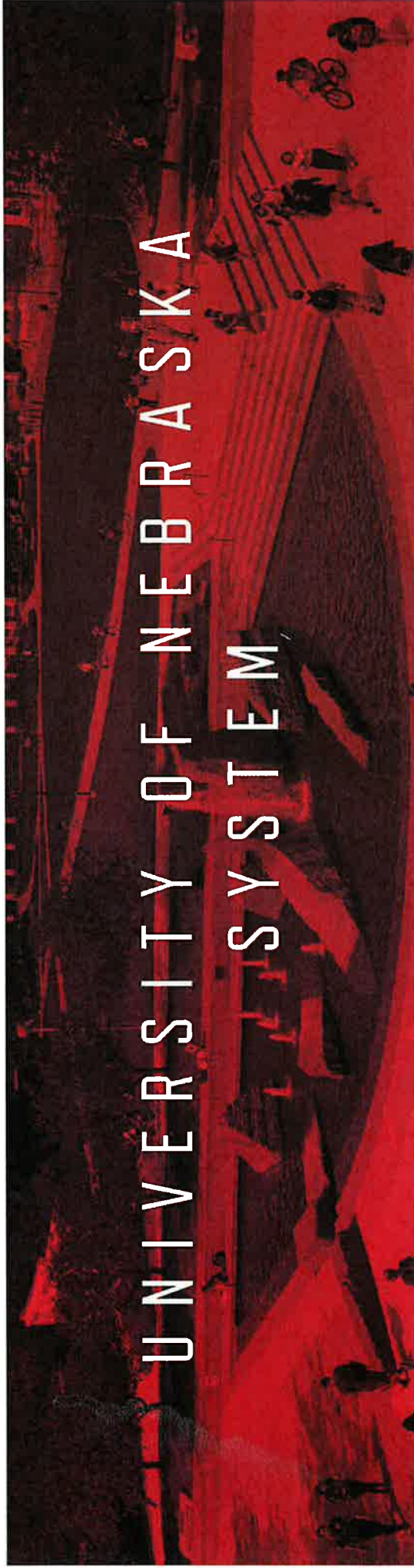
- MLO Pages
 - In draft
- Insurance CE pages
 - In draft
- SEO- Cape School
 - 500 pages tagged and optimized to date. 99% complete
 - One more pass before end of week to ensure we've not missed anything

SK



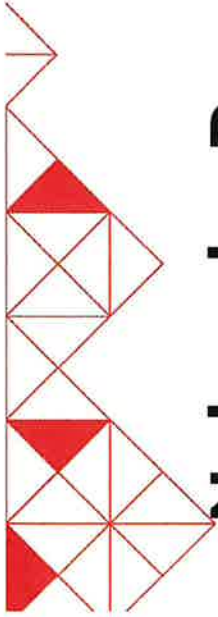


Nebraska Promise
3/14/2023 - 5/1/2023



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ACCELERATE.

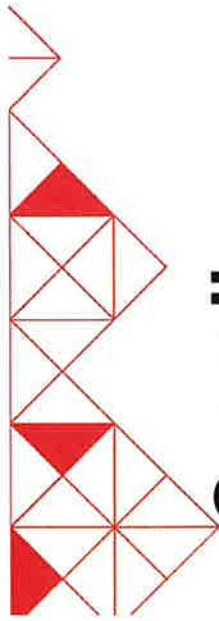
UNIVERSITY OF
Nebraska
System



Nebraska Promise Campaign

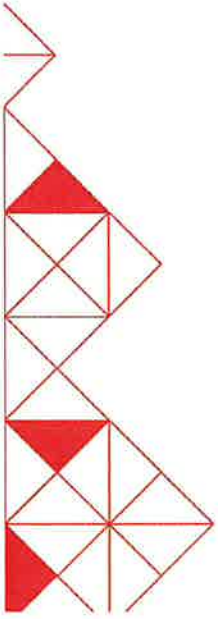
The Nebraska Promise campaign leverages a variety of targeted digital tactics aimed at high school students, potential transfer students, parents of high schoolers and education influencers (counselors, teachers). The goal is overall awareness of the program and action in completing the FAFSA, through which eligible students apply for the Nebraska Promise.

The Nebraska Promise provides free tuition to students whose families make \$65,000 or less.

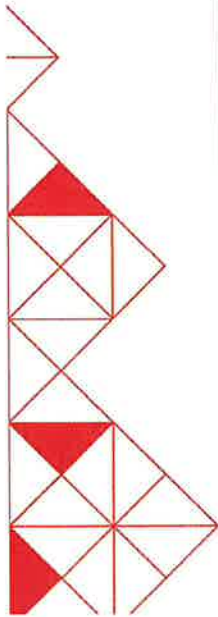


Overall

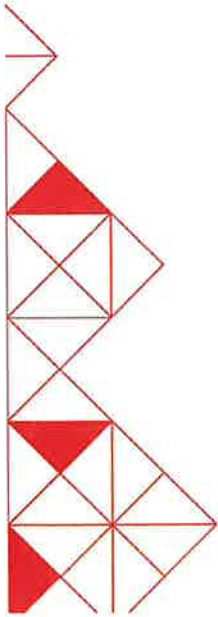
2022 Tactics	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
Basis Display	Campaign to date	852,244	740	\$5.87	\$6.76	0.09%	\$9,000.00
Sifi AGF	Campaign to date	925,282	480	\$3.56	\$3.23	0.09%	\$1,965.96
Streaming Audio	Campaign to date	206,289	545	\$18.83	\$7.13	0.26%	\$3,885.19
Geofencing	Campaign to date	2,218,812	2,019	\$3.38	\$3.71	0.09%	\$7,499.97
Site Retargeting	Campaign to date	431,272	643	\$3.48	\$2.33	0.15%	\$1,500.00
Keyword and Contextual Search Retargeting	Campaign to date	431,838	540	\$3.62	\$2.90	0.13%	\$1,564.97
Paid Search	Campaign to date	83,304	8,005	\$110.28	\$1.15	9.61%	\$9,166.94
Social Media	Campaign to date	1,250,673	11,497	\$7.96	\$0.87	0.92%	\$9,967.41
YouTube	Campaign to date	1,497,582	1,028	\$4.92	\$7.16	0.07%	\$7,364.76
TikTok	Campaign to date	1,180,312	10,136	\$4.21	\$0.49	0.86%	\$4,965.68
Targeted Email - Site Impact	Campaign to date	167,735	3,080	\$10.00	\$0.54	1.84%	\$1,577.36
Overall Totals		8,843,344	38,715	\$6.16	\$1.41	0.44%	\$5,472.00



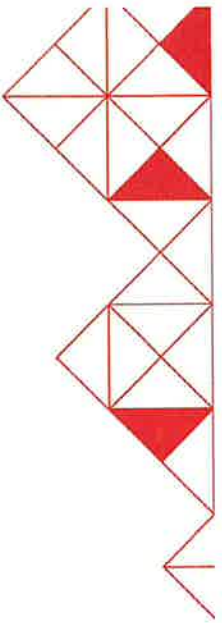
Targeted Display



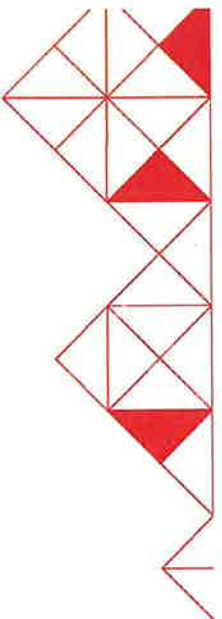
2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
Basis Display							
	3/17/22 - 3/23/22	58,767	108	\$6.05	\$3.29	0.18%	\$355.34
	3/24/22 - 3/30/22	741,945	118	\$5.88	\$7.07	0.08%	\$894.65
	3/31/22 - 4/6/22	145,828	131	\$5.85	\$6.51	0.09%	\$852.83
	4/7/22 - 4/13/22	743,003	99	\$5.84	\$8.44	0.07%	\$635.02
	4/14/22 - 4/20/22	135,108	103	\$5.84	\$7.66	0.08%	\$789.39
	4/21/22 - 4/27/22	134,341	100	\$5.87	\$7.89	0.07%	\$789.01
	4/28/22 - 5/4/22	93,252	81	\$5.83	\$6.71	0.09%	\$549.54
Total:		852,244	749	\$5.87	\$6.76	0.09%	\$5,000.93
Baseline Metrics				\$5.25	\$4.00	0.08%	
Target Metrics				\$4.75	\$3.00	0.20%	
	<p>Campaign targeting is based off audience interests, demographics, and page-level web content. Less specific targeting will result in a more broad audience. Layered targeting will result in a higher CPM, targeting a more specific audience.</p>						



2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
AGF							
	3/17/22 - 3/23/22	49,200	83	\$3.49	\$2.07	0.17%	\$171.59
	3/24/22 - 3/30/22	114,558	94	\$3.49	\$4.26	0.08%	\$400.16
	3/31/22 - 4/6/22	114,553	102	\$3.49	\$3.88	0.09%	\$400.14
	4/7/22 - 4/13/22	113,181	107	\$3.54	\$3.74	0.09%	\$400.16
	4/14/22 - 4/20/22	105,923	69	\$3.74	\$5.80	0.06%	\$400.18
	4/21/22 - 4/27/22	4,867	24	\$3.75	\$3.88	0.10%	\$93.13
Total:		623,282	480	\$3.56	\$3.89	0.09%	\$1,865.38
Baseline Metrics				\$5.25	\$4.00	0.08%	
Target Metrics				\$4.75	\$3.00	0.20%	
Addressable geofencing performance is impacted by the breadth of the list, meaning a narrower list may have trouble pacing or restrict performance and will typically come at a higher cost per impression and click							



2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
Keyword and Contextual Search Retargeting							
	3/17/22 - 3/23/22	22,037	51	\$3.50	\$1.51	0.23%	\$77.10
	3/24/22 - 3/30/22	71,348	74	\$3.74	\$3.61	0.10%	\$267.14
	3/31/22 - 4/6/22	73,902	89	\$3.62	\$3.00	0.12%	\$267.16
	4/7/22 - 4/13/22	76,700	66	\$3.48	\$4.05	0.09%	\$267.24
	4/14/22 - 4/20/22	73,781	101	\$3.62	\$2.65	0.14%	\$267.19
	4/21/22 - 4/27/22	2,703	103	\$3.67	\$2.59	0.14%	\$267.16
	4/28/22 - 5/4/22	41,367	58	\$3.68	\$2.72	0.14%	\$152.08
Total:		431,838	540	\$3.62	\$2.90	0.13%	\$1,864.97
Baseline Metrics				\$4.25	\$3.00	0.08%	
Target Metrics				\$3.75	\$2.00	0.20%	
	Targets individuals who are searching for or reading about specific keywords related to the campaign's goals. This can include individuals searching research and sales sites, but does not include Google searches.						



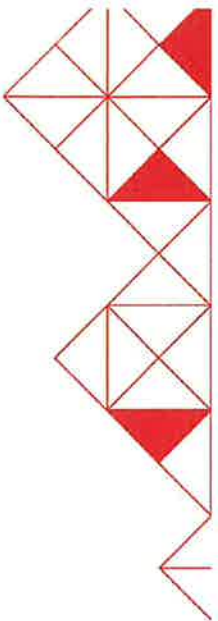
Display: Key Takeaways

We implemented process of employing audience targeting tactics on two separate ad exchanges, and monitoring performance and spend between the two tactics.

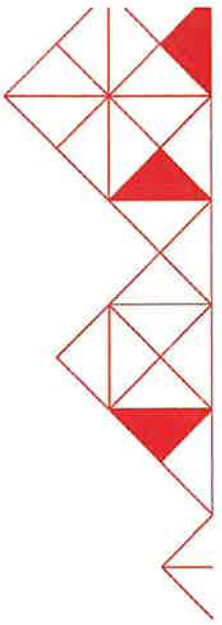
Both display campaigns performed equally from a CTR perspective, but the layered targeting (HHI, parental status and interest in college education) for the Basis Display led to a higher cost per click and associated CPM. Additionally, due to the specific demographics of our target audience, we did not employ broad awareness tactics that are typically less expensive and offset the cost of highly targeted tactics.

Keyword and Contextual Search Retargeting is an effective tactic targeting people who are searching for or reading content relevant to the designated keywords. This tactic was extremely cost effective outperforming our target CPM metrics and saw a CTR well above baseline metrics.

With over 1.8 million impressions targeted display continues to be a key driver of awareness for Nebraska Promise, and while this doesn't always lead to long engagement once a user has landed on the site, the repeated top of mind awareness leads to more and longer return visits to the website.



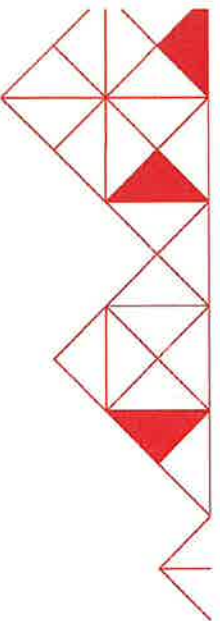
Geofencing



2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend	
Geofencing	3/17/22 - 3/23/22	162,489	159	\$3.30	\$3.37	0.10%	\$536.05	
	3/24/22 - 3/30/22	395,658	311	\$3.16	\$4.02	0.08%	\$1,250.45	
	3/31/22 - 4/6/22	341,396	333	\$3.54	\$3.63	0.10%	\$1,207.38	
	4/7/22 - 4/13/22	370,470	336	\$3.40	\$3.75	0.09%	\$1,258.96	
	4/14/22 - 4/20/22	374,554	294	\$3.37	\$4.30	0.08%	\$1,263.21	
	4/21/22 - 4/27/22	378,753	395	\$3.34	\$3.20	0.10%	\$1,253.25	
	4/28/22 - 5/4/22	195,492	191	\$3.69	\$3.77	0.10%	\$720.77	
	Total:		2,218,812	2,019	\$3.63	\$3.71	0.09%	\$7,499.97
	Baseline Metrics				\$4.25	\$3.50	0.08%	
	Target Metrics				\$4.00	\$2.00	0.20%	
Geofencing performance and pacing is dictated by the breadth of target locations.								

Geofencing by Location

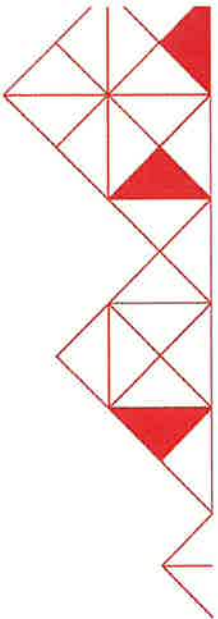
Geofence Location - Top 10 Schools	Impressions	Clicks	CTR	CPM	CPC	Spend
BENSON MAGNET HIGH SCHOOL	145,294	[REDACTED]	1.15	\$3.38	\$3.17	\$491.29
CENTRAL HIGH SCHOOL	185,784	[REDACTED]	1.51	\$3.39	\$4.18	\$630.59
MILLARD NORTH HIGH SCHOOL	84,892	[REDACTED]	0.86	\$3.31	\$5.01	\$200.64
BOYS TOWN HIGH SCHOOL	14,739	[REDACTED]	0.44	\$3.26	\$3.32	\$145.94
OMAHA NORTH MAGNET HIGH SCHOOL	44,241	[REDACTED]	0.45	\$3.38	\$3.64	\$156.40
NORTH PLATTE HIGH SCHOOL	15,212	[REDACTED]	0.38	\$3.30	\$4.01	\$152.42
UNIVERSITY OF NEBRASKA HIGH SCHOOL	40,466	[REDACTED]	0.36	\$3.33	\$3.75	\$154.89
SCOTTSBUFF SENIOR HIGH SCHOOL	27,809	[REDACTED]	0.31	\$3.40	\$3.57	\$110.56
LEXINGTON HIGH SCHOOL	19,251	[REDACTED]	0.28	\$3.28	\$2.26	\$65.18
PLATSMOUTH HIGH SCHOOL	14,786	[REDACTED]	0.19	\$3.33	\$2.45	\$59.22
BELLEVUE EAST SR HIGH SCHOOL	12,597	[REDACTED]	0.15	\$3.48	\$2.92	\$43.81
YORK HIGH SCHOOL	9,271	[REDACTED]	0.14	\$3.36	\$2.22	\$31.14
QUEST FORWARD ACADEMY OMAHA	7,608	[REDACTED]	0.14	\$3.44	\$1.88	\$26.31
BLAIR HIGH SCHOOL	6,473	[REDACTED]	0.13	\$3.26	\$2.12	\$27.59



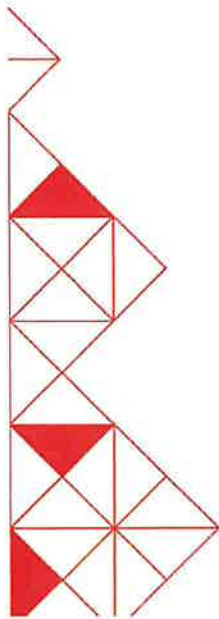
Geofencing: Key Takeaways

We implemented a geofencing campaign by targeting Nebraska high schools around the state. The tactic garnered over 2M impressions and 2,000 clicks. CTRs were slightly above baseline metrics and CPM outperformed target metrics. Lower CTRs and higher CPC, can likely be attributed to us also reaching students who have not yet begun their college search or do not qualify due to HHI.

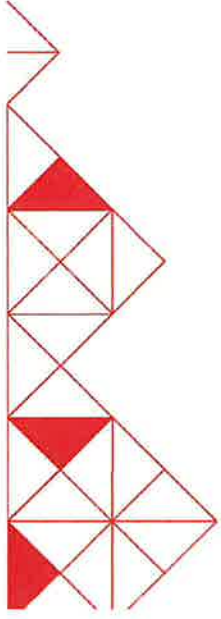
While we aren't able to target by household income, we recommend geofencing in the future due the reach we are able to achieve with high schoolers and teachers across the state. Geofencing remains a cost effective tactic for generating awareness about The Nebraska Promise Program with a broader target audience.



Site Retargeting



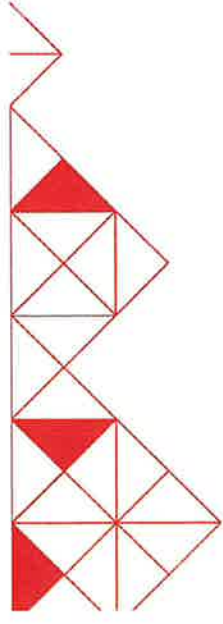
2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
Site Retargeting							
	3/17/22 - 3/23/22	7,039	21	\$3.25	\$1.09	0.30%	\$22.91
	3/24/22 - 3/30/22	41,328	81	\$3.27	\$1.67	0.20%	\$135.25
	3/31/22 - 4/6/22	46,536	60	\$3.18	\$2.47	0.13%	\$148.24
	4/7/22 - 4/13/22	99,151	155	\$3.08	\$1.97	0.16%	\$305.19
	4/14/22 - 4/20/22	93,054	133	\$3.71	\$2.59	0.14%	\$344.62
	4/21/22 - 4/27/22	87,282	112	\$3.90	\$3.04	0.13%	\$340.12
	4/28/22 - 5/4/22	56,882	81	\$3.58	\$2.51	0.14%	\$209.56
Total:		451,272	643	\$3.48	\$2.33	0.15%	\$1,500.05
Baseline Metrics				\$4.25	\$3.50	0.08%	
Target Metrics				\$3.75	\$2.50	0.20%	
Site Retargeting performance and pacing is dictated by the size of the audience pool.							



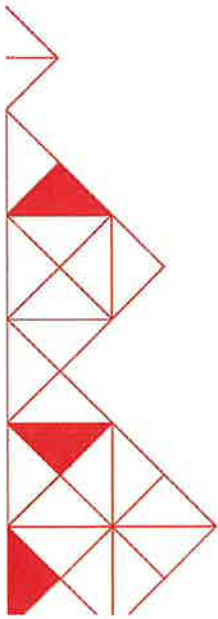
Site Retargeting: Key Takeaways

This tactic outperformed CPM target and achieved great efficiency with a cost per click below benchmarks. The 0.15% CTR shows that people who were previously on the nebraska.edu/nebraska-promise website were more willing than the average person targeted in this campaign to return and engage with more content.

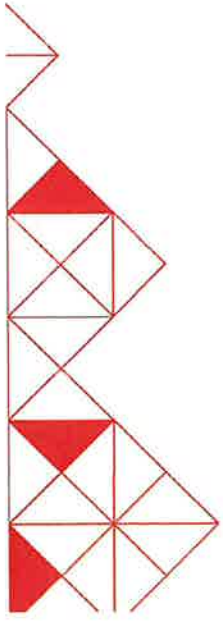
We'd recommend continuing the tactic to help deepen the connection those high-engagers have and encourage them to return and learn more about something they've shown interest in.



Audio Programmatic



2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Completion Rate	Spend
Streaming Audio								
Total	3/17/22 - 3/30/22	94,757	179	\$20.17	\$10.68	0.19%	-	\$1,911.69
Total	3/31/22 - 4/6/22	27,670	93	\$53.89	\$5.26	0.34%	-	\$488.96
Total	4/7/22 - 4/13/22	23,546	69	\$17.17	\$6.85	0.25%	-	\$404.23
Total	4/14/22 - 4/20/22	19,696	69	\$18.30	\$5.22	0.35%	-	\$360.41
Total	4/21/22 - 4/27/22	24,753	95	\$17.51	\$4.56	0.38%	-	\$433.50
Total	4/28/22 - 5/4/22	15,867	50	\$18.05	\$5.73	0.32%	-	\$286.39
Total:		206,289	545	\$18.83	\$7.13	0.26%	89%	\$3,885.18
Baseline & Target Metrics Programmatic streaming audio focuses on completion rate as the key performance indicator. 70% is the baseline minimum completion rate, 85% is our target. Completion rate is drawn down when users exit a program before an ad completes.								

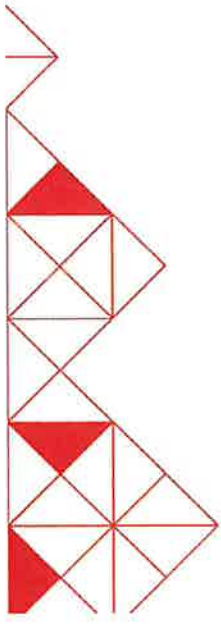


Programmatic Audio: Key Takeaways

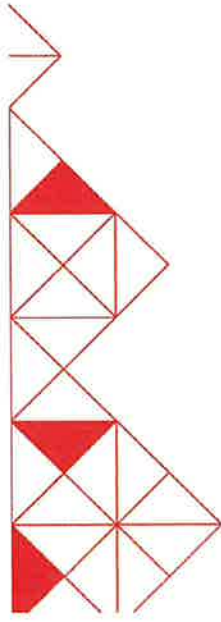
Programmatic streaming audio ads are primarily focused on delivering the long-form audio message to engaged, qualified users.

Significantly more targeted than traditional radio, the placement follows users across podcast and streaming audio platforms and focused more on reaching the right audience than aligning with a specific program or channel.

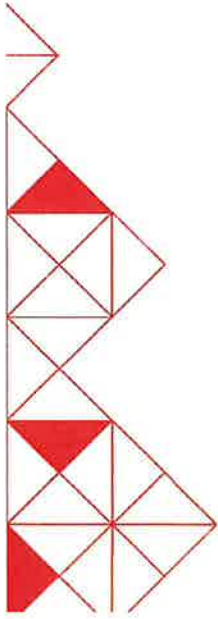
The spots saw very good performance with average completion rates over 98% on AudioGo, 92% on Spotify and 83% for Basis. High completion rates show we are reinforcing the entire Nebraska Promise message at moments where we can capture our target audience's full attention.



Paid Search

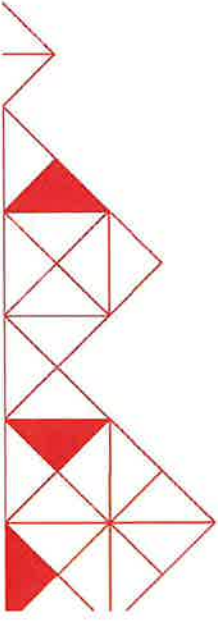


2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
Paid Search							
	3/17/22 - 3/23/22	16,501	1,333	\$73.91	\$0.91	8.08%	\$1,219.54
	3/24/22 - 3/30/22	22,330	1,797	\$51.04	\$0.63	8.05%	\$1,139.63
	3/31/22 - 4/6/22	7,148	831	\$192.34	\$1.65	11.63%	\$1,374.83
	4/7/22 - 4/13/22	9,004	1,020	\$167.05	\$1.47	11.33%	\$1,504.16
	4/14/22 - 4/20/22	9,623	1,007	\$141.59	\$1.31	10.78%	\$1,362.45
	4/21/22 - 4/27/22	9,131	1,025	\$145.51	\$1.30	11.23%	\$1,328.63
	4/28/22 - 5/4/22	9,567	963	\$131.45	\$1.31	10.07%	\$1,257.62
Total:		83,304	8,006	\$110.28	\$1.15	9.61%	\$9,186.94
				Baseline Metrics	\$2.00	2.00%	
				Target Metrics	\$1.00	4.00%	
CTR and CPC vary by campaign and industry. These Baseline and Target metrics are based on our experience with higher education.							



Top Keywords

Keyword	Clicks	Impressions
how do i apply for financial aid	1,208	14,700
scholarship unl	931	7,881
Nebraska Promise Program	679	2,082
tuition free schools	529	6,440
colleges offering free tuition	349	3,784
free tuition nebraska	299	1,112
free student grants	276	3,310
no tuition	251	2,722
tuition and financial aid	238	3,547
free tuition fee university	217	2,549

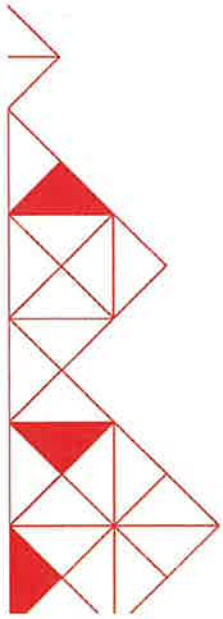


Paid Search: Key Takeaways

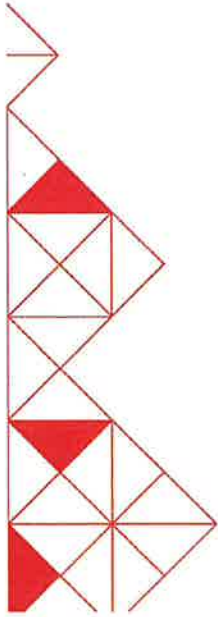
Paid Search allows us to serve text-based ads that appear within search engine results pages often above or below organic search results. The tactic allowed us to reach Nebraskans as they were searching for relevant terms and direct them to The Nebraska Promise landing page.

The tactic resulted in over 8,000 clicks and a CPC just shy of our \$1 target. Paid Search also significantly outperformed CTR target metrics by 5.61%.

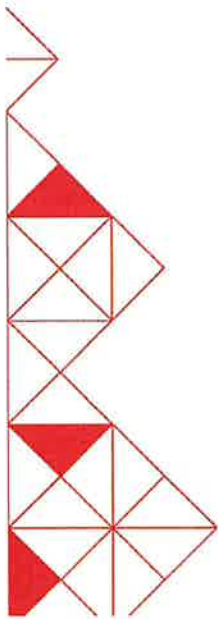
Of the top 10 best performing keywords, 2,600 clicks were attributed to Nebraskans searching for tuition free education opportunities or The Nebraska Promise program.



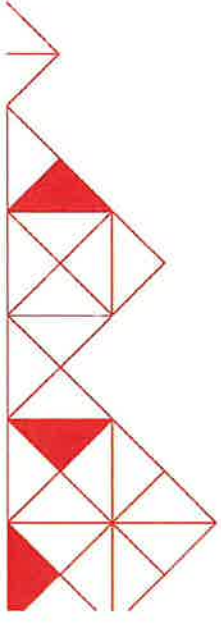
Social



2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
Facebook							
	3/17/22 - 3/23/22	145,994	1,919	\$8.06	\$0.61	1.32%	\$1,176.00
	3/24/22 - 3/30/22	171,051	1,719	\$8.27	\$0.82	1.00%	\$1,414.80
	3/31/22 - 4/6/22	211,532	1,605	\$6.80	\$0.90	0.76%	\$1,439.60
	4/7/22 - 4/13/22	175,647	1,265	\$7.57	\$1.05	0.72%	\$1,329.82
	4/14/22 - 4/20/22	178,196	1,249	\$7.98	\$1.14	0.70%	\$1,422.23
	4/21/22 - 4/27/22	181,482	1,735	\$8.78	\$0.92	0.96%	\$1,592.85
	4/28/22 - 5/4/22	186,771	2,002	\$8.49	\$0.79	1.07%	\$1,586.74
Total:		1,250,673	11,497	\$7.96	\$0.87	0.92%	\$9,981.44
Baseline Metrics				\$10.00	\$4.00	0.20%	
Target Metrics				\$7.00	\$2.00	0.50%	
Inclusion of first-party lists increases CPMs and CPCs in paid social due to scarcity of impressions for individuals targeted. This is a trade-off as those are the specific people we want to reach and is likely worth the additional fees.							



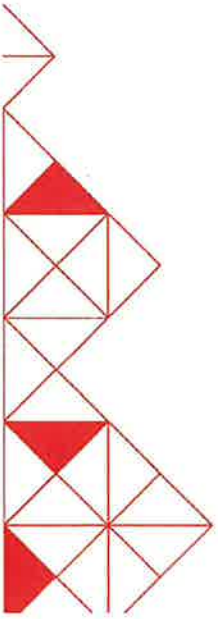
2022 Tactic		Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend
TikTok								
		3/24/22 - 3/30/22	4,254	63	\$5.55	\$0.37	1.48%	\$23.61
		3/31/22 - 4/6/22	287,393	2,589	\$3.74	\$0.42	0.90%	\$1,074.67
		4/7/22 - 4/13/22	302,346	2,506	\$3.87	\$0.47	0.83%	\$1,169.28
		4/14/22 - 4/20/22	273,268	2,346	\$4.24	\$0.49	0.86%	\$1,159.48
		4/21/22 - 4/27/22	221,673	1,850	\$4.84	\$0.58	0.84%	\$1,073.71
		4/28/22 - 5/4/22	91,378	772	\$5.09	\$0.60	0.84%	\$465.13
Total:			1,180,312	10,138	\$4.21	\$0.49	0.86%	\$4,965.80



Social: Key Takeaways

Facebook had a higher than usual cost per thousand due to the narrower target of lower income while TikTok's targeting did not greatly impact overall CPMs. Both tactics allowed us to target low income students interested in college education. Each social tactic had over 1M impressions and additionally outperformed target metric CTRs by .42% (Facebook) and .36% (TikTok). Additionally, CPC metrics were well under \$1 and significantly outperformed target metrics.

We would recommend continuing to utilize social platforms for the promotion of The Nebraska Promise, and allocation a greater portion of the budget to these tactics as well as utilize various pieces of creative to prevent creative burnout and boost engagement.

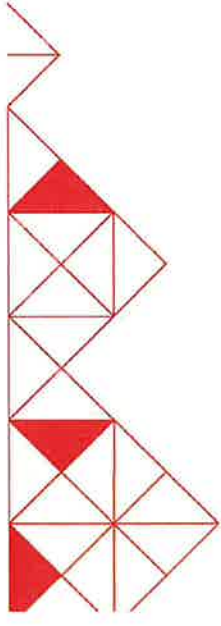


Youtube

2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend	Completion Rate
YouTube								
:6 (Parent)	3/17/22 - 3/23/22	120,954	41	\$1.97	\$5.82	0.03%	\$238.82	85.79%
:6 (Student)	3/24/22 - 3/30/22	55,020	17	\$4.36	\$14.11	0.03%	\$239.89	92.59%
:6 (Student)	3/31/22 - 4/6/22	57,531	32	\$4.47	\$8.06	0.06%	\$257.82	92.03%
:6 (Parent)	3/31/22 - 4/6/22	186,975	16	\$1.86	\$16.12	0.01%	\$257.88	88.14%
:15 (Parent)	4/7/22 - 4/13/22	11,569	25	\$13.69	\$6.50	0.21%	\$162.43	21.62%
:6 (Parent)	4/7/22 - 4/13/22	142,661	6	\$1.80	\$42.89	0.00%	\$257.32	90.58%
:15 (Student)	4/7/22 - 4/13/22	40,515	29	\$14.31	\$5.19	0.28%	\$150.50	21.36%
:6 (Student)	4/7/22 - 4/13/22	50,294	18	\$4.58	\$14.33	0.03%	\$257.88	92.69%
:15 (Parent)	4/14/22 - 4/20/22	75,297	159	\$10.81	\$5.11	0.21%	\$813.07	23.66%
:6 (Parent)	4/14/22 - 4/20/22	145,741	8	\$1.78	\$32.47	0.01%	\$259.76	89.54%
:15 (Student)	4/14/22 - 4/20/22	72,602	149	\$10.56	\$5.14	0.21%	\$766.59	23.98%
:6 (Student)	4/14/22 - 4/20/22	56,263	35	\$4.62	\$7.43	0.06%	\$259.98	92.48%
Baseline Metrics				\$12.00	0.07%	75%		
Target Metrics				\$6.00	0.20%	90%		
Clickthru rate trends lower on YouTube when more large screen impressions are delivered. Cost per impression varies significantly based on video length and targeting, with :06s typically in the \$4-\$5 CPM range, and :15s in the \$8-\$12 range. :30s and longer tend to have a higher cost. Higher income targets also typically draw higher CPMs.								

Reporting 4/21-5/4 cont. on next slide

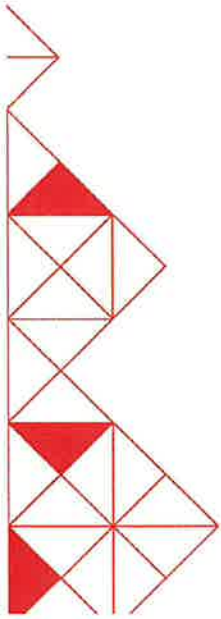
2022 Tactic	Timeline	Impressions	Link Clicks	CPM	CPC	CTR	Spend	Completion Rate
YouTube								
:15 (Parent)	4/21/22 - 4/27/22	70,142	155	\$11.55	\$5.23	0.22%	\$810.03	22.87%
:6 (Parent)	4/21/22 - 4/27/22	149,410	6	\$1.75	\$43.60	0.00%	\$261.61	98.38%
:15 (Student)	4/21/22 - 4/27/22	67,265	102	\$11.56	\$7.62	0.15%	\$777.21	23.47%
:6 (Student)	4/21/22 - 4/27/22	56,513	35	\$4.63	\$7.48	0.06%	\$261.84	92.46%
:15 (Parent)	4/28/22 - 5/4/22	41,290	85	\$11.30	\$5.49	0.21%	\$466.44	23.38%
:6 (Parent)	4/28/22 - 5/4/22	88,929	3	\$1.74	\$50.75	0.00%	\$152.25	90.82%
:15 (Student)	4/28/22 - 5/4/22	47,290	92	\$11.88	\$6.11	0.19%	\$561.84	24.43%
:6 (Student)	4/28/22 - 5/4/22	32,780	15	\$4.63	\$10.12	0.05%	\$151.80	91.95%
Total:		1,497,582	1,028	\$4.92	\$7.16	0.07%	\$7,364.76	
Baseline Metrics				\$12.00	0.07%	75%		
Target Metrics				\$6.00	0.20%	90%		
Clickthru rate trends lower on Youtube when more large screen impressions are delivered. Cost per impression varies significantly based on video length and targeting, with :06s typically in the \$4-\$5 CPM range, and :15s in the \$8-\$12 range. :30s and longer tend to have a higher cost. Higher income targets also typically draw higher CPMs.								



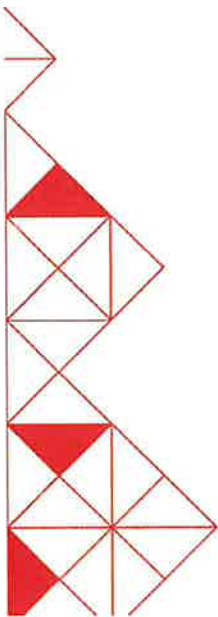
YouTube: Key Takeaways

YouTube offers a cost-effective way to reach a large user-base with a variety of interests. We are able to target based on household income, age and parental status - allowing us to reach students and parents who are likely to qualify for The Nebraska Promise program.

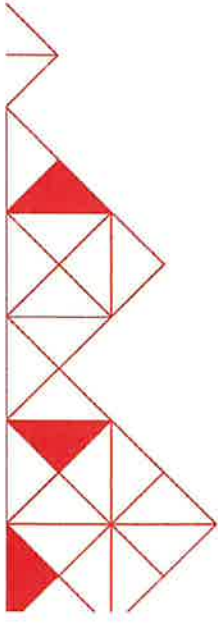
We would recommend this tactic for future campaigns, however, would recommend pairing a :14s cut of the video with the :5s bumper. This will allow the the :14s ad to be unskippable and will result in completion rates of 80%+. Using skippable ads typically results in completion rates of 20-40%.



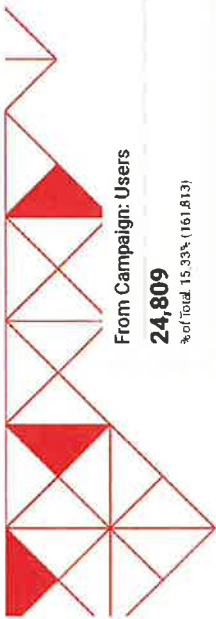
Email



2022 Tactic	Timeline	Sends	Opens	Open Rate	Link Clicks	CPM	CPC	CTR	Spend
Targeted Email - Site Impact									
	3/31/22 - 4/6/22	83,868	17,490	21%	1,779	\$10.00	\$0.47	2.12%	\$838.68
	4/14/22 - 4/20/22	83,868	16,143	19%	1,301	\$10.00	\$0.64	1.55%	\$838.68
Total:		167,736	33,633	20%	3,080	\$10.00	\$0.54	1.84%	\$1,677.36
Baseline Metrics				15%			\$2.00		
Target Metrics				20%			\$1.00		
Follow-up sends tend to have a lower open rate than initial sends. SK Average for 2021 targeted email opens was 17.5%									



Analytics



From Campaign: Users

24,809

% of Total: 15.33% (161,813)



From Campaign: New Users to NP

24,605

% of Total: 15.07% (155,003)



From Campaign: Avg. Time on NP Pages

00:03:52

Avg for New: 00:02:25 (59.24%)



From Campaign: Avg. time on page and pages/session

Source / Medium	Avg. Time on Page	Pages / Session
Simplifi / Site_Retargeting	00:08:44	1.09
Google / SEM	00:05:47	1.11
Simplifi / Geofencing	00:05:23	1.06
Basis / Audio	00:03:59	1.03
Email1 / Email	00:03:53	1.08
Simplifi / Keyword	00:03:25	1.03
Basis / Demo	00:03:20	1.03
Social / FB_Insta	00:02:54	1.07
Email2 / Email	00:02:37	1.27
Google / YouTube	00:02:28	1.12

Users to NP

30,136

% of Total: 18.62% (161,813)



New Users to NP

29,673

% of Total: 19.14% (155,003)



Avg. Time on NP Pages

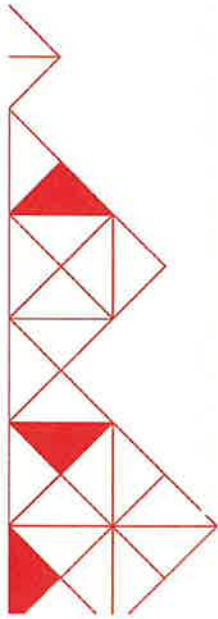
00:04:30

Avg for New: 00:02:25 (85.43%)



Avg. time on page and pages/session

Source / Medium	Avg. Time on Page	Pages / Session
editunca.nebraska.edu / referral	00:20:54	0.00
khak.com / referral	00:16:05	2.00
(not set) / TikTok	00:11:02	1.04
dining.unl.edu / referral	00:10:03	1.67
(not set) / NP-webpage	00:09:19	1.17
Simplifi / Site_Retargeting	00:08:44	1.09
lnkd.in / referral	00:08:21	1.50
uscollegeinternational.com / referral	00:08:02	1.09
unomaha.edu / referral	00:07:11	1.18
ncta.unl.edu / referral	00:07:07	1.08



From Campaign: Total NP Pageviews

30,072

% of Total: 11.70% (256,979)

Total NP Pageviews

39,211

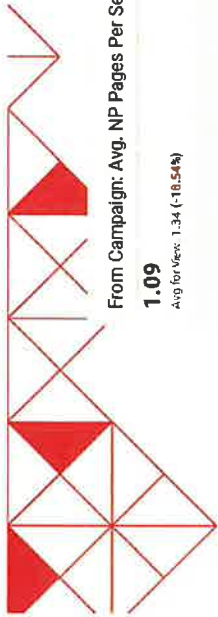
% of Total: 16.81% (233,264)

From Campaign: Pageviews based on source/medium

Source / Medium	Unique Pageviews	Pageviews
Social / FB_Insta	9,481	9,875
Google / SEM	7,133	7,834
Simplifi / Geofencing	2,477	2,621
Social / TikTok	1,833	2,063
Basis / Demo	1,113	1,143
Simplifi / Keyword	1,029	1,062
Simplifi / Site_Retargeting	964	1,050
Email1 / Email	926	987
Email2 / Email	913	1,039
Sff / AGF	884	904

Pageviews based on source/medium

Source / Medium	Unique Pageviews	Pageviews
Social / FB_Insta	9,481	9,875
Google / SEM	7,135	7,836
NebraskaPromise / NP-webpage	4,109	4,510
google / organic	3,098	3,353
Simplifi / Geofencing	2,477	2,621
Social / TikTok	1,833	2,063
(direct) / (none)	1,632	1,781
Basis / Demo	1,113	1,143
Simplifi / Keyword	1,029	1,062
Simplifi / Site_Retargeting	964	1,050



From Campaign: Avg. NP Pages Per Session

1.09

Avg. for View: 1.34 (-18.54%)

From Campaign: Total Events on NP Pages

4,304

% of Total: 5.44% (79,071)

From Campaign: Total Unique Events on NP Pages

3,954

% of Total: 5.57% (71,033)

From Campaign: Events by Label on NP Pages

Event Label	Unique Events	Total Events
APPLY NOW	967	1,019
MORE INFORMATION	787	790
FAQ	335	345
(not set)	188	381
English	173	191
Read our FAQs	104	106
https://ncta.unl.edu/nebraska-resident-applicants?utm_source=NebraskaPromise&utm_medium=NP-webpage	91	98
https://www.unl.edu/admissions/undergraduate-application-options.php?utm_source=NebraskaPromise&utm_medium=NP-webpage	90	99
https://www.unomaha.edu/admissions/apply/undergraduate/index.php?utm_source=NebraskaPromise&utm_medium=NP-webpage	90	96
MORE INFO	89	97

Avg. NP Pages Per Session

1.11

Avg. for View: 1.34 (-17.04%)

Total Events on NP Pages

8,458

% of Total: 10.70% (79,071)

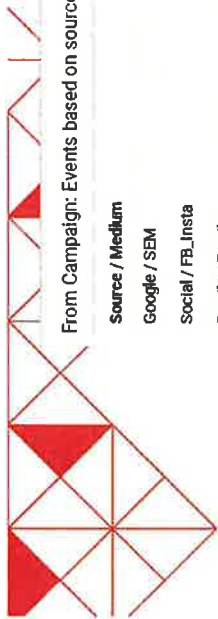
Total Unique Events on NP Pages

7,868

% of Total: 11.08% (71,033)

Events by Label on NP Pages

Event Label	Unique Events	Total Events
APPLY NOW	1,748	1,851
MORE INFORMATION	1,360	1,368
FAQ	533	547
https://www.unomaha.edu/admissions/apply/undergraduate/index.php?utm_source=NebraskaPromise&utm_medium=NP-webpage	412	461
https://admissions.unl.edu/apply/?utm_source=NebraskaPromise&utm_medium=NP-webpage#apply-now	353	389
(not set)	260	468
Read our FAQs	259	265
https://studentaid.gov/h/apply-for-aid/fafsa	254	264
https://www.unl.edu/admissions/undergraduate-application-options.php?utm_source=NebraskaPromise&utm_medium=NP-webpage	236	259
English	224	244



From Campaign: Events based on source/medium

Events based on source/medium

Source / Medium	Unique Events	Total Events	Source / Medium	Unique Events	Total Events
Google / SEM	1,773	1,845	Google / SEM	1,773	1,845
Social / FB_Insta	986	1,055	NebraskaPromise / NP-webpage	1,717	1,891
Email / Email	590	602	google / organic	1,138	1,178
Email / Email	323	337	Social / FB_Insta	986	1,055
Social / TIKTok	180	183	Email / Email	590	602
Google / YouTube	43	220	(direct) / (none)	343	348
Simplifi / Geofencing	20	21	Email / Email	324	338
Basis / Demo	15	17	Social / TIKTok	180	183
Simplifi / Site_Retargeting	10	10	m.facebook.com / referral	107	108
Basis / Audio	8	8	bing / organic	88	91

Users and New Users by Source / Medium

Source / Medium	Users	New Users
Social / FB_Insta	8,705	8,618
Google / SEM	6,094	5,878
NebraskaPromise / NP-webpage	3,122	316
google / organic	2,340	1,994
Simplifi / Geofencing	2,183	2,120
Social / TIKTok	1,774	1,774
(direct) / (none)	1,225	1,183
Basis / Demo	1,058	1,044
Simplifi / Keyword	960	940
Sifi / AGF	816	807

3. BIDDER'S COST PROPOSAL

ATTACHMENT A: COST PROPOSAL
Request for Proposal NPGAP2024.1

Bidder Name: Smith Kroeger

MEDIA PLANNING			
	Total Fixed Cost		
	Initial Term	Optional Renewal One	Optional Renewal Two
1. Strategic Planning & Market Research – Development of Strategic Marketing Plan	\$ 17,920	same	\$ 19,200
2. Design of Public Awareness Campaign and Branding	\$ 25,200	same	\$ 27,000
3. Account Services and Management	\$ 70,560 (\$5,880/mo)	same	\$ 75,600 (6,300/mo)
4. Website	\$ 6,000 (\$500/mo)	same	\$ 6,600 (\$550/mo)
5. Other (Please Specify)	0% media commission	same	same
MEDIA PRODUCTION			
	Unit Cost		
	Initial Term	Optional Renewal One	Optional Renewal Two
1. Media Production of Public Awareness Campaign (Provide individual cost for each item)	Individual costs listed below	Individual costs listed below	Individual costs listed below
a. Video/Television Production (15- 30 seconds of video content)	\$ 20,000	same	\$ 22,000
b. Audio Media Production (15-30 seconds of audio content)	\$ 1,880	same	\$ 2,100
c. Print Media Production – Print Advertisement	\$ 1,120	same	\$ 1,200
d. Digital Media and Social Media Production	\$ 1,540	same	\$ 1,650
e. Website	\$ 12,040	same	\$ 12,900
f. Other (Please Specify)	Graphic video production: 15 sec graphic video: \$3,080 30 sec graphic video: \$5,040 SK-produced video production using stock, SK studio or agency-captured video: 15 sec video: \$4,480 30 sec video: \$8,400 Billboard: \$1,120	same	Graphic video production: 15 sec graphic video: \$3,300 30 sec graphic video: \$5,400 SK-produced video production using stock, SK studio or agency-captured video: 15 sec video: \$4,800 30 sec video: \$9,000 Billboard: \$1,200
2. Branding Toolkit (See RFP Section V.C. 1. H.)	\$ 5,600	same	\$ 6,000

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:	Smith Kroeger
Bidder Address:	111 S. 108 th Ave. Omaha, NE 68154
Contact Person & Title:	Sara Wilson, President
E-mail Address:	swilson@smithkroeger.com
Telephone Number (Office):	402-330-0110
Telephone Number (Cellular):	402-699-1458
Fax Number:	402-330-8791

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:	Smith Kroeger
Bidder Address:	111 S. 108 th Ave. Omaha, NE 68154
Contact Person & Title:	Brett Sneed, SVP Business Development
E-mail Address:	bsneed@smithkroeger.com
Telephone Number (Office):	402-330-0110
Telephone Number (Cellular):	402-960-8604
Fax Number:	402-330-8791

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.

SW 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:	Smith Brueger
COMPLETE ADDRESS:	111 S. 108 th Ave. Omaha, NE 68154
TELEPHONE NUMBER:	402-330-0110
FAX NUMBER:	402-330-8191
DATE:	April 18, 2024
SIGNATURE:	Sara Wilson
TYPED NAME & TITLE OF SIGNER:	Sara Wilson, President