

OFFICIAL BID PRICE SHEET

710-23-0007 Quality Early Care and Education Outreach and Promotion Campaign

COST PROPOSAL MUST BE SUBMITTED SEALED SEPARATELY FROM THE TECHNICAL PROPOSAL. ANY REFERENCE TO ACTUAL COST(S) INCLUDED WITH THE TECHNICAL PROPOSAL SHALL RESULT IN OFFEROR'S PROPOSAL BEING REJECTED.

The Official Bid Price Sheet is to be used as a cost evaluation tool for comparison of bidders' costs. Pricing must include all relative expenses as outlined in the bid. The proposed annual amount must be at or below the maximum allowable annual amount.

A detailed budget must be provided to support the Official Bid Price Sheet that includes a breakdown of all expenditures included in the annual amount.

ITEM	DESCRIPTION	ANNUAL AMOUNT	MAXIMUM ALLOWABLE ANNUAL AMOUNT
1	Quality Early Care and Education Outreach and Promotion Campaign	\$500,000.00	\$500,000.00

Reimbursements for mileage, lodging, meals, and promotional items are at the discretion of DHS. The Prospective Contractor may include expenditures for reimbursement on the budget submitted so long as the budget total does not exceed the maximum allowable annual amount.

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Pricing Methodology

Güd Marketing has developed estimated budgets that correlate with our overall approach and process to build and execute the Arkansas Department of Human Services' Division of Child Care and Early Childhood Education's (DCCECE) outreach and promotion campaign. Our price remains valid for 180 days following the bid opening. Please note the following assumptions in the development of the estimated costs:

- Güd is a fee-based agency offering a blended rate based on the combined level of professional experience at each service category.
- We've created customized budgets to connect our senior integrated team with the different, unique needs of this campaign.
- We've outlined costs to achieve our process approach in a manner to meet your timeline, goals and desired outcomes within the \$500,000 allocated annual funding.
- Our media placement does include a standardized agency commission, which in turn covers all placement, monitoring and management of media.
- We typically attain value-added (free) placements of at least 25% of the GRP goal in our paid media.
- When the campaign plan is presented, we confirm costs for DCCECE final review and approval; a detailed breakdown of all costs associated with each message, media type and placement will be outlined. This will be done on an annual basis.
- Güd Marketing will immediately pass any reductions or costs savings on to DCCECE as applicable during the contract period.
- Güd Marketing is a Woman-Owned Small Business (WOSB) and Disability Owned Business Enterprise (DOBE).

PROJECT COMPONENTS	COST					NOTES
	Year 1	Year 2	Year 3	Year 4	Year 5	
1. LISTEN, LEARN & LEAD						
<p>Project Launch Meeting</p> <ul style="list-style-type: none"> • Introduction to the Güd Marketing team and account manager who will lead the day-to-day work and oversee project management. • A brief user-friendly online intake survey (provided ahead of launch meeting). • Discussion around performance outcomes and what success looks like. <p><i>*Intake meetings intended to take place in person; Güd Marketing will be present in Little Rock</i></p>	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	<p>Güd will foster a culture of collaboration with the DCCECE team, establishing points of contact, meeting cadence, an overall understanding of internal and external barriers and opportunities, and more.</p> <p>Our teams will consistently meet (weekly/bi-weekly or otherwise) throughout the Contract Term; on an annual basis, we'll meet to reassess goals, KPI and ongoing communications needs.</p> <p><i>*Additional review meetings will be held at the conclusion of each 12-month period to reestablish KPI, alter goals and specific measures as needed.</i></p>
<p>Value Received:</p> <ul style="list-style-type: none"> • Intake meeting with a conference report that details all agreements made, a summary of any short-term or immediate communication needs and a detailed work plan that defines Güd Marketing and DCCECE's scheduled tasks, timing, and budget allocations. • On an annual basis, Güd Marketing will meet with DCCECE and noted partners to review goals, progress and any changes to be addressed. This process will allow messages to be refined and to reengage planning with insight of community impacts. 						
2. DISCOVER THE WHY						
<p>Secondary Research</p> <p>We will examine Arkansas and Better Beginnings-specific data including licensed providers in the child care provider database to identify any noticeable factors (e.g., geographic areas that represent "childcare deserts") and Better Beginnings website traffic.</p> <p>Audience Analysis</p> <ul style="list-style-type: none"> • We will investigate and analyze available audience data for Arkansas with immediate emphasis on outlined communities with the highest concentration of disproportionately impacted residents. • Utilization of Census and SVI data to further detail the demographic composition. • Analysis of similar education and awareness outreach campaigns. Güd will analyze campaigns and identify evidence of success. • Audience media consumption analysis for the education/awarness components. 	\$5,000	\$3,000	\$3,000	\$3,000	\$3,000	<p>We will identify industry trends and peer educational program outreach strategies to help establish plan direction.</p> <p>We will analyze campaign and audience data on an annual basis and continually monitor demographic changes/shifts.</p> <p>We will identify barriers and motivations as they relate to the audiences of focus; uncover what messages best resonate. Identify best outreach and messaging strategies based on audience profile.</p>

PROJECT COMPONENTS	COST					NOTES
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<p>Primary Research</p> <p><i>Stakeholder Interviews</i></p> <p>Güd Marketing will coordinate and conduct a series of 12-15 in-depth, one-on-one or small-group interviews via Zoom or phone with key stakeholder to gain vital insights to inform research and set the stage for building an outreach and education framework in year one.</p> <p>*6-10 in-depth interviews are proposed for the subsequent years.</p>	\$12,000	\$5,000	\$7,000	\$5,000	\$5,000	<p>Guided dialogue with stakeholders will yield specific barriers and opportunities that will direct messaging and strategy. We will delve deeper into factors including:</p> <ul style="list-style-type: none"> • The background of Better Beginnings and previously employed education/outreach messaging and strategies • Current audience knowledge and perceptions of Better Beginnings and early child care • Commonly identified issues with receiving and utilizing vouchers in high-quality settings
<p><i>Focus Groups</i></p> <p>In-depth discussions with parents – expertly conducted in-person or online by Güd Marketing — will provide concentrated insights into the motivations and barriers, thought processes, points of confusion and rationale around issues, including:</p> <ul style="list-style-type: none"> • If and how they are seeking child care • The child care sources they identify as viable • Whether or not they have heard of Better Beginnings and what their perceptions are • How they define high-quality child care and the value they place on attaining it <p>*Güd Marketing recommends two (2) baseline focus groups be held in year 1; additional focus groups to determine message relevance and campaign impact are recommended in year 3.</p>	\$30,000	N/A	\$35,000	N/A	N/A	<ul style="list-style-type: none"> • Focus groups to be held with 7-10 individuals fitting best audience profile composition; sessions to be recorded, expertly recruited and moderated.
<p>Value Received:</p> <ul style="list-style-type: none"> • Development of a strategic direction; creation of a clear, concise messaging direction; drafting of a comprehensive campaign brief and audience profile to launch agency teams on solutions. 						
<p>3. UNCOVER SOLUTIONS</p>						
<p>Messaging and Campaign Thematic</p> <p>Güd Marketing is committed to pairing strategic communications strategies with an overall creative concept that resonates with specified audiences and accomplishes the goals of each campaign. Our creative team will use data-driven audience insights to outline broad creative concepts. This will be achieved through a process of ideation, innovation and evaluation of concepts in terms of:</p> <ul style="list-style-type: none"> • Appeal, approachability and aptness for DCCECE's audiences • Compatibility with outreach tactics • Ability to accomplish campaign goals • Capacity for versatility throughout campaign tactics <p>*Campaign messaging and creative evolution(s) will be revisited on an annual basis</p>	\$35,000	\$15,000	\$15,000	\$15,000	\$15,000	<ul style="list-style-type: none"> • The strongest campaign concepts will emerge through a collaborative process of discussion, assessment and elimination. Güd Marketing will present 2-3 concepts to DCCECE for review and directional approval. • The approved concept will be developed in alignment with our overarching strategic communications plan to work in concert to achieve campaign goals.
<p>Strategic Communications Plan</p> <p>Our team will work closely with DCCECE's to tailor a strategic plan that details how awareness and participation will be increased through multiple tactical measures. The plan will include the following:</p> <ul style="list-style-type: none"> • Overall communications strategy • Messaging variations for specific audience groups • Media strategy • Other strategies and tactics agreed upon that may include partnership activations, events and grassroots community outreach <p>*Communications plan will be produced on an annual basis</p>						<ul style="list-style-type: none"> • Our research and strategy teams will collaborate with senior professionals from all marketing disciplines to ideate and produce directional recommendations for review and approval by DCCECE. • We will conduct a media landscape analysis to identify the habits of DCCECE's audience groups — how, when, where and why they consume media — to inform recommendations for media activities (paid, earned and owned) that will most aptly reach your audience to achieve campaign goals.
<p>Value Received:</p> <ul style="list-style-type: none"> • A detailed and creative education outreach campaign plan for DCCECE with messaging structure including diversity and inclusion considerations; paid, earned and owned media plan framework; final campaign impact strategy and budget allocation recommendations. 						

PROJECT COMPONENTS	COST					NOTES
	Year 1	Year 2	Year 3	Year 4	Year 5	
4. IGNITE CHANGE						
<p>Paid Media</p> <ul style="list-style-type: none"> Media schedule including flight dates, geographic breakdown, media weight, messages and advertising vehicles for campaign. Also includes negotiation and scheduling with media vendor(s). Annual media mix to be reviewed and approved by DCCECE. Cost inclusive of all anticipated paid media annually. <p><i>Campaign Optimization and Reporting</i></p> <ul style="list-style-type: none"> Analytics monitoring and reporting; adjustments to campaign to ensure optimal performance and exposure. Monthly written reports to be provided. 	\$182,500	\$235,000	\$225,000	\$243,500	\$240,000	<ul style="list-style-type: none"> Our experienced paid media team has access to the industry's top media and evaluation tools, allowing us to implement and capitalize on paid media tactics fully. Over the past five years, we have planned, scheduled, placed and reconciled more than \$45 million in paid media. We seek to attain value-added placements of at least 25% of the GRP goal in our proposed media buy. Value-add opportunities: Our media partners are accustomed to a starting point below their rate cards due to the nature of our work. The first type of added value we negotiate is additional inventory, similar in kind and quality to what is detailed in the core contract.
<p>Earned media & Grassroots Activation</p> <ul style="list-style-type: none"> Various public relations strategies will be implemented. We will work to build a editorial calendar and outreach plan to endorse the efforts of the education and awareness outreach campaign, highlighting events, partners and relevant stories. Intentional focus on localized stories, leveraging earned media opportunities, direct communication with educators, stakeholders, partners and other relevant strategic activities will allow for a successful earned media component. Grassroots community outreach, coalition building, community events and engagement will be at the forefront of our earned media efforts — especially in year 1 to establish partnerships early in the campaign. 	\$80,000	\$80,000	\$70,000	\$80,000	\$80,000	<ul style="list-style-type: none"> We will work with DCCECE to identify earned media needs and opportunities to form a plan for public and grassroots community relations
<p>Owned Media</p> <ul style="list-style-type: none"> Management and content coordination for DCCECE media channels – social platforms, website, print publications and other directly-owned materials related to the educational and awareness outreach from Better Beginnings. Additional items managed on behalf of DCCECE such as email, blog/podcasts, interactive content, etc. will be outlined in the strategic communications plan and approved by DCCECE. Event-based engagement and partnership/sponsorship opportunities will be considered as a part of the communications plan; promotional materials to be developed specifically for event-based activities. 	\$55,000	\$75,000	\$65,000	\$70,000	\$70,000	<ul style="list-style-type: none"> Our team will review all existing owned channels with a new lens to optimize owned media efforts, incorporating new creative and messaging as necessary and maintaining consistency of thematic and messaging across all DCCECE platforms.
<p>Creative Development</p> <ul style="list-style-type: none"> All creative development (content and design) for the integrated strategic communications plan – including materials for advertisements, videos, promotional materials, social, digital, print, event materials and more. Creative development also accounts for materials that need to be translated/transcreated (e.g., Spanish language materials). 	\$92,000	\$78,500	\$71,500	\$75,000	\$75,000	<ul style="list-style-type: none"> Güd Marketing is committed to producing deliverables meticulously compliant with 508 standards for our clients. We follow WCAG 2.1 AA, which details the most recently updated specifications. Led by our ADA-Certified specialist, our team is vigilantly mindful of accessibility in all developmental details related to structure, fonts, color contrast, graphics, tagging, flow of information, language clarity and coding. Commitment to cultural competency is woven throughout all of Güd Marketing's work. Beyond race, ethnicity, gender and sexual orientation, we are also committed to diversity on multiple fronts that are underrepresented in broad communications — body types of all shapes and sizes, faces with freckles, tattoos, wrinkles and scars — breaking the mold on how communicators "typically" represent any audience group
<p>Value Received:</p> <ul style="list-style-type: none"> Development and execution of DCCECE's Better Beginnings public marketing and education outreach campaign; production of all deliverables associated with the campaign (paid media, earned media, owned media and creative development); copies of all campaign artwork, logos, photos, copy treatments, etc. 						

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5. MEANINGFUL, MEASURABLE IMPACT						
Campaign Success Reporting <ul style="list-style-type: none"> Upon campaign completion, Gúd Marketing will develop a detailed campaign report — a campaign recap detailing an analysis of the campaign's alignment with set goals and advertising components. This report will include performance outcomes documenting each component's effectiveness — we are committed to providing return on investment to our partners. For subsequent years, we will submit an annual report to DCCECE that includes an evaluation of the campaign's effectiveness by August 15th of each year during our contract period. 	\$5,000	\$5,000	\$5,000	\$5,000	\$8,500	Year 5 will compile findings from entire Contract Term and outline future-forward recommendations to DCCECE.
Value Received: <ul style="list-style-type: none"> Campaign recap report including the impact achieved, metrics, performance results, campaign insights and recommendations for future efforts; An annual campaign report by August 15th of each year of our contract. 						

Total Annual Budget :	Year 1	Year 2	Year 3	Year 4	Year 5
		\$500,000	\$500,000	\$500,000	\$500,000