

SUCCESSFUL VENDOR RESPONSES
TO ALC-RFQ-140001

State of Arkansas
ARKANSAS LOTTERY COMMISSION

REQUEST FOR QUALIFICATIONS

RFQ Number: ALC-RFQ-140001	Buyer:
Commodity: Supplemental Advertising, Marketing and Media Services	RFQ Opening Date: June 5, 2014
Date: May 21, 2014	RFQ Opening Time: 4:00 P.M. CST

RFQ RESPONSES WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE RFQ RESPONSE ENVELOPE **MUST** BE SEALED AND SHOULD BE PROPERLY MARKED WITH THE RFQ NUMBER, DATE AND HOUR OF RFQ OPENING AND VENDOR'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE ARKANSAS LOTTERY COMMISSION.

Vendors are responsible for delivery of their RFQ documents to the Arkansas Lottery Commission. When appropriate, Vendors should consult with delivery providers to determine whether the RFQ documents will be delivered to the Arkansas Lottery Commission office street address prior to the scheduled time for RFQ opening. Delivery providers, USPS, UPS, FedEx, and DHL deliver mail to our street address, 124 W. Capitol Avenue, Suite 1400, Little Rock, AR 72201, on a schedule determined by each individual provider. These providers will deliver to our offices based solely on our street address.

MAILING ADDRESSES: P.O. Box 3238 Little Rock, AR 72203	RFQ OPENING LOCATION: Arkansas Lottery Commission Offices
TELEPHONE NUMBER: (501) 683-2000	

Company Name: Mangan Holcomb Partners

Name (type or print): David Rainwater

Title: Principal/CEO

Address: 2300 Cottondale Lane, Suite 300, Little Rock, Arkansas 72202

Telephone Number: 501-376-0321

Fax Number: 501-376-6127

E-Mail Address: david@manganholcomb.com

Signature: 

USE INK ONLY; UNSIGNED RFQs WILL NOT BE CONSIDERED

Identification:

* 71-0432070

*

Federal Employer ID Number

Social Security Number

FAILURE TO PROVIDE TAXPAYER IDENTIFICATION NUMBER MAY RESULT IN RFQ REJECTION

Business Designation (check one):	Individual *	Sole Proprietorship *	Public Service Corp *
	Partnership *	Corporation * X	Government/ Nonprofit *

GENERAL DESCRIPTION:	Comprehensive Advertising, Marketing, and Media Services
TYPE OF CONTRACT:	Term
BUYER:	
AGENCY P.R. NUMBER	

INVOICE TO:

F.O.B:

MINORITY-OWNED AND FEMALE-OWNED BUSINESS POLICY

Participation by minority-owned and female-owned businesses is encouraged in this and all other procurements by state agencies. "Member of a minority" is defined at Arkansas Code Annotated § 23-115-103(15) as "a lawful permanent resident of this state who is: (A) African American; (B) Hispanic American; (C) American Indian; (D) Asian American; or (E) Pacific Islander American." "Minority-owned business" is defined at Arkansas Code Annotated § 23-115-103(16) as "a business that is owned by: (A) An individual who is a member of a minority who reports as his or her personal income for Arkansas income tax purposes the income of the business; (B) A partnership in which a majority of the ownership interest is owned by one (1) or more members of a minority who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the income of the partnership; or (C) A corporation organized under the laws of this state in which a majority of the common stock is owned by one (1) or more members of a minority who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the distributed earnings of the corporation". The Arkansas Economic Development Commission conducts a certification process for minority businesses. Vendors unable to include minority-owned business as subcontractors "may explain the circumstances preventing minority inclusion."

"Female-owned business" is defined at Arkansas Code Annotated § 23-115-103(5) as "a business: (A) Whose management and daily business operations are under the control of one (1) or more females; and (B) Either: (i) Individually owned by a female who reports as her personal income for Arkansas income tax purposes the income of the business; (ii) Which is a partnership in which a majority of the ownership interest is owned by one (1) or more females who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the income of the partnership; or (iii) Which is a corporation organized under the laws of this state in which a majority of the common stock is owned by one (1) or more females who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the distributed earnings of the corporation."

Mangan Holcomb Partners complies with, concurs with, acknowledges, and/or understands the following:

1. Minority-owned and Female-owned Business Policy

Comment: Mangan Holcomb Partners' policy is to seek out and utilize minority-owned and female-owned vendors whenever possible. As the longtime agency for several state accounts – the Keep Arkansas Beautiful Commission, the Department of Arkansas Heritage and the Arkansas Insurance Department – the agency understand the importance of this practice. MHP uses minority-owned and female-owned vendors for a wide array of services, including marketing research, production, public relations support and printing.

2. Equal Employment Opportunity Policy

3. Technology Access for the Blind

4. Act 157 of 2007 Employment of Illegal Immigrants

5. Arkansas Lottery Commission Major Procurement Rules

6. Alteration of Original RFQ Documents

7. Requirement of Addenda

8. Delivery of Response Documents

9. Multiple Awards Possible

10. Intent to Award

11. Reservation

12. Past Performance

13. EO-98-04 Governor's Executive Order

14. Outstanding Tax Liability

15. Vendor Requests



Section 1.0 GENERAL INFORMATION

Mangan Holcomb Partners complies with, concurs with, acknowledges, and/or understands the following:

1. Introduction/Issuing Agency
2. Schedule of Events
3. Caution to Vendors
4. RFQ Format
5. Sealed Prices
6. Type of Contract
7. Payment and Invoice Provisions
8. Proprietary Information
9. Clarification of RFQ and Questions
10. Bid Evaluation
11. Oral and/or Written Presentations/Demonstrations
12. Performance Security
13. Prime Contractor Responsibility
14. Delegation and/or Assignment
15. Conditions of Contract
16. Cancellation
17. Statement of Liability
18. Award Responsibility
19. Independent Price Determination
20. Publicity
21. Confidentiality
22. Proposal Tenure
23. Cost
24. Warranties
25. Ongoing Performance Requirements
26. Vendor Qualifications
27. Negotiations
28. Indemnification – Third-Party Claims
29. Intellectual Property Infringement
30. Licenses and Permits
31. Ownership of Data & Materials
32. Definition of Terms



Section 2.0 ALC OVERVIEW

Mangan Holcomb Partners complies with, concurs with, acknowledges, and/or understands the following:

1. Product Offering
2. Revenue Operating Expenses & Proceeds
3. U.S. Lotteries' Sales
4. Sales by County
5. Marketing Research
6. Type of Contract
7. Payment and Invoice Provisions
8. Proprietary Information
9. Clarification of RFQ and Questions
10. Bid Evaluation
11. Oral and/or Written Presentations/Demonstrations
12. Performance Security
13. Prime Contractor Responsibility
14. Delegation and/or Assignment

Section 3.0 ALC OBJECTIVES

Mangan Holcomb Partners acknowledges and/or understands all information presented in this section of the RFQ.

Section 4.0 ADVERTISING COMPENSATION

Mangan Holcomb Partners acknowledges and/or understands all information presented in this section of the RFQ.



Section 5.0 ADDITIONAL VENDOR REQUIREMENTS

Section 5.1 VENDOR PROFILE

- 1) Business name: **Mangan Holcomb Rainwater Culpepper dba Mangan Holcomb Partners (MHP)**
- 2) Business address: **2300 Cottondale Lane, Suite 300, Little Rock, Arkansas 72202**
- 3) Alternate business address: **None**
- 4) Primary contact name, title, telephone, fax, and email address:
David Rainwater
Principal/CEO
501-376-0321
501-376-6127
david@manganholcomb.com
- 5) How many years this company has been in this type of business: **42 (established July 17, 1972)**
- 6) Proof that the Vendor is qualified to do business in the state of Arkansas: **Mangan Holcomb Partners is incorporated in the state of Arkansas**
- 7) A disclosure of the Vendor's name and address and, as applicable, the names and addresses of the following:
 - (a) If the Vendor is a corporation, the officers, directors, and each stockholder of more than a ten percent (10%) interest in the corporation:
David Rainwater, Principal/CEO
C.C. "Chip" Culpepper, Principal/Chief Creative Officer
Sharon Tallach Vogelpohl, Principal/President
 - (b) A disclosure of all the states and jurisdictions in which the Vendor does business and the nature of the business for each state or jurisdiction:
Mangan Holcomb Partners
Arkansas, marketing communications services
Tennessee, marketing communications services
Mississippi, marketing communications services
Louisiana, marketing communications services
Missouri, marketing communications services
Kansas, marketing communications services

Social Innovation (Mangan Holcomb Partners-owned LLC)
Arkansas, digital and social media marketing communications services
Tennessee, digital and social media marketing communications services
Mississippi, digital and social media marketing communications services
Louisiana, digital and social media marketing communications services
Missouri, digital and social media marketing communications services
Kansas, digital and social media marketing communications services
California, digital and social media marketing communications services
North Carolina, digital and social media marketing communications services
Alabama, digital and social media marketing communications services
Texas, digital and social media marketing communications services



- (c) A disclosure of all the states and jurisdictions in which the Vendor has Contracts to supply gaming goods or services, including without limitation lottery goods and services, and the nature of the goods or services involved for each state or jurisdiction: **None**
- (d) A disclosure of all the states and jurisdictions in which the Vendor has applied for, has sought renewal of, has received, has been denied, has pending, or has had revoked a lottery or gaming license of any kind or had fines or penalties assessed to the Vendor's license, Contract, or operation and the disposition of each instance in each state or jurisdiction. If any lottery or gaming license or Contract has been revoked or has not been renewed or any lottery or gaming license or application has been either denied or is pending and has remained pending for more than six (6) months, all of the facts and circumstances underlying the failure to receive a license shall be disclosed: **Mangan Holcomb has none of the previous.**
- (e) A disclosure of the details of any finding or plea, conviction, or adjudication of guilt in a state or federal court of the Vendor for any felony or any other criminal offense other than a traffic violation committed by the persons identified under Arkansas Code Annotated § 23-115-501 (b)(1). The ALC may request that any or all of the persons identified under § 23-115-501 (b)(1) undergo a state and federal criminal background check. If requested, a state and federal criminal background check shall be conducted in the manner under § 23-115-601(e): **Mangan Holcomb has none of the previous.**
- (f) A disclosure of the details of any bankruptcy, insolvency, reorganization, or corporate or individual purchase or takeover of another corporation, including without limitation bonded indebtedness, and any pending litigation of the Vendor: **Mangan Holcomb does not have any of the previous.**
- (g) A disclosure of the Vendor's most recent financial report, including any reports on internal control over financial reporting, and the most recent audit report of the Vendor's operation as a service organization: **In accordance with the answers to questions published May 30, 2014, MHP has submitted proof of a \$500,000 line of credit in section 5.2 to fulfill this requirement.**
- (h) Additional disclosures and information that the ALC may determine to be appropriate for the procurement involved: **Mangan Holcomb Partners has no further disclosures.**

Section 5.2 VENDOR QUALIFICATION & MANDATORY REQUIREMENTS

- 1) The Vendor must have been in existence as an agency offering advertising and marketing services for at least three (3) years: **Mangan Holcomb Partners has been in business for 42 years (since 1972).**
- 2) The Vendor must provide a letter of credit or similar document from a financial institution in the amount of \$500,000 as evidence of its financial ability to purchase media which will later be reimbursed by the ALC to Vendor. This requirement is separate and apart from the Performance Security requirement outlined in Section 1.12 of this RFQ.

In accordance with the answers to questions published May 30, 2014, MHP is submitting the attached Simmons Bank letter as proof of a \$500,000 line of credit (as opposed to a Letter of Credit) as evidence of our financial ability to purchase media.





Simmons First

Date: May 30, 2014

Simmons First is pleased to offer the following loan term sheet. It is intended only as an outline of the proposed terms and conditions of the financing transaction contemplated herein and does not purport to summarize all the conditions, covenants, representations, warranties, and other provisions which would be contained in final legal documentation of the transaction.

Terms of Loan

Borrower	Mangan Holcomb Rainwater Culpepper, Inc.
Loan Amount	\$500,000.00
Purpose	Line of Credit
Pricing and Repayment	4.5% interest monthly; \$500 set up fee
Collateral	All A/R, Inventory and Equipment of Mangan Holcomb Rainwater Culpepper, Inc. and any related subsidiaries.

Conditions Precedent

Usual conditions to each advance of the Loan, including absence of default or unmatured default, lack of material adverse change from the Borrower's financial condition and operations as reflected in the most recent financial statements delivered to the Bank. Additional conditions precedent to the initial loan shall include, without limitation, the following:

Closing Date	Mutually agreed upon date.
Adverse Change	No default or unmatured default shall exist on the Closing Date. No change in the condition (financial or otherwise), operations, performance, properties or prospects of the Borrower shall have occurred prior to the Closing Date.
Customary Documents	Receipt by the Bank of other customary closing documentation, including, without limitation, legal opinions, all in acceptable form and substance.

The Loan Documents shall be in form and substance acceptable to the Bank. The Loan Agreement shall include conditions precedent, representations and warranties, covenants, events of default, indemnification and other provisions customary for transactions of this type.

Representations and Warranties

The usual representations and warranties in connection with the financing shall be included in the Loan Agreement, including but not limited to absence of material adverse change, absence of material litigation, absence of default or unmatured default, representations regarding environmental issues, priority of the Bank's liens, and compliance with all material requirements of law and contracts.


Defaults

Customary events of default, including, without limitation, cross default (whether or not that default results in acceleration) to any other agreement governing indebtedness of the Borrower.

Governing Law

The Loan Documents shall be governed by the laws of the State of Arkansas.

Sincerely,



Melissa Henshaw
Vice President
Simmons First

5.3 GENERAL INFORMATION

The Vendor shall submit any additional information for consideration, such as specialized services, staff available, or other pertinent information the Vendor may wish to include.

Specialized Services: **Mangan Holcomb Partners is a full-service agency offering: strategic planning and consultation, marketing research management and analysis, creative services (creative conceiving, copywriting, graphic design, television/radio production, advertising campaign development), public relations services (strategic planning, consultation, crisis management, news releases, feature stories, event planning/management, promotions management), digital/online services (website development, app development, search engine optimization, search engine marketing, content development, advertising), social media services (strategic social media planning, social media management, content development), media planning services (media analysis, strategic planning, negotiation/contracting, auditing, invoice review/reconciliation, post-buy analysis), and attendant support services.**

Staff Available: **MHP and its digital division, SI, are staffed by 47 marketing professionals. Any and all of these staff members can be deployed on Lottery assignments, as needed.**

Other information: **MHP is a 38-year member of the American Association of Advertising Agencies (4A's), the industry's pre-eminent trade association. MHP's membership in good standing in this group provides clients with a depth of profession experience and resources across the country in virtually any industry. MHP often draws on the experience of other 4A's members that have noncompetitive client assignments to understand the most current industry techniques and approaches. Several 4A's members currently work on lottery assignments in other states. MHP will seek to engage these 4A's agencies to exchange best practices information on behalf of the Arkansas Scholarship Lottery.**



Mangan Holcomb **Partners**

5.4 BACKGROUND INVESTIGATION

The ALC may conduct background investigations, as required by law. The Successful Vendor shall be required to conduct background investigations with the approval of the ALC on all subcontractors. **Mangan Holcomb Partners acknowledges this.**

5.5 DISCLOSURE OF LITIGATION

A Vendor must include in its Proposal a complete disclosure of any civil or criminal litigation or indictment involving such Vendor. A Vendor must also disclose any civil or criminal litigation or indictment involving any of its joint ventures, strategic partners, prime Contractor team members, and subcontractors. This disclosure requirement is a continuing obligation, and any litigation commenced after a Vendor has submitted a Proposal under this RFQ must be disclosed to the ALC in writing within five (5) days after the litigation is commenced. **Mangan Holcomb Partners acknowledges this. Mangan Holcomb Partners nor any of its joint ventures, strategic partners, prime Contractor team members or subcontractors has any previous civil or criminal litigation.**

5.6 BACKGROUND AND FINANCIAL VIABILITY

A Vendor must provide evidence of financial responsibility and stability for performance of a Contract of this magnitude. A Vendor must demonstrate the ability to finance the project described by the Vendor's submission and must also disclose any outside financial resources that will be utilized. **In accordance with the answers to questions published May 30, 2014, MHP is submitting the previous Simmons Bank letter as proof of a \$500,000 line of credit (as opposed to a Letter of Credit) as evidence of our financial ability to fulfill this requirement.**

5.7 CONFLICT OF INTEREST/LITIGATION

A Vendor shall provide information on any conflict of interest with the products and goals of ALC that could result from other projects in which the Vendor is involved. Failure to disclose any such conflict may be cause for Contract termination or disqualification of the response. **Mangan Holcomb Partners has no such conflicts of interest.**

Additionally, a Vendor must include in its response a complete disclosure of any civil or criminal litigation or indictment involving the Vendor. A Vendor must also disclose any pending litigation for any of its subcontractors. This disclosure requirement is a continuing obligation, and any litigation commencing after a Vendor has submitted a response under this RFQ must be disclosed to ALC in writing within fifteen (15) days after it is filed. **Mangan Holcomb Partners has no civil or criminal litigation or indictment from any other projects.**

A Vendor or its subcontractor(s) must list all clients that were lost between January 2012 and the present and the reason for the loss. ALC reserves the right to contact any accounts listed in this section:

- **Metropolitan National Bank – client acquired by Simmons Bank**
- **The Children's Institute (Pittsburgh, Pa.) – client terminated agency relationship to work with a local agency**

A Vendor must describe any Contract disputes involving an amount of thirty-five thousand dollars (\$35,000.00) or more the Vendor, or its subcontractor(s), has been involved in within the past two (2) years. Please indicate if the dispute(s) has been successfully resolved. **Mangan Holcomb Partners has had no disputes of this sort.**



5.8 BACKGROUND INVESTIGATION

Vendors must allow agents of ALC to perform an investigation of the financial responsibility, security, and integrity of an Offeror submitting a bid, if required by ALC. **Mangan Holcomb Partners acknowledges this.**

5.9 SUBCONTRACTOR IDENTIFICATION

If you intend to subcontract with another business for any portion of the work and that portion exceeds 10% of your price, your offer must identify that business and the portion of work which they are to perform. Identify potential subcontractors by providing the business's name, address, phone, taxpayer identification number, and point of contact. In determining your responsibility, the state may evaluate your proposed subcontractors.

Mangan Holcomb Partners does not intend to subcontract work that would exceed 10% of our price to any one company at this time.

5.10 VENDOR QUALIFICATIONS

Vendors shall provide the following:

(A)

- An introduction letter which shall include Vendor's qualifications and interest in participating in the solicitation. A Vendor shall provide a brief history of its company, to include the name and location of the company and any parent/subsidiary affiliation with other entities. If a Vendor is utilizing the services of a subcontractor(s) for any of the service components listed, the Vendor shall include in its proposal response a brief history of the subcontractor's company to include the information requested herein. The letter should include the number of years of experience in advertising and marketing, and any professional affiliations and trade affiliations:

June 5, 2014

Arkansas Lottery Commission
P.O. Box 3238
Little Rock, Arkansas 72203

Dear Ladies and Gentlemen;

Mangan Holcomb Partners submits this Request for Qualifications response as an indication of our interest in working with the Arkansas Scholarship Lottery and participating in the solicitation process.

Based in Little Rock, Arkansas, Mangan Holcomb Partners (MHP) has served the marketing communications needs of clients for more than 42 years. Our company represents clients in numerous industry categories across the state and region, and we provide our clients with strategic integrated marketing communications services that include strategic planning, creative/production services, public relations, digital/online media, traditional media, and social media strategy and management.

Our client list currently includes several Arkansas state agencies, so we understand the marketing needs, accountability and processes unique to state agencies such as the Arkansas Scholarship Lottery. Over the past 15 years, we have developed systems and best practices specifically for state accounts including the Keep Arkansas Beautiful Commission, Department of Arkansas Heritage and Arkansas Insurance Department.

MHP and our digital/online division, Social Innovation (SI), employ 45 marketing professionals located in Little Rock plus two additional staff member working remotely. Our company has the depth of staff and the resources comparable to any large agency in the region. Our peers and industry associations consistently recognize us for the quality of our work, strategic thinking and creativity.

MHP is a 38-year member in good standing of the American Association of Advertising Agencies (4A's), the industry's pre-eminent trade association. 4A's reviews our performance each year in the areas of business management, creativity and work quality. This association provides MHP and our clients a depth of professional expertise around the U.S. through the 4A's network of affiliated agencies.

The attached RFQ response details much more about MHP, our history, experience and resources.

We look forward to participating in this process and believe that our firm can make significant contributions to the continued success of the Arkansas Scholarship Lottery.

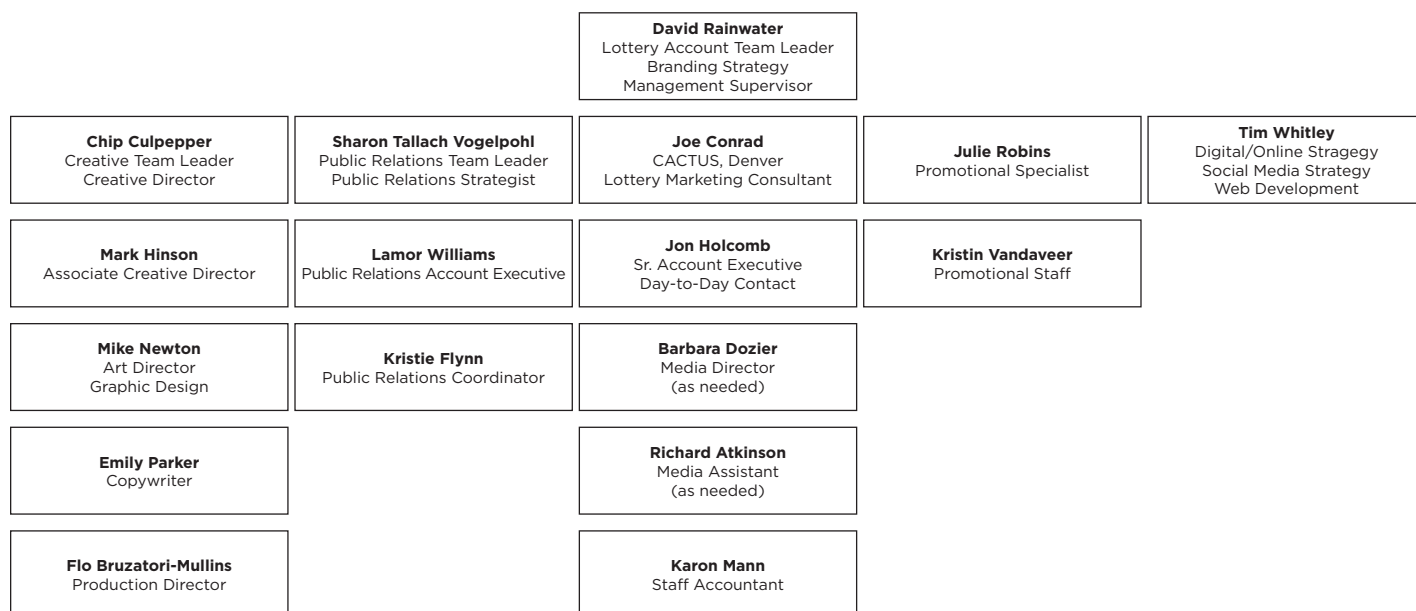
Sincerely,

David Rainwater
Principal/CEO



Mangan Holcomb Partners

- An organizational chart which shall highlight the names/positions that will be involved in the ALC account, including the individual who will be primarily responsible for managing the account on a day-to-day basis:



- A resume or short biography and qualifications of all management, supervisory, and key personnel. A full explanation of staffing, functions, and methodology to be used in areas of advertising and marketing and account management, identifying specifically the personnel who will be assigned to the account. All such personnel are subject to ALC approval. Describe any staff functions that are considered unique to the account. Provide contingency plans for departure of key staff.

Key Lottery Account Team Résumés/Bios



David Rainwater, Principal/CEO, ALC Team Leader/Management Supervisor

David oversees much of the day-to-day operations of the agency, as well as the media department. He has 30 years' experience in marketing and advertising – 25 years of that at MHP. David's professional areas of expertise include marketing research analysis, account planning, and media research and negotiation. He provides strategic marketing counsel, branding strategy, research analysis, and integrated media strategy for MHP clients in a variety of industry categories – from heritage/tourism to agriculture to higher education to healthcare.

A Clarendon native and University of Arkansas at Little Rock graduate, David serves on the boards of the Arkansas Repertory Theatre and Argenta Community Theater. He is also a Leadership Greater Little Rock graduate.



Chip Culpepper, Principal/Chief Creative Officer, ALC Creative Director

In his role as chief creative officer, Chip guides the company in strategic communications and creative message conceptualization. His ideas have shaped MHP's creative efforts for 18 years, and his guiding hand and influence can be seen in every client campaign. Chip's work has garnered numerous regional and national awards, including top awards from the American Advertising Federation and national Healthcare Advertising Awards over his 26-year career. His areas of expertise include copywriting, broadcast production and post-production/editing.

A native of Fountain Lake, Chip earned a degree from the University of Central Arkansas at Conway, where he majored in marketing. Active in leadership posts with numerous civic and professional groups, he is a graduate and past Alumni Association chairman of the Little Rock Regional Chamber of Commerce's Leadership Greater Little Rock program and has served on that group's Board of Trustees.



Sharon Tallach Vogelpohl, Principal/President, ALC Public Relations Team Leader

Sharon will provide strategic leadership to the Lottery's public relations efforts. Sharon launched her agency career as an intern at Mangan Holcomb in 1994, became a principal in the firm in 2005 and was named president in 2010. In her 18-year career, she has nurtured countless integrated advertising and public relations campaigns from strategic development to award-winning recognition.

A Hot Springs native, Sharon is a magna cum laude graduate of Centenary College at Shreveport, La., with a business communications degree. Sharon was selected by Arkansas Business as a "40 Under 40" honoree in 2005 and was profiled in the 2013 "Where Are They Now?" 20th Anniversary issue. This year, she is serving as president of the Rotary Club of Little Rock during its Centennial Celebration and was an Arkansas Business Executive of the Year finalist.

Sharon is a graduate of the Little Rock Regional Chamber of Commerce's Leadership Greater Little Rock program. She also sits on the UALR College of Business Advisory Board and the Centenary College President's Advisory Board.



Tim Whitley, Social Innovation President & CEO, ALC Digital Strategist

As founder and president of Social Innovation, Tim is shaping the future of how the public consumes, purchases and interacts with new media landscapes. He's revolutionized the way our clients use an ever-changing array of online tools - from the Web to mobile, social media and apps.

SI's successes under Tim's leadership include an automotive client that increased website visits by more than 70% and sales leads by more than 1,000% in just one year; introducing Greenway Equipment, one of the nation's largest John Deere franchises, to the digital world by transforming its website into a sign-in portal and mobile application and creating a digital marketing campaign that helped modernize the brand; an SEM campaign for Le Bonheur Children's Hospital that increased website visits by 100% in one year and exceeded the hospital's social media goals for 2013 by 20%; and a campaign for Keep Arkansas Beautiful that has improved its social media presence by nearly 500%, increased online engagement by 200% and enlarged its Facebook fan base by more than 300%.

A native Texan (we don't hold that against him!), Tim earned a bachelor's degree from Mississippi State University. He spent 11 years in the TV industry before founding SI in 2010. A frequent speaker on social and digital media topics, Tim has presented at the Sales & Marketing Executives International (SMEI) 2013 convention, the Chrysler Group's annual digital conference, the University of Arkansas at Little Rock and many others.



Joe Conrad, Founder/CEO, CACTUS, Lottery Marketing Consultant

A lottery industry expert, Joe Conrad and his agency CACTUS (Denver) have handled the Colorado Lottery for the past eight years. During that time the CACTUS team, under Joe's leadership, has rebranded and re-energized the Colorado Lottery. The work Joe has done has helped the Colorado Lottery achieve record sales two of the past three years and post the highest advertising recall in the lottery's history.

Joe will be working as a consultant to the MHP lottery team, providing monthly strategic input to the campaign work MHP creates.



Jon Holcomb, Senior Account Executive, ALC Daily Contact

For the past eight years, Jon has guided the development of numerous MHP clients' work, ensuring that projects were completed on time, on (or under) budget, on message and to the clients' satisfaction. His leadership on accounts including The Department of Arkansas Heritage, RiceTec Inc., Greenway Equipment and Delta Plastics/Revolution Bag gives Jon unmatched insight into a unique aspect of Arkansas' culture.

A Little Rock native, Jon is a University of Arkansas at Fayetteville graduate with a degree in marketing management. He also has a professional background in both media and print production, having previously worked as an account executive in broadcast television sales and at a local commercial printing company.



Karon Mann, Vice President/Finance and Administration - Staff Accountant

For more than 30 years, Karon has served our clients in MHP's accounting department. Her years in the marketing industry and her role at the agency have afforded her the opportunity to work with an impressively wide range of clients, making Karon one of the most experienced advertising agency accounting professionals in the state. Responsible for the agency's accounting department, she supervises all corporate financial matters, administrative functions and human resources. She also oversees our client billing system that captures the time spent on projects in detail and summarizes it into an easy-to-understand monthly invoice. MHP takes great pride in the accuracy of our client billing processes, and Karon deserves the credit for that.

Karon holds a degree in accounting from the University of Arkansas at Little Rock.



Mark Hinson, Associate Creative Director

With more than 25 years in the communications industry and 16 here at MHP, Mark is an invaluable asset to the agency. His work gives our clients a strong creative presence, and he has designed nationally recognized work for a number of them. Some of our clients who have benefitted from his design skills include St. Vincent Health System, Le Bonheur Children's Hospital, QualChoice of Arkansas and J.B. Hunt Transport Services.

A University of Arkansas at Little Rock graduate with a degree in graphic design and illustration, Mark also spent a decade on the client side of marketing, running a large health system's in-house graphic design and advertising services.



Mike Newton, Vice President/Senior Art Director, ALC Art Director/Graphic Designer

An accomplished illustrator and woodworker, Mike will serve as the Lottery's art director. As one of the agency's most tenured staffers (28 years!), Mike has developed, interpreted and guided the visual/graphic elements of hundreds of successful client campaigns. Countless nonprofit organizations, government agencies, fundraising events, corporations and small businesses owe their logos to Mike's handiwork and creativity.

A native of Stuttgart, Mike earned a degree in commercial art, design and illustration from Southern Arkansas University at Magnolia. Mike's work has been singled out time and again by judges for special recognition and has even appeared in one of our industry's most respected graphic design publications, *Communication Arts*.



Emily Parker Raine, Creative Copywriter - Copywriter

In her two years with MHP, Emily has worked with a variety of agency clients on an even wider variety of projects. Whether she's working on copy for Web, print or broadcast, Emily takes on each project with a fresh perspective while keeping the message clear and concise. Clients she's worked with include the Arkansas Insurance Department, Keep Arkansas Beautiful, Department of Arkansas Heritage and St. Vincent Health System.

Emily is a Little Rock native with a degree in public relations from the University of Central Arkansas. She also has professional experience working on marketing and advertising projects as a freelancer and a student.



Julie C. Robbins, Associate Director of Public Relations, ALC Promotional Specialist

A respected, seasoned and award-winning PR practitioner, Julie has been honing her craft for nearly 20 years. With extensive experience in planning, integrated marketing communications and community outreach, she also oversees the promotional efforts of the Department of Arkansas Heritage, Keep Arkansas Beautiful Commission, Verizon Wireless and Arkansas Urology accounts.

A native of southeast Arkansas and graduate of Arkansas State University with a degree in journalism/PR, Julie has guest lectured to PR students from ASU and the University of Arkansas at Little Rock, to participants in the Arkansas Cooperative Extension's LeadAR group, and to the Arkansas Festival Association. She also is a graduate of the City of Little Rock's Healing Racism Institute (one of her classmates was Elizabeth Eckford of the Little Rock Nine) and the Leadership Greater Little Rock program.



Kristen Vandaveer, Public Relations Account Executive - Promotional Staff

While at MHP, Kristen has managed and executed innumerable successful PR campaigns, plans and projects. She provides a range of services for our clients, from media relations to event planning to social media outreach to strategic public relations counsel. With her extensive skill set, Kristen crafts impressive strategies and creative tactics that help clients such as Verizon Wireless, Arkansas Pharmacists Association, Harding University and Arkansas Urology achieve their goals.

Kristen has earned degrees in mass communications, journalism and PR, and political science from the University of Arkansas at Little Rock, and has professional PR experience in the nonprofit field.





Flo Bruzatori-Mullins, Production Manager – Production Director

With an extensive background in video and broadcast production, Flo has managed a number of high-profile production projects for agency clients in various industry categories. St. Vincent Health System, the University of Arkansas at Little Rock, Harding University, Le Bonheur Children's Hospital and Keep Arkansas Beautiful owe the success of their campaigns to Flo's creativity, attention to detail, professionalism and energy.

Flo is well-equipped for her role as production manager with multiple degrees from UALR in radio, television and film; advertising and PR; and marketing.



Lamor Williams, Public Relations Account Executive

A key member of the MHP team, Lamor is known for his exceptional writing skills and for garnering valuable news coverage for our clients. He has developed and maintains relationships with many news editors, writers and sources and has an intimate understanding of the inner workings of newsrooms. This knowledge allows him to craft successful pitches for many of our clients. Since joining MHP, Lamor has put his writing and PR skills to work for the Arkansas Insurance Department, Exalt Education/Little Rock Preparatory Academy, J.B. Hunt Transport, Revolution Bag and SuKarne Worldwide.

Before joining MHP, Lamor was a veteran newspaper journalist. For nearly 20 years, he honed his writing and research skills at the *Fort Worth Star-Telegram* and the *Arkansas Democrat-Gazette*.



Kristie Flynn, Public Relations Specialist – Public Relations Coordinator

Kristie provides invaluable support to ensure that our various PR projects are executed smoothly. She assists in preparing and implementing PR programs for clients such as the Arkansas Nonprofit Alliance, Catholic High School, Chuy's, International Greek Food Festival, Keep Arkansas Beautiful and Verizon Wireless. Her involvement with such a wide variety of clients and assignments has helped her develop an impressive ability to think on her feet in the fast-paced world of marketing.

Born and raised in Little Rock, Kristie holds a degree in journalism, advertising and public relations from the University of Arkansas at Fayetteville. She also has experience working with Arkansas publications *Peekaboo* and *Inviting Arkansas*.

Contingency plans for departure of staff: **MHP is blessed with a relatively low staff turnover rate compared to the industry overall. But even with a low turnover rate, the agency still makes it a point to constantly recruit the best and brightest marketing professionals. We also manage account team changes by drawing on our depth of staff to fill gaps when gaps occur.**

- An indication of how soon after the Contract award the personnel named would be available, and indicate any possible scheduling conflicts that might exist during the period of the Contract. Any other limitations on the availability to perform under this RFQ or to attend meetings must be fully explained: **All members of the MHP Lottery Team will be available to begin work immediately upon approval of the contract. At this time, we are aware of no schedule conflicts during the term of this contract.**

- A description and reference for the top five billable Contracts which have been conducted over the past three (3) years. The Vendor should demonstrate the work the Vendor has done for clients during the past and indicate what individual on its staff was responsible for the work. The Vendor shall submit the following information or documentation for the Vendor and any subcontractor, if the value of subcontractor's portion of the work exceeds ten percent (10%) of your price (if in doubt, provide the information): names, titles, addresses and telephone number of organizations which may be contacted to verify qualifying experience. For each of the five named clients, provide the following information:

1. Term of Contract, including effective dates
2. Contract billings for each client broken out by services fees and media
3. Reason for Contract termination/expiration, if Contract is no longer in effect, and
4. Types of services directly provided under the Contract and whether the agency was the Contractor or subcontractor

Mangan Holcomb Partner's Top Five Billable Clients of the Past Three Years

Arkansas Insurance Department
St. Vincent Health System
Metropolitan National Bank
Le Bonheur Children's Hospital
RiceTec Inc.

Client Profile: Arkansas Insurance Department

1. Term of Contract, including effective dates: **May 2013 (ongoing)**
2. Contract billings for each client broken out by services fees and media: **44% services/56% media**
3. Reason for Contract termination/expiration: **Current client**
4. Types of services directly provided under the Contract and whether the agency was the Contractor or subcontractor:

MHP is the contractor and provides the following services: Strategic planning, brand development, logo design, multicultural marketing planning/execution, creative campaign concepts and executions for television/radio/print/outdoor/direct mail, website development, app development, digital/online strategy and execution, social media strategy/content/execution, public relations strategy/execution, event planning/management, media planning/negotiation/placement/auditing, monthly itemized billing and vendor payment.

Team members responsible for work shown:

David Rainwater, Account Supervision, Brand Development
Chip Culpepper, Creative Concepts, Brand Development
Mark Hinson, Art Director
Emily Parker Raine, Copywriting
Flo Mullins, Production Management

Client Reference: Heather Haywood, Public Information Officer, 501-683-4177, heather.haywood@arkansas.gov

Work samples: See television/radio work for this client on the appended DVD.



Mangan Holcomb **Partners**

Arkansas Insurance Department
Work Samples

Outdoor



We're all in

Get affordable health insurance

Arkansas **HEALTH CONNECTOR**
Your Guide to Health Insurance

Health Insurance **Marketplace**

855-283-3483 • ARHealthConnector.org



¡Seguro para mi familia!

Un seguro para todos.

Arkansas **HEALTH CONNECTOR**
Your Guide to Health Insurance

Mercado
de Seguros Médicos

855-283-3483 • ARHealthConnector.org

Print Ads



You're invited

get in

Finally, health insurance within your budget


- Full healthcare coverage
- Doctor visits, prescriptions and emergency services are covered
- Pre-existing conditions can't keep you out
- Be in control of your healthcare

• Get details at ARHealthConnector.org

To sign up for our newsletter, text "Getin" to 84700
855-283-5483

Arkansas **HEALTH CONNECTOR** Your Guide to Health Insurance

Health Insurance Marketplace



You're invited

get in

Finally, health insurance within your budget


- Full healthcare coverage is almost here
- Doctor visits, prescriptions and emergency services are covered
- Pre-existing conditions can't keep you out
- Enrollment begins October 1

• Get details at ARHealthConnector.org

To sign up for our newsletter, text "Getin" to 84700
855-283-5483

Arkansas **HEALTH CONNECTOR** Your Guide to Health Insurance

Health Insurance Marketplace



We're all in

get in

Healthcare plans for every budget

- Affordable health insurance is coming!
- Pre-existing conditions can't keep you out
- Enrollment begins October 1

• Get details at ARHealthConnector.org

To sign up for our newsletter, text "Getin" to 84700
855-283-5483

Arkansas **HEALTH CONNECTOR** Your Guide to Health Insurance

Health Insurance Marketplace



Families are in

get in

Healthcare plans for every budget

- Affordable health insurance is almost here!
- Pre-existing conditions can't keep you out
- Enrollment begins October 1

• Get details at ARHealthConnector.org

To sign up for our newsletter, text "Getin" to 84700
855-283-5483

Arkansas **HEALTH CONNECTOR** Your Guide to Health Insurance

Health Insurance Marketplace

Arkansas
HEALTH CONNECTOR
Your Guide to Health Insurance



If your family has been left out of health insurance, it's time to
get in

ARHealthConnector.org

Health Insurance Marketplace

Arkansas
HEALTH CONNECTOR
Your Guide to Health Insurance




Un seguro para todos.

ARHealthConnector.org

Mercado de Seguros Médicos

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Your Guide to Health Insurance



If you've been left out of health insurance, it's time to
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If you've been left out of health insurance, it's time to
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If you've been left out of health insurance at work, it's time to
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Your Guide to Health Insurance



If you've been left out of health insurance, it's time to
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Call or Click for Details!
855-283-3483

Health Insurance Marketplace

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Your Guide to Health Insurance



ARHealthConnector.org

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HEALTH CONNECTOR
Your Guide to Health Insurance



ARHealthConnector.org

Website



Client Profile: St. Vincent Health System

1. Term of Contract, including effective dates: **January 2003 (ongoing)**
2. Contract billings for each client broken out by services fees and media: **23% services/77% media**
3. Reason for Contract termination/expiration: **Current client**
4. Types of services directly provided under the Contract and whether the agency was the Contractor or subcontractor:

MHP is the contractor and provides the following services: Strategic planning, brand development, creative campaign concepts and executions for television/radio/print/outdoor/direct mail, website development, app development, digital/online strategy and execution, social media strategy/content/execution, public relations strategy/execution, event planning/management, media planning/negotiation/placement/auditing, monthly itemized billing and vendor payment.

Team members responsible for work shown:

Sharon Vogelpohl, Account Supervision, Brand Development

Chip Culpepper, Creative Concepts, Brand Development

Mark Hinson, Art Director

Flo Mullins, Production Management

Client Reference: Gina Seabaugh, Administrator Physician Relations and Marketing Communications, 501-552-2454, gseabaugh@stvincenthealth.com

Work samples: See television/radio work for this client on the appended DVD.



Mangan Holcomb **Partners**

Outdoor



Something new –
the state's largest
cardiovascular
network

CATHOLIC HEALTH
INITIATIVES

St. Vincent

Jack Stephens Heart Institute



Caring for Arkansans
for 125 years

CATHOLIC HEALTH
INITIATIVES

St. Vincent



Magnet[®] status means nursing excellence.

Worldwide, less than 5% of all hospitals have met the rigorous criteria established by the **American Nurses Credentialing Center** to be designated as a nursing Magnet[®] site. St. Vincent Infirmary is the first and only hospital in Arkansas ever to achieve this prestigious distinction.

The ANCC Magnet Recognition Program[®] honors hospitals for excellence in patient outcomes, nursing practice, leadership and innovation. Our nurses have clearly proved that they continue to be leaders and are the best in the state!

Visit StVincentHealth.com/Nurses to learn more.

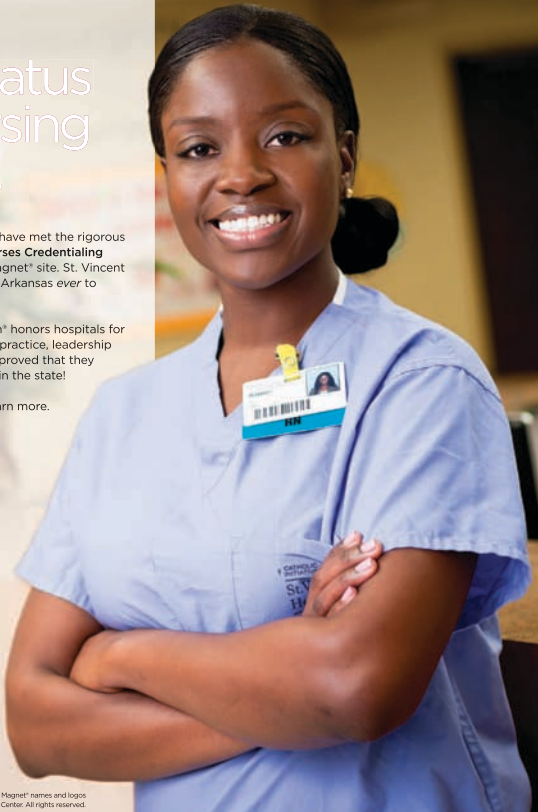
† CATHOLIC HEALTH INITIATIVES

St. Vincent Infirmary

StVincentHealth.com



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Magnet[®] status means nursing excellence.

Worldwide, less than 5% of all hospitals have met the rigorous criteria established by the **American Nurses Credentialing Center** to be designated as a nursing Magnet[®] site. St. Vincent Infirmary is the first and only hospital in Arkansas ever to achieve this prestigious distinction.


The ANCC Magnet Recognition Program[®] honors hospitals for excellence in patient outcomes, nursing practice, leadership and innovation. Our nurses have clearly proved that they continue to be leaders and are the best in the state!

Visit StVincentHealth.com/Nurses to learn more.

† CATHOLIC HEALTH INITIATIVES

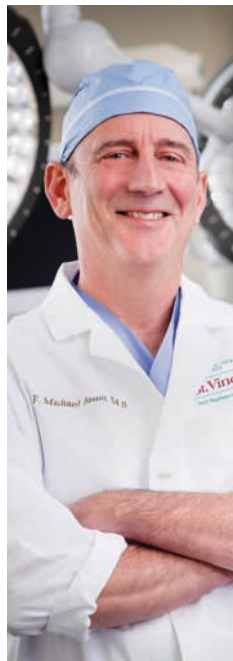
St. Vincent Infirmary

StVincentHealth.com



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Print Ads



“Doing common things uncommonly well”

— F. Michael Bauer, M.D.

Although heart surgery has become fairly common these days, it's something we do uncommonly well at St. Vincent. We've introduced the state's first and only **Hybrid Operating Suite** completely dedicated to heart and vascular procedures, and we perform some of the most complex heart procedures in the state. By putting the most advanced tools available into the hands of exceptional heart surgeons and cardiologists, we're proving that there's no place in Arkansas — and few places in the nation — like St. Vincent.

Learn more at
StVincentHealth.com/Heart.

CATHOLIC HEALTH INITIATIVES


St. Vincent Infirmary

StVincentHealth.com

BEST HOSPITAL RATING
US NEWS
CENTRAL ARKANSAS
HOSPITAL DISTRICT
2018

125 YEARS

Magnet® names and logos are registered trademarks of the American Nurses Credentialing Center. All rights reserved.



“The sisters who started St. Vincent came here with a mission, and that mission continues today.”

— Ted Saer, M.D.

It's been 125 years since the Sisters of Charity of Nazareth established St. Vincent in Little Rock. They came here with a clear purpose: to make a positive difference in the lives and health of Arkansans. The hospital they built — the city's first — came at a time when it was desperately needed.

Times change, but our purpose hasn't. Today, St. Vincent continues to be a pioneer and an innovative leader. We are stronger than ever and focused on our purpose. And although the methods and tools we use today couldn't have been imagined back in 1888, our mission to serve the people of Arkansas is alive and well.

CATHOLIC HEALTH INITIATIVES

St. Vincent Infirmary

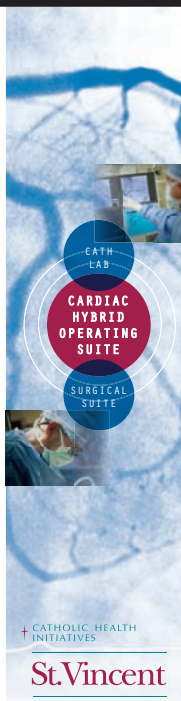
StVincentHealth.com

BEST HOSPITAL RATING
US NEWS
CENTRAL ARKANSAS
HOSPITAL DISTRICT
2018

125 YEARS

Magnet® names and logos are registered trademarks of the American Nurses Credentialing Center. All rights reserved.

CARDIAC TECHNOLOGY AS AMAZING AS THE HEART ITSELF AND ONLY AT ST. VINCENT



At St. Vincent, we continue fulfilling our mission to transform health care in Arkansas by using the most advanced tools to care for our patients. Once again, we're leading the way by introducing the state's first and only **Hybrid Operating Suite** completely dedicated to heart and vascular procedures, and filled with what can only be described as the latest technology available.

It's part of our ongoing **\$36 million investment** to expand and enhance our cardiology/cardiovascular surgery capabilities. Part advanced cardiac-cath lab and part surgical suite, this unique facility is designed for a single purpose: *caring for you.*

CATHOLIC HEALTH INITIATIVES

St. Vincent

Jack Stephens Heart Institute

StVincentHealth.com/Heart



Welcome to the team, Dr. Rayburn!

(Left to right)
Frederick A. Meadors, M.D.
F. Michael Bauer, M.D.
Charles J. Watkins, M.D.
S. Thomas Rayburn III, M.D.

St. Vincent is proud to announce our newest addition to the Jack Stephens Heart Institute, **Tom Rayburn, M.D.** He brings a wealth of knowledge and experience to our already world-class cardiovascular surgery team, making us better and stronger than ever.

CATHOLIC HEALTH INITIATIVES

St. Vincent

Jack Stephens Heart Institute

StVincentHealth.com/Heart

Magnet® status means nursing excellence.

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AMERICAN NURSES CREDENTIALING CENTER



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Outstanding physicians, unmatched care

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St. Vincent



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Magnet® status means nursing excellence.

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Digital

Client Profile: Metropolitan National Bank (now Simmons Bank)

1. Term of Contract, including effective dates: **2004 through 2013**
2. Contract billings for each client broken out by services fees and media: **27% services/ 73% media**
3. Reason for Contract termination/expiration: **Client acquired by Simmons Bank**
4. Types of services directly provided under the Contract and whether the agency was the Contractor or subcontractor:

MHP was the contractor and provided the following services: Strategic planning, brand development, creative campaign concepts and executions for television/radio/print/outdoor/direct mail, public relations strategy/execution, event planning/management, media planning/negotiation/placement/auditing, monthly itemized billing and vendor payment.

Team members responsible for work shown:

David Rainwater, Account Supervision, Brand Development

Jon Holcomb, Account Management

Chip Culpepper, Creative Concepts, Brand Development

Mike Newton, Art Director

Flo Mullins, Production Management

Client Reference: Barry Jackson, Vice President Product Manager, 501-377-7628, barry.jackson@simmonsfirst.com

Work samples: See television/radio work for this client on the appended DVD.



Mangan Holcomb **Partners**

Print Ads and
Point of Sale

Ready to find out what a picture is truly worth?

Metropolitan can make it happen.

With Deposit Express from Metropolitan National Bank, a picture of a check is worth exactly what the check itself is worth. Securely deposit checks anytime, anywhere simply by snapping a photo.

Visit MetBank.com to learn more.



Now available for iPhone® and Android™ devices



**Metropolitan
National Bank**
Nearby & Neighborly®

866-796-3876

Fees may apply; see bank for details.

Member FDIC

Ready to knock out that “honey do” list?

Metropolitan can make it happen.

With a home equity loan from Metropolitan National Bank, you can finally start those home improvement projects.

Get started today at any nearby and neighborly Metropolitan location, or visit MetBank.com to learn more.



**Metropolitan
National Bank**
Nearby & Neighborly®

866-796-3876

Member FDIC

Ready to break new ground with your business?

Metropolitan can make it happen.

If your business is growing – or if you need more space to help it grow – a commercial loan from Metropolitan National Bank can help make your plans more concrete.

Visit any nearby and neighborly Metropolitan location or MetBank.com today to get started.



**Metropolitan
National Bank**
Nearby & Neighborly®

866-796-3876

Member FDIC

TURN A “HOME FOR SALE” INTO A HOME FOR YOU

Metropolitan National Bank can help make your home ownership dreams a reality. Mortgage rates are at historic lows, and our customer-focused mortgage department offers a quick turnaround with no hidden fees. Whether you're looking to buy a new home or refinance your current one, contact us today and discover your ideal home financing fit.




866-79METRO (866-796-3876) • MetBank.com

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Mangan Holcomb Partners




You knew you'd get tied up at work sometimes ... just not that it'd be in the numbers.

Get back to your business with
Small Business Services from Metropolitan.



**Metropolitan
National Bank**
Nearby & Neighborly®

866-79METRO • MetBank.com • Member FDIC



**SMALL
BUSINESS
SERVICES**

Personal Service • Local Loan Decisionmaking • Business Checking
Cash Flow Management • Business Credit and Debit Cards

Client Profile: Le Bonheur Children's Hospital

1. Term of Contract, including effective dates: **June 2005 (ongoing)**
2. Contract billings for each client broken out by services fees and media: **26% services/74% media**
3. Reason for Contract termination/expiration: **Current client**
4. Types of services directly provided under the Contract and whether the agency was the Contractor or subcontractor:

MHP is the contractor and provides the following services: Strategic planning, brand development, logo design, creative campaign concepts and executions for television/radio/print/outdoor/direct mail, digital/online strategy and execution, social media strategy/content/execution, public relations strategy/execution, event planning/management, media planning/negotiation/placement/auditing, monthly itemized billing and vendor payment.

Team members responsible for work shown:

Sharon Vogelpohl, Account Supervision, Brand Development

Chip Culpepper, Creative Concepts, Brand Development

Mark Hinson, Art Director

Emily Parker Raine, Copywriting

Flo Mullins, Production Management

Client Reference: Julie Ashby, Le Bonheur Children's Hospital, julie.ashby@lebonheur.org (primary contact method)

Work samples: See television/radio work for this client on the appended DVD.



Mangan Holcomb **Partners**

Le Bonheur Children's Hospital

Work Samples

Print Ads



When children are hurt, getting them to the best place matters.

BEST CHILDREN'S HOSPITALS
USNews
2013-14

Every year, more than 70,000 children are treated in the emergency room at Le Bonheur Children's Hospital. As the region's only Level I Pediatric Trauma Center, we're ready around the clock to respond to life-threatening emergencies.

Whether these children come to us aboard a helicopter, an ambulance or a family member brings them straight to our door, our specialized team of physicians, nurses and other skilled professionals is ready to respond instantly. Because we understand that when a child's life is in danger, every second matters.

Le Bonheur
Children's Hospital
Where Every Child Matters
lebonheur.org



Some very effective therapists have four legs. Understanding that matters.

BEST CHILDREN'S HOSPITALS
USNews
2013-14

At Le Bonheur Children's Hospital, some of our most highly trained therapists have more years of experience than they can count. They also happen to walk on four legs. We understand that pets often play an important role in kids' lives. Our pet therapy program enables hospitalized children to spend time with animals in ways that are engaging, calming and truly therapeutic.

Little things - like a visit from a friend with warm fur and a cold nose - matter to a child. And as one of the nation's best children's hospitals according to U.S. News & World Report, we know that if something matters to a child, it matters to us.

Le Bonheur
Children's Hospital
Where Every Child Matters
lebonheur.org




Kids don't come with instructions. Knowing how to put them back together matters.

BEST CHILDREN'S HOSPITALS
USNews
2013-14

Some kids make it through childhood without so much as a broken bone, while others face complex and unique challenges. The orthopedic specialists at Le Bonheur Children's Hospital have seen it all. And having access to that level of experience matters for every child.

Our partnership with the world renowned orthopedic experts at the Campbell Clinic is a big reason we're able to provide outstanding orthopedic care to so many children. And as one of the nation's best children's hospitals according to U.S. News & World Report, we know that where children are treated matters - all the way down to their bones.

Le Bonheur
Children's Hospital
Where Every Child Matters
lebonheur.org



The only thing smaller than the hole in his heart is the number of surgeons who can repair it. Experience matters.

BEST CHILDREN'S HOSPITALS
USNews
2013-14

Le Bonheur
Children's Hospital
Where Every Child Matters
lebonheur.org



Dancing also qualifies as physical therapy. Understanding that matters.

BEST CHILDREN'S HOSPITALS
USNews
2013-14

At Le Bonheur Children's Hospital in Memphis, we often see children when they're feeling their worst. Our experts understand the challenges of caring for kids and encouraging them to take steps designed to help them feel better. Many times, all that's required is a playful imagination on their part - and ours.

We're completely dedicated to caring for kids. With specialty clinics at North Mississippi Medical Center, our expertise is closer than ever.

Le Bonheur
Children's Hospital
Where Every Child Matters
lebonheur.org

Digital



Mangan Holcomb Partners

Client Profile: RiceTec Inc.

1. Term of Contract, including effective dates: **January 2000 (ongoing)**
2. Contract billings for each client broken out by services fees and media: **21% services/79% media**
3. Reason for Contract termination/expiration: **Current client**
4. Types of services directly provided under the Contract and whether the agency was the Contractor or subcontractor:

MHP is the contractor and provides the following services: Strategic planning, brand development, logo design, creative campaign concepts and executions for television/radio/print/outdoor/direct mail, website development, digital/online strategy and execution; public relations strategy/execution, event planning/management, media planning/negotiation/placement/auditing, monthly itemized billing and vendor payment.

Team members responsible for work shown:

David Rainwater, Account Supervision, Brand Development

Jon Holcomb, Account Management

Chip Culpepper, Creative Concepts, Brand Development

Emily Parker Raine, Copywriting

Mike Newton, Art Director

Flo Mullins, Production Management

Client Reference: Robert Grant, Vice President of Marketing and Business Strategy, 281-756-3317,
rgrant@ricetec.com

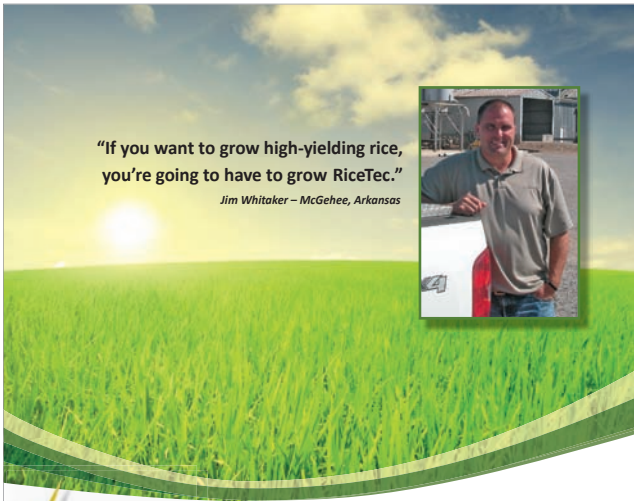
Work samples: See television/radio work for this client on the appended DVD.




Mangan Holcomb **Partners**

RiceTec Inc.

Work Samples




**"If you want to grow high-yielding rice,
you're going to have to grow RiceTec."**
Jim Whitaker – McGehee, Arkansas



Jim Whitaker says, "RiceTec Hybrids will outyield anything you can grow on your farm. I'd highly recommend them to anyone." He continues, "RiceTec is a high-yielding producer that improves my bottom line and gives me a competitive advantage. Our conventional varieties are only yielding about 130 bushels and have had a lot of panicle blight, but our hybrid yields range anywhere from 180 to 205 dry bushels per acre." Another plus: "RiceTec by far has the best disease package of anybody out there. In most cases, you don't even need a fungicide."

The exceptional quality and unbeatable yields of RiceTec Hybrids have made a big difference in Jim's farming operation, and we're confident they will help yours, too. Call us at **877-580-7423** with any questions or learn more at RiceTec.com.

SMART RICE. SMART CHOICE.  **877-580-7423 • RiceTec.com**

These statements are not a guarantee of performance, nor do they constitute a warranty of fitness for a particular use.

Print Ads



We named it Smart Rice.

**It could just as easily be called:
Profitable Rice,
Sustainable Rice,
or Wow-That's-Some-Fantastic Rice!**



RiceTec Hybrid Rice is the preferred choice of the most progressive growers. The reason is simple: Our hybrids provide the greatest income opportunity. With undeniably high yield and quality, the decision to plant hybrids has proved to be smart year after year – after year.

RiceTec Hybrid Rice: We call it Smart Rice. We think you'll call it a smart choice.

Ask your local RiceTec technical services representative for details, or call us today at **877-580-7423**.

SMART RICE. SMART CHOICE.  **877-580-7423 • RiceTec.com**

These statements are not a guarantee of performance, nor do they constitute a warranty of fitness for a particular use.



**One year might be a fluke,
Two could be a coincidence,
But three's a trend.**

And five years – well, that's called consistency.




Year after year after year, RiceTec Hybrid Rice has shown that it has what it takes to be the preferred choice of the nation's most progressive rice growers. Why? It's simple: Our hybrids deliver the quality and unbeatable yield that provide the greatest income potential. It all adds up to being a smart move for farmers.

For years, multiple research trials have proved just how smart a choice planting hybrids can be. Take a look at the data for yourself.

RiceTec Hybrid Rice: We call it Smart Rice®. We think you'll call it a smart choice.

Ask your local RiceTec technical services representative for details, or call us today at **877-580-7423**.

SMART RICE. SMART CHOICE.  **877-580-7423 • RiceTec.com**

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How on earth
can we feed
9 billion people?

What if ...
You could harvest the same amount of rice you do today:

- Cultivating 25% fewer rice acres
- Using up to 33% less water for irrigation
- Requiring 18% less nitrogen fertilizer
- Needing less fungicide
- Applying fewer pesticides overall

You can with SmartRice.
Learn more at SmartRice.com.

SmartRice™

We've started by growing smarter rice here in the U.S.

At some point in the next 40 years, the world's population will surpass 9 billion. Those people will need food. Most will want to consume rice as a major part of their diet. This demand can only be met by significantly increasing crop yields. In fact, by 2050, worldwide rice yields will need to increase by 50 to 70 percent just to keep up.

Even today, some estimates show that more than 50 million Americans – nearly 20 million of whom are children – are considered “food insecure,” teetering in and out of a state of hunger. Rice can change that, too.

SmartRice™ is already delivering higher yields with hybrids that use less land and other resources. Today, on American farms, we're cultivating one of the crops necessary to satisfy the world's growing appetite.



How on earth
can the world's growing
hunger for sustainable
foods be satisfied?

SmartRice delivers

- Same grain volume from 20% fewer acres
- Proven crop sustainability
- Smallest rice carbon footprint
- Overall best environmental benefits available for rice
- Reduced pesticide use

SmartRice™
Learn more at SmartRice.com.

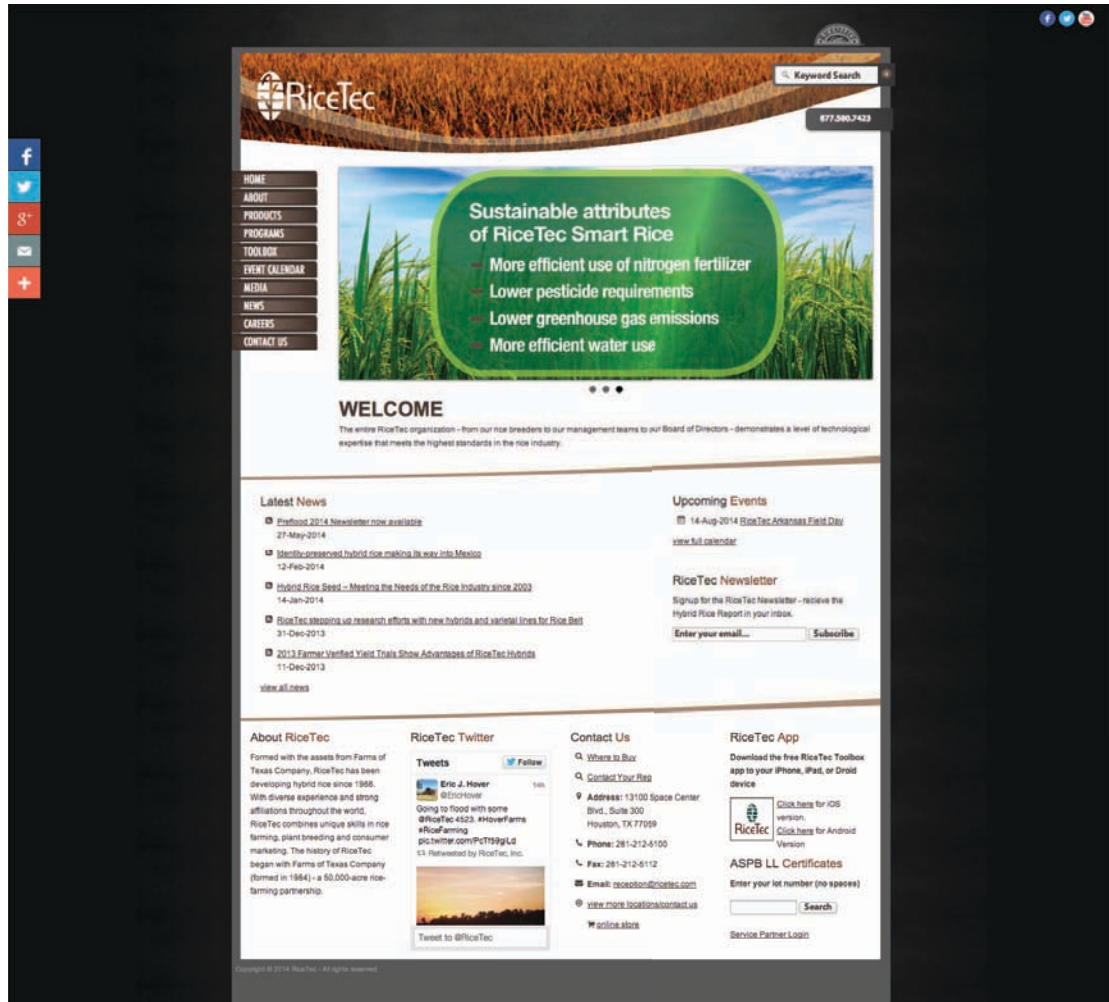
We start by putting smarter rice on the menu.

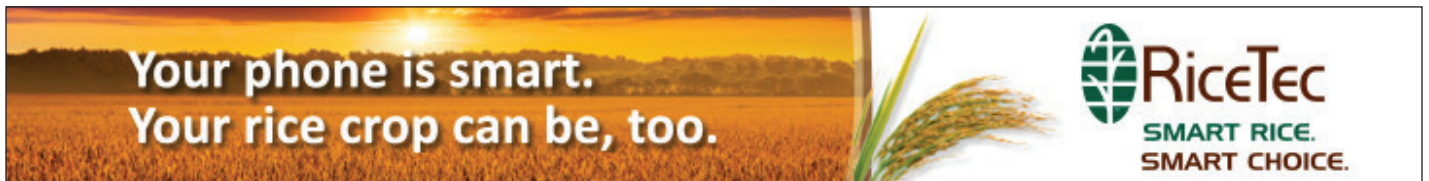
Today's consumers are hungry for sustainability. They're demanding more environmental common sense out of everything they buy – including the food they put on their tables. That's precisely what SmartRice™ delivers.

SmartRice is already generating higher rice yields using less land, water and other valuable resources. With the smallest carbon footprint of any commercially grown rice, SmartRice is naturally bred to be unique. Nothing on your consumers' plates – or their palates – rivals SmartRice.


Your customers are demanding sustainable products from you. SmartRice can be a key ingredient in satisfying those demands.

Website





**Your phone is smart.
Your rice crop can be, too.**



RiceTec
SMART RICE.
SMART CHOICE.



**In fields used
to levees,
let's go make
some waves.**



RiceTec
SMART RICE.
SMART CHOICE.

Digital



**If you're not planting Smart Rice®,
what exactly are you planting?**



RiceTec
SMART RICE.
SMART CHOICE.

- A listing of the Vendor's current accounts and the longevity of those accounts:

Clients Listing

Company

ACT HELP CENTER
 ADVANCED ALLERGY AND ASTHMA
 ADVANCED TISSUE
 ARKANSAS INSURANCE DEPARTMENT
 ARKANSAS NONPROFIT ALLIANCE
 ARKANSAS PHARMACISTS ASSOCIATION
 ARKANSAS REPERTORY THEATRE
 ARKANSAS RICE DEPOT
 ARKANSAS SPECIALTY ORTHOPAEDICS
 ARKANSAS UROLOGY, P.A.
 BEAN HAMILTON CORPORATE BENEFITS
 BHP BILLITON
 CATHOLIC HIGH SCHOOL FOR BOYS
 CHUY'S
 DELTA DENTAL OF ARKANSAS
 DELTA PLASTICS
 DEPARTMENT OF ARKANSAS HERITAGE
 DOVER DIXON HORNE PLLC
 EPISCOPAL COLLEGIATE SCHOOL
 EPOCH HEALTH
 EXALT EDUCATION CHARTER SCHOOL
 FLAKE & KELLEY COMMERCIAL
 GREEK FOOD FESTIVAL
 GREENWAY EQUIPMENT, INC.
 GROW ENTERPRISES
 HARDING MBA
 HARDING UNIVERSITY
 HERRON HORTON ARCHITECTS
 J. B. HUNT TRANSPORT SERVICES, INC.
 "JOURNEY" PERINATAL BEREAVEMENT
 JUNIOR ACHIEVEMENT OF ARKANSAS, INC.
 KEEP ARKANSAS BEAUTIFUL
 LE BONHEUR CHILDREN'S HOSPITAL
 PITTSBURG STATE UNIVERSITY
 PLANTATION SERVICES, INC.
 REVOLUTION BAG
 RICETEC, INC.
 ROTARY CLUB OF LITTLE ROCK
 ST. VINCENT HEALTH SYSTEM
 THE BRIDGEWAY
 THE CHANCELLOR HOTEL
 THE HODGES GROUP
 VERIZON WIRELESS
 VIA CHRISTI HOSPITAL-PITTSBURG
 WINTHROP ROCKEFELLER INSTITUTE

Date Acquired

January-2014
 February-2014
 November-2012
 February-2013
 January-2014
 March-2012
 January-1997
 April-2013
 January-2006
 June-2000
 January-2012
 October-2011
 February-2012
 February-2013
 August-2013
 September-2003
 July-2007
 May-2013
 February-2009
 September-2013
 March-2013
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 July-2006
 March-2014
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 March-1998
 June-2005
 September-2013
 December-2013
 January-2013
 January-2000
 June-2005
 January-2003
 December-2010
 February-2012
 October-2013
 August-2011
 February-2007
 February-2010



- A history of the Vendor's experience in providing work of similar size and scope, including a detailed, narrative statement of the three most recent, comparable Contracts (including contact information) which Vendor has performed and the general history and experience of its organization:

In MHP's 42-year history, we have served numerous clients with budgets in excess of \$1 million needing marketing communications across Arkansas.

The most recent example is our current work for the Arkansas Insurance Department's Arkansas Health Connector outreach and education campaign. The agency has provided strategic direction and execution of statewide advertising campaigns, public relations efforts, event planning/management, website and app development, and digital/online and social media planning and execution for this \$4.3 million campaign.

Other examples of clients with similar-sized needs and budgets include our ongoing, 11-year work for St. Vincent Health System in Little Rock and our ongoing, 9-year work for Le Bonheur Children's Hospital in Memphis.

- A list of failed projects, suspensions, debarments, and significant litigation: **MHP has no failed projects, suspensions, disbarments or significant litigation.**

- A description of all agency awards won in the last five years:

National Healthcare Advertising Award

Le Bonheur Children's Hospital for Symphony Invitation
Le Bonheur Children's Hospital for Safe Kids Van Wrap
Le Bonheur Children's Hospital for Total Advertising with TV
Le Bonheur Children's Hospital for Special Event
Le Bonheur Children's Hospital for Employee Communication Program
Le Bonheur Children's Hospital for Television Series
Le Bonheur Children's Hospital for Newspaper Single Ad
Le Bonheur Children's Hospital for Special Video
Le Bonheur Children's Hospital for Logo/Letterhead
St. Vincent Health System for Newspaper Single Ad
St. Vincent Health System for Health Promotion Tactic
St. Vincent Health System for Television Single Ad
St. Vincent Health System for Direct Mail
St. Vincent Health System for Newspaper Insert Ad
St. Vincent Health System for Radio Series Ad
St. Vincent Health System for Radio Single Ad
St. Vincent Health System for New Media

National Burton Award

Mitchell Williams Selig Gates & Woodyard for Branding Campaign

National Legal Marketing Association's SELMA Award

Mitchell Williams Selig Gates & Woodyard for Branding Campaign



National Aster Award

Le Bonheur Children's Hospital for Invitation
Le Bonheur Children's Hospital for Outdoor Transit
Le Bonheur Children's Hospital for Brochure Advertising
Le Bonheur Children's Hospital for Pocket Folder
Le Bonheur Children's Hospital for Advertising Specialty
Le Bonheur Children's Hospital for Newspaper Advertising Series
Le Bonheur Foundation for Magazine Publication
Le Bonheur Foundation for Fundraising Campaign
Le Bonheur Children's Hospital for Advertising Campaign
St. Vincent Health System for TV Spot
St. Vincent Health System for Service Line Promotion
St. Vincent Health System for Newspaper Advertising Insert
St. Vincent Health System for Outdoor Transit
St. Vincent Health System for Radio
St. Vincent Health System for Advertising Campaign
Arkansas Urology for Special Events
Arkansas Pharmacists Association for Brand Campaign

National Public Relations Society of America Silver Anvil Award

Le Bonheur Children's Hospital for Grand Opening Celebration

National Telly Award

Le Bonheur Children's Hospital for TV Spot
University of Arkansas at Little Rock for TV Spot

National Go Green Award

Keep Arkansas Beautiful Commission for Collateral
Keep Arkansas Beautiful Commission for Facebook Campaign
Keep Arkansas Beautiful Commission for Radio Spot
Keep Arkansas Beautiful Commission for Display Website Advertising
Keep Arkansas Beautiful Commission for TV Series
Keep Arkansas Beautiful Foundation for Stationery
Delta Plastics for Direct Mail

Baton Rouge Advertising Federation

5 Gold ADDYs for Our Lady of the Lake Children's Hospital television campaign
"Best of Show - Broadcast" for Our Lady of the Lake Children's Hospital
6 Gold ADDYs for Our Lady of the Lake Children's Hospital television campaign
4 Gold ADDYs for Our Lady of the Lake Children's Hospital television campaign
"Best of Show - Broadcast" for Our Lady of the Lake Regional Medical Center



Arkansas Public Relations Society of America Prism Award

Harding University for Business Institutional Program
Le Bonheur Children's Hospital for Internal Communications
Keep Arkansas Beautiful Commission for Nonprofit Community Relations
Department of Arkansas Heritage for Nonprofit Institutional Program
St. Vincent Health System for Nonprofit Marketing Communications
Le Bonheur Children's Hospital for Nonprofit Special Events and Observances
St. Vincent Health System for Electronic Periodicals
Dr. David Lipschitz for Media Relations
Le Bonheur Children's Hospital for Nonprofit Direct Mail
Keep Arkansas Beautiful Commission for Print PSA
Keep Arkansas Beautiful Commission for Print Special Advertising Support
Keep Arkansas Beautiful Commission for Radio PSA
St. Vincent Morrilton for Feature/News Writing
St. Vincent West for Radio Special Advertising Support
St. Vincent West for Nonprofit Direct Mail
St. Vincent Health System for Business Direct Mail
Verizon Wireless for Feature/News Writing
Keep Arkansas Beautiful Commission for Outdoor Special Advertising Support
Arkansas Urology for Business Community Relations
Arkansas Pharmacists Association for Nonprofit Community Relations
RiceTec Inc./Rice Select for Business Institutional Programs
St. Vincent Health System for Internal Communications
Mosaic Templars Cultural Center for Multicultural Public Relations
Department of Arkansas Heritage for Public Affairs Campaign
Verizon Wireless for Public Service Campaign
Winthrop Rockefeller Institute for Nonprofit Special Events and Observances
Harding University for Other Public Relations

Arkansas PRSA Best of Show Award

Arkansas Pharmacists Association

Arkansas PRSA

Baxter Regional Medical Center for Internal Communications
RiceTec Inc. for Business Marketing Communications
Winthrop Rockefeller Institute for Multicultural Public Relations
Keep Arkansas Beautiful Commission for Public Service Campaign
Miracle League of Arkansas for Nonprofit Special Events and Observances
Harding University for Business Annual Report
J.B. Hunt Transport for Feature/News Writing
Mangan Holcomb Partners for Media Relations
Arkansas Neuroscience Institute at St. Vincent for Electronic Periodicals
Arkansas Repertory Theatre for Radio Special Advertising Support
Keep Arkansas Beautiful Commission for Print Special Advertising Support
Mangan Holcomb Partners for Other Printed Pieces



(B)

- Description of the Vendor's past experience with programs to generate sales of consumer retail products. Provide an example and give the objectives, strategies, creative approach, media mix, and results against those objectives:

MHP offers the following case studies to illustrate the agency's recent experience with consumer retail products. Each of these efforts was supported by some combination of creative campaign work/advertising, public relations, digital/online activity and social media:

RICETEC INC. 2010 MARKETING CAMPAIGN

Background

Rice has been in commercial production in the U.S. for well over three centuries. Today, only a few states in the South have the soil and climate suitable for commercial rice production: Arkansas, Louisiana, Mississippi, Missouri and Texas. **Arkansas ranks No. 1 among rice-producing states.** The U.S. rice crop is valued at more than nearly \$2 billion annually and provides about 12 percent of the world's rice. More than 2 million acres of rice are planted each year in the Southern Rice Belt.

Headquartered in Houston, Texas, and owned by the Prince of Liechtenstein, RiceTec Inc. is the world's leading developer and marketer of hybrid rice seed. RiceTec has been developing hybrid rice seed since 1988 and offered the first commercial hybrid rice seed product in 1999. RiceTec operates research centers in Harrisburg, Ark., and at off-season locations in Puerto Rico, which allows the company to grow and test rice year-round.

Numerous characteristics differentiate hybrid rice seed from conventional rice seed: 1) hybrid rice seed has built-in resistance to diseases common in other rice seed; 2) hybrid rice requires fewer to no chemicals (herbicides, pesticides and fertilizers) to help manage the crop; and 3) hybrid rice can easily and quickly rebound under less-than-ideal weather conditions (too much rain, not enough rain, too cool, too hot) that devastate other rice. Hybrid rice seed does not exhibit any characteristics that make it less desirable to the end-user – as animal feed, beer products and/or consumer rice products – than conventional rice. All of these characteristics lead to the rice grower's ultimate goal: a higher yield for a higher profit margin on the crop.

Action Planning

Target Audiences

- Rice growers in Southern Rice Belt
- Service partners (those agribusinesses that sell RiceTec seed to growers; RiceTec does not sell its seed directly to growers)
- Agricultural lenders

Goals:

- Influence growers' choice of rice seed
- Help service partners sell RiceTec seed
- Educate ag lenders about the positive outcomes of growing RiceTec hybrid rice seed to encourage greater financial support of those growers opting to grow hybrids

Objectives:

- **Sell out of hybrid rice seed, again!** RiceTec had sold out of seed in 2009, at a sales goal of 825,000 acres of seed (proprietary).
- Maintain participation by about 750 people at Grower Field Days
- Garner at least one TV news segment about a Grower Field Day (It has been difficult for RiceTec to earn any TV coverage.)
- Maintain participation by 5-6 journalists in Media Field Day



In 2010, RiceTec set the highest sales goal in the company's history: 850,000 acres (proprietary). Mangan Holcomb Partners developed a creative approach to promoting RiceTec Hybrid Rice Seed that used the most believable spokespeople available: the growers themselves. The agency's extensive experience in agri-marketing had long ago proven that growers depend on, trust and follow the advice of their fellow farmers. And, competitive research showed that no other seed company was using testimonials in its communications. The agency put the grower-testimonial approach into play in the communications, which also featured irrefutable research data about the positive results of growing hybrid rice seed vs. conventional rice seed. (Again, no other seed company was comparing its product to the competition with quantifiable data points in its communications.) Print ads were modular in design – allowing the agency to easily customize photos, copy/testimonials, headlines and/or data points – and in a color scheme that was complementary to both the RiceTec brand and the ag industry (earth tones of green and brown). Other communications strategies included direct communications to growers and other target audiences via Grower Field Days and indirect communications to all audiences via earned media (news).

Execution

At the center of RiceTec's marketing communications was advertising. Paid media placements were made in a two-pronged fashion – using both ag-industry publications (vertical/trade) and community/local newspapers (mainstream). The agency recommended advertising in both vertical/trade and mainstream media outlets across the Southern Rice Belt to maximize reach and frequency of the message. (Of course, growers and others in agribusiness depend on vertical/trade ag pubs for information, but many smaller communities boast widely read local newspapers, which are also trusted sources of information for those in the ag industry.) The agency had achieved success the previous year using this two-pronged print advertising approach. Paid advertising was placed proportionate to the number of rice-growing acres in each state. Print placements were augmented by radio advertising in the target geographies. Radio ads also featured grower testimonials; in fact, the growers *were* the voice talent, giving their testimonies in their own words. Added-value placements included online advertising on ag websites and daily news blasts. Unique creative deliverables were developed from a library of original RiceTec and rice-field photography taken by the agency.

Direct communications to the target audiences was accomplished by the unique Grower Field Days tactic. At a Grower Field Day, hundreds of rice farmers, as well as service partners, ag lenders and crop consultants (all of whom have a significant impact on a grower's planting decisions each year), tour large-scale rice trials to examine plots of land planted with both RiceTec hybrids and conventional varieties and/or cultivated with particular farming practices or technologies. In 2010, three Grower Field Days were held – one each in Alvin, Texas (the Houston suburb that is home to RiceTec's headquarters), Branch, La. (at a RiceTec customer's farm), and Harrisburg, Ark. (at the RiceTec Research Station). Product sheets and a customizable trade-show booth were used at the Grower Field Days. The agency worked with RiceTec to execute communications strategies that promoted each Grower Field Day to both drive attendance and earn news coverage.

Indirect communications to the target audiences were achieved via media outreach, both through a Media Field Day and general "good news" distributions. At Media Field Day, journalists interacted with RiceTec execs at a roundtable breakfast conversation/Q&A, then were escorted to rice farms in the Midsouth growing region by RiceTec on-farm customer reps. Each journalist was "assigned" to a different RiceTec rep and rice grower, so that each ag publication has an exclusive interview with that grower. The agency worked with RiceTec to coordinate logistics and manage all media outreach prior to, during and after Media Field Day. The agency also wrote and/or copyedited and distributed a number of general/"good news" press releases to both vertical/trade and mainstream media outlets.

Results

- **RiceTec sold all of its hybrid rice seed by November 2010**, just weeks after the last of the annual field days and several months ahead of the sales goal timeframe!
- Because all seed had sold, a third of the media plan was canceled because RiceTec didn't want to create demand for something it could no longer supply (a great problem to have)!
- Grower Field Days attracted nearly 750 farmers and others in agribusiness.
- Seven journalists from leading vertical/trade ag pubs participated in Media Field Day.
- At least 19 news items about RiceTec – including a front-page feature in *MidAmerica Farmer Grower* – appeared in both mainstream and industry/vertical pubs as a result of all media outreach activities.
- Three of the news pieces were TV segments – one of which was about the Harrisburg, Ark., Grower Field Day. This was the most TV coverage RiceTec has received in recent years in a single growing season.

STEVE LANDERS CHRYSLER DODGE JEEP

MHP's digital division, Social Innovation (MHP/SI), started working with Steve Landers Chrysler Dodge Jeep almost three years ago when the dealership changed its name. MHP/SI rebranded the dealership's digital brand and consistently grew the brand with double-digit growth every year with constant innovation.

MHP/SI implemented several different digital tactics to grow website traffic and customer leads, including:

- Pandora online radio
- Behavioral targeted display advertising
- Pre-roll video
- Search engine marketing
- Reputation management
- Email newsletters
- Social media, including editorial calendars, contest and promoted posts and likes
- Search engine optimization with landing pages, blogs and videos.

Steve Landers Chrysler Dodge Jeep's engagement with MHP/SI has resulted in website traffic growing 65 percent year over year generating lead growth of potential customers requesting more information by 73 percent year over year.

• Provide an outline or other information relating to why the Vendor's experience qualifies in meeting the Marketing Services, Procurement of Goods and Services and Media Placement Services specified in Section 3 of this RFQ:

As a 42-year-old, award-winning, full-service marketing communications firm, Mangan Holcomb Partners meets all the qualifications and provides all the services outlined in this RFQ.



(C)

• A description of the resources and experiences which qualify your team to produce high-quality creative and production services for the ALC in relation to this RFQ. Identify any subcontractors you anticipate to be used for television or radio production. The ALC has provided industry examples of the types of advertising we aim to achieve in various media categories in terms of production, quality, messaging and creativity. Advertising examples will be posted on the Arkansas Lottery Commission's website, <http://www.myarkansaslottery.com/about/procurement>. Also, list any limitations your firm has in developing creating and producing advertisements at this standard:

Mangan Holcomb Partners has been producing high-quality creative work with high production values for more than 42 years. Our agency has won national Addy awards, been a Clio award finalist, and won Best of Show numerous times in advertising competitions across the country.

We have produced campaigns featuring the distinctive voice of Morgan Freeman and original recordings by Nat "King" Cole (licensed to the agency by Mr. Cole's family specifically for MHP's work).

The agency has shot and produced campaigns that feature every scenario imaginable – from lonesome rock climbers high above the river valley floor to a singular moment in time between a great-grandfather and his just born great-grandson. From epic scale to the most intimate encounter, MHP has done it all – at the highest production levels clients' budgets would allow and that were appropriate for the project.

Our creative/production work has appeared in markets all across the U.S. and is competitive in concept and quality to any work in any market.

MHP routinely works with multiple television and radio production companies across the country. For ALC assignments, the agency anticipates using these Arkansas-based production companies and personnel. Each company's/individual's most recent retail work is listed:

Soundscapes (radio production):

Hank's Furniture

Procter & Gamble:

- Swiffer
- Luvs
- Bounty

Quaker Oats

Contadina

Walmart Stores

Host of retail jewelry stores, appliance stores, shopping malls, convenience stores, pharmacies and restaurants

Contact: Karen Crowley

3422 Old Cantrell Road

Little Rock, AR 72202

501-661-1765



Mangan Holcomb Partners

David Scharff LLC (director/editor)

Braum's Ice Cream Parlors

Terminix

SportClips

Lee's Chicken

HGTV

Windstream

Contact: David Scharff

14 Sechrest Circle

Rogers, AR 72758

501-231-4548

Bonimation (animation/graphics)

Kellogg's Pop Tarts

Microsoft Surface

Pringles

Sennheiser (audio systems)

Beats (headphones)

Adidas Nitro and Energy Boost shoes

Verizon

Contact: Bo Collet

106 Nixon Lane

Austin, AR 72007

501-837-2590

Bespoke Video

Pro-Coat Floor Cleaner

Krebs Brothers/The Restaurant Store

Apex Men's Health

Primary Residential Mortgage

Greenway Equipment

Rock Town Distillery

Blue Frog Plumbing and Drain

A+ Apparel

Heifer International

Contact: Rick Rogala

111 Center St., Suite 1600

Little Rock, AR 72201

501-376-4301



Waymack & Crew (video/film)

Le Vian Jewelry

Aleve

Rust-Oleum

Allstate

KFC

Sears

TCBY

Mercedes of Memphis

Sissy's Log Cabin

Bally

Owens Murphy Volkswagen

Contact: Dan Waymack

11524 N. Rodney Parham Road, Suite 5

Little Rock, AR 72212

501-375-8001

- Examples of the top five (5) television, radio, print, digital, outdoor and point of sale coordinated campaigns your firm has produced within the past three years. Examples of television and radio ads should be provided on either CD, DVD, or flash drive (in compliance with Section 1.3, second bullet point). All items offered must have been created by your firm and must include reference to any production subcontractors who were used:



Advanced Tissue

Creative Campaign

Wound care orders that are always right on



All wound care supplies from Advanced Tissue come in our Unit Dose Packaging, which contains everything your patient needs for one dressing change. This approach reduces waste, reduces patient confusion and saves money – and is exclusively provided by Advanced Tissue.

Call **866-217-9900** today to place wound care orders for your patients.



**advanced
tissue**

7003 Valley Ranch Drive • Little Rock, AR 72223
866-217-9900 • AdvTis.com

Ordering wound care supplies is as simple as



With our simple, seamless ordering system, getting your patients the exact, top-quality products they need is completely hassle-free.

Call **866-217-9900** today to place your patients' wound care order.



**advanced
tissue**

7003 Valley Ranch Drive • Little Rock, AR 72223
866-217-9900 • AdvTis.com

When it comes to convenient wound care supplies ordering, we wrote the



At Advanced Tissue, we're completely focused on wound care, so we know this industry better than anyone else. Because of this knowledge and our commitment to doing what's best for clinics and patients, we provide you with a wound care supplies ordering system completely tailored to your needs.

Call **866-217-9900** today to place wound care orders for your patients.



**advanced
tissue**

7003 Valley Ranch Drive • Little Rock, AR 72223
866-217-9900 • AdvTis.com

Greenway Equipment Company

Web Campaign





Faith-based Learning for a Faith-based Life

PREPARING CHRISTIAN BUSINESS PROFESSIONALS FOR LIFETIME SERVICE

Click Here
to Request More Information or call 888-670-2367

"The integration of faith, learning and living with education and professional careers. Working with people on a mission to serve the world and Harding University's MBA program through our Christian understanding and impact."
Darlene Roemer, M.B.A. 2016
Business School Dean of Law

It's Great to be at Harding!

M.B.A.
888-670-2367
info@harding.edu

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- Campus
- Cost of Studies
- Portfolio Requirements
- 3-Year Plan
- Admission
- Requirements
- Application
- CMAT
- Scholarship
- Faculty
- FAQ
- Live Text Resources

MASTER OF BUSINESS ADMINISTRATION

Improve your leadership and management skills through a Christian faith-based M.B.A. program that will provide you with the special mobility and the competitive edge you need. Harding recognizes the need for balance among work, family, church and community and strives to provide a flexible program that allows fulfillment in all aspects of life.

- Learn through an integration of faith, learning and living
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- Get your own pace through the program

Accredited by the Association Council for Business Schools and Programs (ACBSP)

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Our program features three locations from which classes may be taken: Henry, North Little Rock, and Dallas. Students may choose to complete their degree via a single session or through a combination of ground and online classes.

Two Program Tracks
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Give us a call at 888-670-2367 or fill out the form below to find out why it's great to be at Harding!

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Last Name:

Mobile Phone:

Email:

Type the two words from the image below.*

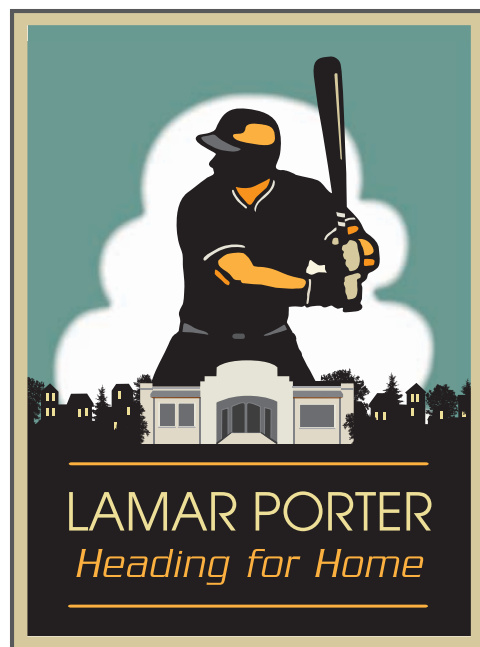
[Privacy & Terms](#)

Keep Arkansas Beautiful

Outdoor Campaign



Logo Samples



- Describe the process your company goes through in developing creative and how many concepts are typically presented for each campaign:

Mangan Holcomb Partners begins every major creative assignment by creating a strong strategic foundation. MHP's Chief Creative Officer and partner, Chip Culpepper, is a business major – unusual for an agency creative leader – so he understands the importance of business goals and how they must drive messaging and creative executions.

MHP begins creative campaign work with development of a strategic messaging plan created by the agency's Strategy Team, composed of members representing all the marketing communications disciplines. This process makes sure that the campaign's creative direction provides an integrated platform that all communications disciplines can execute against – ensuring the greatest impact from all campaign efforts in the marketplace.

MHP's Creative Team then explores multiple messaging approaches to determine the most compelling, meaningful and noticeable options for further development. Once approaches are pared down, the MHP Creative Team typically fully develops two to four approaches for further consideration/review and possible client presentation.

- Describe all important elements you assess in your creative development and execution, such as key situational facts, advertising objectives, creative positioning, campaign execution and evaluation of campaign results:

Mangan Holcomb Partners builds every creative campaign on a solid strategic foundation. This is what has set the agency apart from the competition and has allowed us to attract some of the most prestigious nameplates as clients.

Everything starts with marketing research. We believe that you must understand the marketplace and its dynamics to make informed decisions. If marketing research is not available, MHP will recommend and help manage the research process. If conducting a research study is not feasible for a client, the agency will seek out the next closest available third-party data through our American Association of Advertising Agencies (4A's) network and through the extensive consumer research the agency subscribes to.

Next come marketing communications objectives that are tied directly to the client's business objectives and that are quantifiable. Marketing communications objectives must be measurable so that we, in counsel with the client, can assess success and make course corrections in real time. And objectives must have a clear method of measurement.

After conducting the most thorough examination of the market and targeted consumer, we turn our attention to the development of key messages. At this point, these messages are developed without any concern for creative concept. Messages must be universal truths to the targeted audience(s) and must not be dependent on creative execution or trickery.

One best practice MHP adheres to is the development of a Communications Workplan (CW) for major campaign development. The CW marries the research findings, the quantifiable marketing communications objectives and the messaging strategy into one roadmap document. All creative concepts that are developed are measured against the CW for consistency to make sure they are directionally on target.

Next, multiple creative concepts are developed, vetted, revised, torn up, redone, measured against the CW, redone, and polished for presentation.



Creative concepts are presented to clients with the understanding that clients will collaborate on the work's final development. MHP believes that there is no substitute for the experience, judgment and intuition clients bring to the process based on their day-to-day immersion in their businesses. A key client relationship concept at MHP is that "A good idea doesn't care who has it." The mission is to get the best idea on the table – whether from the agency or from the client.

Finally, success measurement may take many forms. But whatever the measurement process, measurement must be done in accordance with the methodologies agreed upon in the strategic plan. And measurement must take place at predetermined intervals. MHP's most effective campaigns are those that have been measured regularly and course adjustments made. As Chip Culpepper, MHP's Chief Creative Officer, says, "It's the long game on Monopoly. Launch. Measure. Adjust. Deploy. Repeat as needed."

(D)

- Describe your past experiences in developing a campaign surrounding an anniversary celebration. Include the strategies, media, promotional, public relations and creative elements involved and the metrics used to determine the success of the promotion:

MHP offers the following case studies to illustrate the agency's recent experience with anniversary celebrations. Each of these efforts was supported by some combination of creative campaign work/ advertising, public relations, digital/online activity and social media:

2012-2013 ST. VINCENT HEALTH SYSTEM 125TH ANNIVERSARY CASE STUDY

Goal

Use the St. Vincent Health System 125th anniversary as a platform to:

- Energize and educate key stakeholders about the rich history of the health system and its importance to the state
- Impact key image/awareness metrics as measured in the HealthStream tracking survey, including:
 - Preference of St. Vincent as health provider of choice
 - Perception of St. Vincent as "best overall" health care provider
 - Perception of having the "Best Nurses"
 - Perception of the quality of key service lines, including cardiovascular and orthopaedics

Advertising recall

Reported Last-Visit Share

Brand Equity Index

- Showcase national awards/designations:
 - American Nurses Credentialing Center Magnet® designation
 - *U.S. News & World Report* "Best" rankings in eight specialties and No.1 hospital in Arkansas
- Prepare the market for an upcoming rebrand

Key Stakeholders

- Employees/Professional Staff
- Employed Physicians
- Referring Physicians/Facilities
- Patients/Families
- Donors
- Community



Mangan Holcomb **Partners**

Creative Approach

A 125th anniversary “bug”/logo was created and included in all creative executions throughout the 125th anniversary year.

Media Mix

A comprehensive, integrated “tradigital” campaign was developed to position St. Vincent as the historical and current leader in bringing quality health care to Arkansas. In traditional media, broadcast television anchored the campaign, and an aggressive added-value negotiation process extended the television budget by more than 30 percent. A mix of newspaper and select business and consumer magazines was used to complement television across the target geography. Added-value negotiations with print outlets were focused on providing visibility in digital platforms, netting an approximate 35 percent extension of the budget.

Digital media included targeted display ads, Facebook promoted posts and YouTube video pre-roll. Social media platforms also concentrated on complementary content about the 125th Anniversary throughout the year.

Strategies By Stakeholder Group

Employees/Professional Staff

Employees and staff were reached through a variety of “owned” media channels and internal outreach:

- Made special presentations of the campaign at the President’s Council, Leadership Forum and other established team meetings
- During Hospital Week, hosted 125th anniversary celebrations throughout the health system, such as screening the 125th anniversary video and providing 125th anniversary cake and giveaways. A total of 14 events at multiple locations and deliveries to 50 clinics/joint-venture partners were executed in seven days.
- Established 125th anniversary “screening rooms” at convenient locations with flat-screen and audio component to showcase the 125th anniversary video, allowing employees to stop by to watch it at their convenience
- Featured 125th anniversary content on *Insider* Intranet platform
- Integrated 125th anniversary content into new employee orientation and as a part of physician and employee recruitment packages

Employed Physicians/Referring Physicians/Facilities

- Hosted annual physician appreciation event
- Set up video display in the physician lounges to play the 125th anniversary video on a loop for a week
- Delivered a DVD or jump drive with file of the video, along with custom cookies featuring the 125th anniversary logo, to all key referring clinics/facilities to be enjoyed by the physicians and staff
- Used 125th video, as appropriate, in one-on-one deskside physician outreach activities

Patients/Families

- Created counter cards and/or posters for display in all St. Vincent facilities and clinics with a custom QR code, inviting people to scan it and/or visit the website to view the video via the landing page
- Created St. Vincent tray liners featuring QR code/URL to be used for in-room meals
- Played 125th anniversary video on all in-hospital/clinic screens and closed-circuit television systems
- Displayed 125th anniversary logo throughout St. Vincent facilities and clinics
- Created on-hold messages promoting the 125th anniversary message



Donors

- Highlighted 125th anniversary content at key Foundation events, such as the CEO Club dinner, IV Party, and Tour de Paul Golf, Tennis and 5K.

Community

- Executed multimedia, digital and social media campaigns as outlined above
- Scheduled Speakers Bureau presentations at select civic/service organizations in the geography
- Developed ongoing public relations/media outreach that netted significant coverage – more than 300 positive stories about St. Vincent
- Developed special yearlong partnership with KATV with vignettes featuring employees sharing about their St. Vincent career experiences, what it means to be a part of the organization and its heritage
- Inserted a 125th anniversary commemorative piece in Arkansas Business highlighting accomplishments over the past 125 years

Results

The campaign was a success, creating the desired internal rallying point, as well as measurable outcomes based on campaign objectives. The HealthStream tracking survey indicated the following:

- Overall Preference – 9-point increase and highest tracked since inception of survey in 2002
- Perception of “Best Overall” – 6-point increase and highest tracked
- Perception of “Best Nurses” – 7-point increase
- Perception of leadership in key service lines:
- Cardiac – 6-point increase and highest tracked
- Orthopaedic – 6-point increase
- Last-Visit Share – 4-point increase
- Advertising Recall – tied for highest at 47% with primary competitor’s documented spending consistently double St. Vincent spending in the market
- Brand Equity Index – 5-point increase and highest tracked
- Consumer overall preference measures led Last-Visit Share by 4 points, which indicates opportunity for growth

“If the use of hospitals were left solely up to consumers, SVH’s market share would be higher than it is now.”

“The attribute-trending data are interesting in that results for St. Vincent Health System have increased for all attributes, most notably with significant increases for *has the best nurses, the most responsive to the needs of the community, dedicated to meeting the physical, emotional and spiritual needs of each patient in a caring and compassionate manner, and is best overall* while [Competitor #1] and [Competitor #2] have remained about the same or declined for most attributes.”

– 2013 Consumer Insights HealthStream Study



2012 WINTHROP ROCKEFELLER INSTITUTE CENTENNIAL CELEBRATION

Research/Background

Winthrop Rockefeller was the fifth of billionaire Mr. and Mrs. John D. Rockefeller Jr.'s six children. A progressive reformer, Rockefeller became the 37th governor of Arkansas and the state's first Republican governor since Reconstruction. Faithful to his family's legacy, Rockefeller became the state's premier philanthropist, giving more than \$20 million to projects in his adopted home state over 20 years.

The Winthrop Rockefeller Institute (WRI) is a 501(c)(3) nonprofit organization and educational institute located on Petit Jean Mountain that seeks to continue the legacy of the late Gov. Winthrop Rockefeller through ongoing learning opportunities. The institute, located on 188 acres of the original grounds of Governor Rockefeller's model cattle ranch, is affiliated with the University of Arkansas system.

Educational programs at Winthrop Rockefeller Institute reflect Gov. Rockefeller's diverse interests. Program areas include agriculture and the environment, arts and humanities, economic development, and public affairs. Workshops, seminars, lectures, conferences and special events are designed to nurture ideas, policies and activities to carry forward the governor's legacy by improving the quality of life for all Arkansans.

2012 marked the 100th anniversary of Gov. Rockefeller's birth. The Winthrop Rockefeller Institute engaged Mangan Holcomb Partners to execute media relation programs to promote Gov. Rockefeller's Centennial Celebration, drive attendance at events and raise overall awareness of the Institute as a center for thought leadership.

Action Planning

Goals

- Raise awareness and appreciation of Winthrop Rockefeller and his contributions to the state, nation and world

Objectives

- Secure 24 TV/radio interviews or articles for the Centennial Celebration from January-June 2012
- Present 4-5 signature events that highlight his contributions in specific areas such as race relations, philanthropy, and political reform
- Increase awareness and conference attendance to 6,000 at the Winthrop Rockefeller Institute on Petit Jean Mountain

Key Publics

- Arkansas community leaders
- Educators
- Philanthropists

Strategy

The 100th anniversary of Winthrop Rockefeller's birth is cause for celebration for Arkansas. The strategy involved identifying specific news, society, education and feature story angles while leveraging those opportunities to gain news coverage of Centennial Celebration events. MHP and WRI worked together to increase event attendance and raise overall awareness through media relations and public information of WRI as a center for thought leadership.

Execution

In 2012, a yearlong celebration highlighted the legacy of Winthrop Rockefeller in the state 40 years after he left office as the state's 37th governor. Kicking off the celebration, current Arkansas Gov. Mike Beebe and first lady Ginger Beebe hosted a reception at the Governor's mansion. During the reception, Governor Beebe issued a proclamation honoring Governor Rockefeller's birthday and Centennial Celebration.



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A variety of events honored Rockefeller's legacy throughout the year. Signature events included a panel discussion at the University of Arkansas at Pine Bluff by William "Sonny" Walker, Arkansas legend and first African-American to be appointed to a cabinet-level position, the unveiling of a permanent exhibit replicating Lt. Gov. Winthrop Paul Rockefeller's office at the Arkansas State Capitol at WRI, a re-enactment of the Martin Luther King Jr./Rockefeller tribute at the Arkansas State Capitol, a political reform conference and an Arkansas Arts Center exhibit showcasing the works given to the center by the Rockefeller family. A Philanthropy Conference concluded the Centennial Celebration events.

Traditional media outreach and online outreach were integral to the success of the Centennial Celebration. The agency distributed news releases (both pre- and post-event) to newspapers statewide (about 150). The local NPR affiliate and talk radio stations were also important news outlets, as was the state's "alternative" weekly newspaper that focuses on arts, culture and politics. Society media were invited to cover the governor's reception at the Arkansas Governor's Mansion, as well as receptions at the Arkansas Arts Center, WRI Political Reform and Philanthropy Conference.

Rockefellers rarely make media or public appearances; however, it was important to the Institute that the Rockefeller family show its support by attending all Centennial Celebration events. The family attended all events, made public speeches and conducted TV interviews during the yearlong celebration.

Evaluation

- Secured 20 TV, print and radio interviews
- Secured 20 articles
- Rockefeller family members attended each Centennial Celebration event, with many of them speaking at one or more celebration events
- 512 people attended WRI Centennial Celebration events
- 6,855 guests attended WRI conferences in 2012

INTERNATIONAL GREEK FOOD FESTIVAL 25TH ANNIVERSARY

Research/Background

Twenty-five years ago, Annunciation Greek Orthodox Church in Little Rock hosted a pastry sale to raise money for a local charity. That unassuming church fundraiser has grown into a three-day festival that has raised half a million dollars for more than 20 central Arkansas charities over the years. In 2008, the festival gave \$40,000 of its proceeds to various central Arkansas charities. Many consider the International Greek Food Festival to be the largest ethnic food festival in Arkansas.

Each year, the church identifies several local nonprofit organizations to receive a portion of the festival's proceeds. Unfortunately, many festivalgoers are unaware of the festival's strong support for and charitable contributions to central Arkansas charities. Mangan Holcomb Partners was charged with raising awareness that the International Greek Food Festival is "more than just a food event," as well as highlighting the festival's milestone 25th anniversary.



Action Planning

Target Audiences

- Potential festivalgoers
- Potential festival sponsors

Goals

- Elevate the overall image of the International Greek Food Festival as a charitable event benefiting the community via media relations tactics
- Highlight the festival's 25th anniversary

Objectives

- Obtain coverage from three of the four local television stations during the festival weekend
- Drive traffic to the festival's website, GreekFoodFest.com
- Maintain festival attendance at 15,000

Festival leaders recognized that each year, each volunteer had his/her own message points and favorite festival topics to discuss with the news media. Because of this individual approach, many key messages fell between the cracks. The agency was brought in to bring consistency to the festival's communications. The agency believed that the 25th anniversary offered a unique opportunity to celebrate the festival's generosity to central Arkansas. For the previous 24 years, the festival's food, though mouth watering and delicious, had been the focal point of festival media relations. The agency advocated and church leadership embraced that idea that all festival communications, advertising, printed material, talking points, even the T-shirts should address the festival's charitable giving to central Arkansas organizations.

Execution

The agency wrote a news release about the festival and the benefiting charities and distributed it to key media outlets, including print and broadcast news and calendar-of-events postings. For the first time in the event's history, the release emphasized the festival's charitable giving to community organizations, including the total amount given over the past 25 years, as well as this year's benefiting charities. To help tell the story of the festival's 25 years of giving to the community, the agency recommended that representatives from the benefiting organizations become spokespersons for the festival alongside festival volunteers. Representatives of benefiting organizations were interviewed on two local morning radio stations and featured in a 30-minute PSA that aired the Friday of the festival on the local Radio Disney station, KDIS 99.5 FM. Charity representatives discussed how funds from the festival would be used, further highlighting the International Greek Food Festival's impact on the community. On the same radio station, the agency also secured a 30-second PSA featuring local radio personality Jim Verdi, which aired during the two weeks leading up to the festival.

Keeping in mind the goal to increase awareness of the charitable side of the International Greek Food Festival, the agency recommended and assisted in publicizing the festival to the benefiting organizations' donors, supporters and volunteers through their respective communications channels (websites, e-newsletters, signs at their "place of business," etc.). All benefiting charities with websites posted information about the festival and about their having been selected to receive a portion of the proceeds.

The agency designed a commemorative 25th anniversary logo that incorporated the "original" festival logo and a new tagline - "Serving Food, Friends & Community" - that embodied the giving spirit of the festival, as well as its famous food. Both the logo and tagline were prominently featured on all collateral and promotional materials.

As part of an integrated marketing approach, advertising messages, where appropriate, also focused on the 25th anniversary and included a list of the benefiting organizations. Advertising included an *Arkansas Democrat-Gazette* ad that ran four times in the weeks leading up to the festival and a *Soirée* advertising insert



in the May issue. *Soirée*, the state's leading society publication, also featured festival co-chair Christina Martin in its May cover story. The insert, designed by the agency, devoted two pages to highlighting each of the benefiting organizations. The insert also emphasized the festival's 25th anniversary and the half a million dollars raised over the years.

Other promotional tactics used to publicize the festival included yard signs and fliers at church members' and sponsors' places of businesses. A large banner was displayed two weeks before the festival on the church grounds (also the site of the festival) located on a busy thoroughfare in Little Rock. Mangan Holcomb then created additional collateral materials (much of the creative was provided pro bono) that further supported the campaign's goal to raise awareness in the community and brand the festival as a charitable event. Mangan Holcomb designed the festival flier, poster, yard sign, street banner, commemorative T-shirt and festival letterhead, provided design elements for the updated festival website and festival signage, and built a festival program booklet design template. At the agency's recommendation, three pages of the festival program booklet were dedicated to the charitable side of the festival, one page highlighting organizations that had received funds from the festival over the past 25 years, and two pages featured the 2009 benefiting organizations. The agency also recommended a commemorative 25th anniversary gift, proceeds from the sale of which went to benefiting organizations. Signage at the festival alerted festivalgoers to the commemorative gift (a coffee cup and Greek coffee, both featuring the 25th anniversary logo) and listed the benefiting organizations that would receive the proceeds.

Day-of media relations and management of the festival was handled by the agency. The agency provided message points to all festival volunteers highlighting the charitable side of the festival and the 2009 benefiting charities. On the opening day of the festival, *all four* local television stations (KARK, KATV, KLRT, KTHV) sent reporters or camera crews to cover the festival, and some aired the story on more than one evening newscast and posted it as a lead on their website. KTHV Channel 11 sent its morning show personalities, Tom Brannon and Alyson Courtney. Brannon enjoyed the festival so much that he stayed all day, reporting the weather live 'til 5 p.m. Throughout the weekend, *all four* local television stations sent reporters or crews to cover the festivities, interviewing representatives from benefiting charities, festival volunteers and festival patrons. The agency also secured live remotes from KKPT The Point 94.1 FM and KWLR K-LOVE 96.9 FM on opening day. Both radio stations featured live interviews with representatives from benefiting charities and festival volunteers. KWLR had a booth at the festival all weekend.

Evaluation

The following are the successful results:

- Total news coverage (both pre-event and weekend of) resulted in **2.2 million** impressions, including four TV stations, eight print publications, four radio stations and 11 online news outlets
- Of the total news coverage, five broadcast interviews, seven print publications and six online news outlets featured information about the festival's charitable giving
- During the festival weekend, GreekFoodFest.com received more than **50,000** hits (the first year to track website traffic)
- The festival (including the drive-thru) attracted approximately 18,000 people (exceeding the previous year's 15,000)
- Most importantly, **more than \$60,000** was donated to the seven benefiting charities (exceeding the previous year's \$40,000)
- The festival received 30 tweets on Twitter during the festival weekend, as well as several mentions on Facebook (this is without a strategic social media campaign)



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(E)

- Describe your firm's success in increasing sales in underperforming markets and describe the strategies used in accomplishing that goal:

MHP's most recent experience with increasing an underperforming geographic market was for the agency's largest agriculture account – RiceTec.

RiceTec is a purveyor of high-quality hybrid rice seed. The company's sales area is diverse in several ways – geographically diverse, being composed of large regional areas with different soil types; culturally diverse, stretching from the bootheel of Missouri, through the deltas of Arkansas and Mississippi, through the bayous and lowlands of southern Louisiana, to the coastal areas of Texas; and agriculturally diverse, with large areas requiring specific and unique cultivation practices.

No one size fits all. And that was the case with marketing communications as well.

MHP developed a highly segmented campaign that deployed advertising and public relations messaging with messages developed specifically to accommodate small geographies. In some cases, the messages covered only a couple of counties. In other cases, broader geographies were covered. In every case, the tone and manner of the messaging spoke to local farming challenges and opportunities, mentioned specific towns in the region by name, and some messaging even focused on high-profile farmers in the area.

The media mix was customized for each geography as well, taking advantage of the strongest local media. In some areas, radio was the lead medium; in others, local newspapers provided a stronger delivery. Outdoor and direct mail were used in markets where no other local media were available.

The results of this geographically segmented campaign were exactly what RiceTec desired – the company sold out of all 14 available rice hybrids and had a “waiting list” for additional seed that might come available.



5.11 VENDOR'S RECOMMENDED PLAN OF ACTION

A vendor shall create a plan of action, which may be used by the ALC, for each of the three initiatives outlined in Section 3.1 of this RFQ, ALC FY 2015 Marketing Focuses. This section should include recommendations and timelines related to strategy, creative and production, media placement, procurement, communications and promotions. An explanation on how to measure the success of each initiative shall also be included. It is not necessary to develop any graphics or advertising creative for the purposes of responding to this RFQ.

Topline Recommendations for ALC FY 2015 Marketing Focuses

ASSIGNMENT A. Create a new branding campaign with a primary focus on instant games, but also to include: Powerball®, Mega Millions®, Natural State Jackpot and any other multi or in-state games or special promotions launched throughout the year. This budget will primarily include creative and production related fees for the television media category.*

a. Approximate Budget: \$500,000

b. Timeline:

1. September: Best Games Are Back
2. October: \$10 Highest Payout Instant Game
3. November: MONOPOLY® National Game
4. December: Holiday Instant Campaign
5. January: Lucky for Life Multi-State Game
6. February: New \$20 Instant Game
7. April: Buy X Get Y Promotion
8. June: June Instant Game
9. Year-long: Powerball® Jackpot Campaign
10. Year-long: Mega Millions® Jackpot Campaign

Mangan Holcomb Partners Recommendations:

The following recommendations are provided to illustrate how MHP thinks. They are based on what we know today and have been developed without the aid of lottery collaboration.

1) Development of a brand positioning campaign whose overarching theme is escapism and that will support messaging at three levels:

• Creates a quickly identifiable brand identity and position for the Arkansas Scholarship Lottery

Rationale: The Arkansas Lottery has made use of creative work from other parts of the country, so no unique "Arkansas" brand has been established. While the work that has been used has been excellent, it represented several brands and has never given the market a singular identity. Arkansans need a brand they can identify as being uniquely "local" and one consumers can hold up as being "our own."

A strong, memorable brand will lift all boats. From the air cover of television advertising all the way to the grassroots of point-of-sale materials, consumers need to know at a glance that the messaging is from the Arkansas lottery.

• Creates a consistent, compelling way to promote individual games

Rationale: The primary objective of the promotional work for the lottery is to sell games. Branding efforts cannot sacrifice the opportunity for a selling message. In fact, every ad should sell something.



- **Creates a consistent, compelling and engaging environment to promote the beneficiaries of the lottery: the scholarship winners and local businesses.**

Rationale: The lottery's mission is to provide funding for scholarships for Arkansans and, in doing so, benefit local businesses and the local economy. The lottery's mission has been well-publicized since its creation, but the campaigns used to date have failed to humanize the beneficiaries. A brand platform built on the idea of escapism – having a better life – will soundly support believable messaging about the Arkansans whose lives have been changed for the better through the lottery's mission. This will create an emotional connection, helping the lottery maintain a positive perception long into the future.

2) Insist that all campaign messaging rely on universal truths that speak to all groups.

Rationale: *All* brand messaging – whether advertising, public relations, or digital and social media – must be unified and integrated to create maximum impact on consumers. *Every* message must be believable to *every* audience. All campaign messaging should be tested with multiple consumer groups representing different ages and ethnicities to ensure that all communications will be effective.

3) Create campaign television/radio spot format of :23 Thrill of Winning/:07 specific product message that supports both brand position message and allows for promotion of individual games.

Rationale: Every message must build the brand. Every message must sell something.

4) Develop campaign executions that will reach core players, frequent players, infrequent/casual players, and lapsed players.

Rationale: While messaging must be based on universal truths, the motivators for different types of players vary. The brand campaign must have enough utility to deliver a consistent message while striking directly at the *one thing* that motivates each type of player in order to grow overall sales.

5) Use paid media and owned media supported by earned media.

Rationale: Lottery sales efforts must depend on paid media (advertising) to keep the lottery and its offerings top-of-mind with consumers. Using lottery-owned media (the lottery website and social media sites) in support of paid messaging gives the lottery the opportunity to engage consumers in a dialogue rather than the monologue of advertising. Consumers can interact with owned media in a dynamic way, creating loyalty to add to top-of-mind awareness. Finally, earned media (media coverage via public relations efforts) provide not only additional awareness, but add a sense of credibility and good will for consumers.

6) Increase public relations support of the lottery brand.

Rationale: Recent challenges with news coverage appear to have left some consumers skeptical about the lottery's mission and its ability to maintain an ongoing high level of scholarships. A more proactive public relations effort that seeks to balance the challenging news coverage with positive stories about the people and businesses aided by the lottery's efforts will help restore and maintain positive public opinion.



Process Steps:

- 1) MAPS™ Consensus Planning Session – MAPS planning is a daylong strategic planning session that will engage key lottery personnel with MHP team members to develop a prioritized marketing communications plan with quantifiable objectives, strategies, budgets and timelines for the next 12-month period. The session is facilitated by MHP and participants leave with an understanding of what the marketing priorities for the next year are and why.
- 2) Development of interim promotional plan to run while brand campaign is in development
- 3) Development of a written brand position plan outlining objectives, prioritized messaging strategies, prioritized promotional strategies, budget, timelines and responsibilities
- 4) Development of Communications Workplan creating the roadmap and measuring stick for all brand message development
- 5) Development of a consistent brand identity/position platform in the form of a provocative statement describing the traits of the brand from the consumer's point of view
- 6) Development of multiple brand campaign concepts for ALC review
- 7) Refinement of campaign concepts with ALC input
- 8) Focus group testing of concepts to identify most effective approach and test tone, manner and verbiage
- 9) Production of campaign elements (television, radio, print, direct mail, outdoor, digital/online, social media, etc.)
- 10) Launch brand campaign

Timeline: Interim plan – development/deployment 2 to 4 weeks

Brand campaign – development and deployment 10 to 12 weeks

ASSIGNMENT B. Launch a five-year anniversary promotion to celebrate ALC's beneficiaries including lottery winners and scholarship recipients in combination with the gaming and promotional plan outlined above. This budget may include service fees for creative and production, procurement, promotional or communication activities and media placement.*

1. Approximate Budget: \$300,000
2. Timeline: The ALC's five-year anniversary is September 28, 2014; therefore the majority of the campaign should occur September 2014 – January 2015, but elements can extend throughout the year.

Mangan Holcomb Partners Recommendations:

The following recommendations are provided to illustrate how MHP thinks. They are based on what we know today and have been developed without the aid of lottery collaboration.

1) Develop 5-year Anniversary logo

Rationale: A special anniversary logo will bring attention and excitement to the celebration and provide a point of continuity for marketing the yearlong event. The logo should be used on all executions/communications surrounding the lottery for one year.

2) Commission an impact study that shows the total effect the Arkansas Lottery has had in its five-year existence, quantifying cumulative prize payouts, scholarships awarded and payouts to retailers.

Rationale: The Arkansas Lottery has impacted the Arkansas economy, its residents, its higher education system and the state's economy in a positive way. The 5-year Anniversary is an opportune time to take credit for those achievements and to build value and good will with consumers. The story of the lottery's impact will, no doubt, be compelling and eye-opening.



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3) Develop a series of infographic-driven materials that explains the lottery's impact in visual terms and layman's language

Rationale: Materials will be needed for use online, at speaking engagements and for other public forums to easily explain the lottery's five-year impact. Materials may include video presentations, handouts, speakers bureau materials and digital/online pre-roll video. Materials may also be used in social media and public promotion events.

4) Develop an arsenal of success stories from the past five years that show how the lottery has changed lives through scholarships and prize payouts.

Rationale: The 5-year Anniversary provides a huge opportunity to generate public relations coverage. Having an arsenal of stories at the ready will provide a proactive, continual flow of positive information throughout the year. Success stories can also be customized geographically so that they may be placed in communities around the state, providing a local connection and relevance. Stories can be presented in video form possibly using testimonials from college graduates who have benefited from Lottery scholarships or from owners of retail outlets talking about the positive effect the lottery has had on their businesses.

5) Create 5th Anniversary Web microsite as a vehicle for posting information throughout the year and to provide an additional outlet for success stories.

Rationale: A microsite is easily updated with real-time information and provides a point of frequent interaction for consumers.

Other 5th Anniversary "Power Ideas":

- Create 5th Anniversary \$5 instant game
- Honor the 5 most successful grads who have benefited from Lottery scholarship money
- Buy 5, get 1 free promotion
- Special prizes for the 5th, 55th, 555th, 5555th, 55555th, etc. customer of the year
- Sponsor the fifth hole and sell scratch-offs at every golf tournament in the state during the year
- Create 5-year video and/or mail piece to send to legislators, public officials, etc.
- Go on speaking tour at Rotary/civic clubs throughout the state with the 5-year story
- Find the first 5 players who won significant payoffs and see "what they're doing now"
- Do a feature story on five BIGGEST winners in the state since the lottery started
- Have a 5k run benefiting the Arkansas Scholarship Lottery

Timeline: 5th Anniversary Campaign – development/deployment 4 to 6 weeks



ASSIGNMENT C. Execute market-specific communications and marketing strategies in underperforming markets, particularly northwest and northeast Arkansas. This budget may include service fees for creative and production, procurement, promotional or communication activities and media placement.*

1. Approximate Budget: \$300,000
2. Timeline: August 2014 – June 2015

Mangan Holcomb Partners Recommendations:

The following recommendations are provided to illustrate how MHP thinks. They are based on what we know today and have been developed without the aid of lottery collaboration.

1) Do not create special creative executions specifically tailored for underperforming markets

Rationale: The brand is the brand – regardless of where in Arkansas a consumer lives. The Arkansas Lottery should not have one brand in central Arkansas and others in northeast or northwest Arkansas. The most important branding consideration is to be consistent.

2) Do create customized media plans for northeast and northwest Arkansas that look at media delivery on a county-by-county basis

Rationale: The northeast and northwest areas of the state offer a significantly different mix of media opportunities. Some counties are covered by media originating from Jonesboro, Fayetteville or Fort Smith. But some counties (those in north-central Arkansas, for example) are in “no man’s land.” MHP’s experience tells us that it is imperative that media analysis be done on a county-by-county basis to ensure the highest local delivery of messaging. Of course, media coverage must be cross-referenced with population/sales opportunity, but experience has shown us that many communities across the state’s northern tier of counties are best reached with highly localized media buys. These are not easy media buys to make and often require extra work, but the outcome is well worth the effort.

3) Intensify media delivery levels in underperforming markets

Rationale: Retail advertising is all about frequency. If a market is underperforming, it is usually because of one of two factors: bad creative/messaging or not enough media weight. MHP has addressed how to approach a strong brand campaign in Assignment A above; it is our recommendation to invest media dollars in underperforming markets at a higher level than usual to kick off the new brand campaign to jump-start awareness through message frequency.

4) Intensify public relations levels in underperforming markets

Rationale: The extra topspin that public relations provides will further enhance the impact of the paid advertising efforts. MHP will work with the Lottery’s newly designated Executive Assistant for Public Relations to develop market-specific public relations outreach plans targeting underperforming areas of the state.

5) Deploy aggressive digital/online media programs in underperforming markets, including using geofencing to deliver messages to mobile devices close to lottery retailers

Rationale: Consumers across the state are frequent users of online media – especially via mobile devices. Arkansas has one of the highest per capita penetrations of smart phones in the U.S. Many Arkansans use mobile devices as their primary telephone, their Internet connection and for social media.



MHP recommends using geofencing technology to place ads on consumers' phones indicating the proximity of the closest lottery retailer and the most recent product news/offering. (Example: "The Powerball is at \$192 million! Buy your ticket at Phillips 66 C-store 3 blocks away!")

MHP also recommends placing a higher frequency of banner advertising on local media news and weather websites across the underperforming markets.

6) Utilize Pandora radio schedules in underperforming markets

Rationale: Similar to the rationale above, Arkansans access Pandora online radio through their mobile devices at a high rate. Pandora allows listeners to custom-program their music selections. MHP, through its digital/online division, pioneered placing local advertising on Pandora and understands the strategies that provide the greatest visibility. Pandora radio ads would be consistent with the overall brand campaign executions.

7) Increase Facebook advertising in underperforming markets

Rationale: Research indicates that Arkansans, especially younger Arkansans, are active users of Facebook. In certain demographic segments, Arkansas has nearly as many Facebook identities as there are people in the age group. Facebook ads will allow the Lottery to mix messaging for different products, provide up-to-the-minute information such as jackpot levels, and provide Facebook users with an easy click-through to more information – all while promoting the brand image.

Section 6. EVALUATION CRITERIA FOR SELECTION

Mangan Holcomb Partners acknowledges and/or understands all information presented in this section of the RFQ.

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State of Arkansas
ARKANSAS LOTTERY COMMISSION

REQUEST FOR QUALIFICATIONS

RFQ Number: ALC-RFQ-140001	Buyer:
Commodity: Supplemental Advertising, Marketing and Media Services	RFQ Opening Date: June 5, 2014
Date: May 21, 2014	RFQ Opening Time: 4:00 P.M. CST

RFQ RESPONSES WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE RFQ RESPONSE ENVELOPE **MUST** BE SEALED AND SHOULD BE PROPERLY MARKED WITH THE RFQ NUMBER, DATE AND HOUR OF RFQ OPENING AND VENDOR'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE ARKANSAS LOTTERY COMMISSION.

Vendors are responsible for delivery of their RFQ documents to the Arkansas Lottery Commission. When appropriate, Vendors should consult with delivery providers to determine whether the RFQ documents will be delivered to the Arkansas Lottery Commission office street address prior to the scheduled time for RFQ opening. Delivery providers, USPS, UPS, FedEx, and DHL deliver mail to our street address, 124 W. Capitol Avenue, Suite 1400, Little Rock, AR 72201, on a schedule determined by each individual provider. These providers will deliver to our offices based solely on our street address.

MAILING ADDRESSES: P.O. Box 3238 Little Rock, AR 72203	RFQ OPENING LOCATION: Arkansas Lottery Commission Offices
TELEPHONE NUMBER: (501) 683-2000	

Company Name: MITCHELL COMMUNICATIONS GROUP

Name (type or print): SARAH CLARK

Title: PRESIDENT

Address: 2 NORTH COLLEGE AVENUE

Telephone Number: 479-443-4673

Fax Number: 479-443-0854

E-Mail Address: sarah.clark@mitchcommgroup.com

Signature: Sarah Clark

USE INK ONLY; UNSIGNED RFQs WILL NOT BE CONSIDERED

Identification:

*

*

Federal Employer ID Number

Social Security Number

30-0758389

FAILURE TO PROVIDE TAXPAYER IDENTIFICATION NUMBER MAY RESULT IN RFQ REJECTION

Business Designation
(check one):

Individual

*

Sole Proprietorship

*

Public Service Corp

*

Partnership

*

Corporation

*

Government/ Nonprofit

*

GENERAL DESCRIPTION:	Comprehensive Advertising, Marketing, and Media Services
TYPE OF CONTRACT:	Term
BUYER:	
AGENCY P.R. NUMBER	

INVOICE TO:

F.O.B:

MINORITY-OWNED AND FEMALE-OWNED BUSINESS POLICY

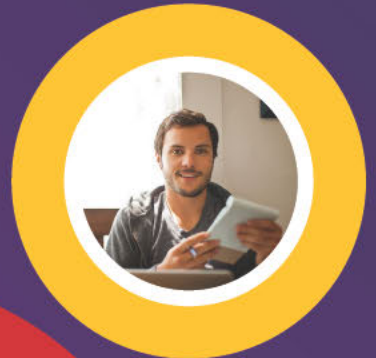
Participation by minority-owned and female-owned businesses is encouraged in this and all other procurements by state agencies. "Member of a minority" is defined at Arkansas Code Annotated § 23-115-103(15) as "a lawful permanent resident of this state who is: (A) African American; (B) Hispanic American; (C) American Indian; (D) Asian American; or (E) Pacific Islander American." "Minority-owned business" is defined at Arkansas Code Annotated § 23-115-103(16) as "a business that is owned by: (A) An individual who is a member of a minority who reports as his or her personal income for Arkansas income tax purposes the income of the business; (B) A partnership in which a majority of the ownership interest is owned by one (1) or more members of a minority who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the income of the partnership; or (C) A corporation organized under the laws of this state in which a majority of the common stock is owned by one (1) or more members of a minority who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the distributed earnings of the corporation". The Arkansas Economic Development Commission conducts a certification process for minority businesses. Vendors unable to include minority-owned business as subcontractors "may explain the circumstances preventing minority inclusion."

"Female-owned business" is defined at Arkansas Code Annotated § 23-115-103(5) as "a business: (A) Whose management and daily business operations are under the control of one (1) or more females; and (B) Either: (i) Individually owned by a female who reports as her personal income for Arkansas income tax purposes the income of the business; (ii) Which is a partnership in which a majority of the ownership interest is owned by one (1) or more females who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the income of the partnership; or (iii) Which is a corporation organized under the laws of this state in which a majority of the common stock is owned by one (1) or more females who report as their personal income for Arkansas income tax purposes more than fifty percent (50%) of the distributed earnings of the corporation."



SECTION 5

COMPREHENSIVE VENDOR INFORMATION



Mitchell[®]
COMMUNICATIONS GROUP



5.0 VENDOR INFORMATION

5.1 VENDOR PROFILE

Company Information

Mitchell Communications Group
2 North College Avenue
Fayetteville, AR 72701

Contact Information

Sarah Clark
President
Phone: 479-443-4673
Fax: 479-443-0854
Email: sarah.clark@mitchcommgroup.com

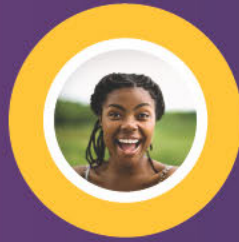
Years in Business

Founded in 1995, Mitchell Communications Group (Mitchell) has been providing strategic communications services to clients across a multitude of industries for almost 20 years.

Qualified to Conduct Business in Arkansas

Until December 2012, Mitchell Communications Group operated as Mitchell Communications Group, Inc. On December 31, 2012, substantially all of its assets were transferred to Mitchell Communications Group, LLC which is owned by Dentsu Holdings USA, Inc. Mitchell Communications Group, LLC is the operating entity under which ongoing business activities are conducted.

Please refer to Attachment 1 for registration documents filed with the Arkansas Secretary of State.



Corporate Information

Mitchell Communications Group, LLC
2 N College Ave
Fayetteville, AR 72701

Mitchell Communications Group, LLC is a single member limited liability company and is wholly owned by Dentsu Holdings USA, Inc., its sole shareholder. Officers of Mitchell Communications Group include Elise S. Mitchell (Chief Executive Officer) and Sarah J. Clark (President).

States and Jurisdictions

Mitchell is headquartered in Fayetteville, Ark. and has offices in New York City, NY and Chicago, Ill. We currently conduct business for our clients in numerous states across the country and world and have the ability to service clients in any U.S. state and globally.



2 North College
Fayetteville, AR 72701



32 Avenue of the Americas,
25th Floor
New York, NY 10013



515 N. State St. Suite 1818
Chicago, IL 60654

Lottery or Gaming Licenses

Mitchell has never applied for or sought a lottery or gaming license of any kind.



Legal Disclosure

Mitchell has never had any finding or plea, conviction, or adjudication of guilt in a state or federal court for any felony or any other criminal offense.

Bankruptcy Disclosure

Mitchell has never had any bankruptcy, insolvency, reorganization, or corporate or individual purchase or takeover of another corporation, including without limitation bonded indebtedness, and any pending litigation.

Financial Reports

Please refer to Attachment 2 for excerpts from the 2012 financial statements, which is the most recent period for which an audit report has been issued.

Additional Disclosures

Mitchell has no additional disclosures or information pertinent to the procurement involved.

5.2 VENDOR QUALIFICATION & MANDATORY REQUIREMENTS

Mitchell Communications Group has been providing strategic communications services including advertising, marketing, and public relations for almost 20 years.

Our existing operations and resulting financial stability provides sufficient internal financial resources to purchase media in the amount of \$500,000 without the need for third-party financing arrangements. Please refer to 5.6 Background and Financial Viability for additional financial information describing Mitchell's existing financial resources.

Please refer to Attachment 3 for a bank reference from our primary financial institution regarding access to sufficient cash resources.



If required, upon notice of intent to award, Mitchell will obtain a letter of credit, funding commitments, certificate of deposit, or similar third-party documentation to formally demonstrate our ability to meet this specific financial obligation.

5.3 GENERAL INFORMATION

About Us

Mitchell is an award-winning strategic communications firm, working on a national and global scale with some of the world's largest companies and best-known brands.

We use our depth and breadth of business knowledge and communications expertise to create solutions for clients that drive their businesses forward. Our capabilities include communications and marketing services that span traditional, digital and social channels, helping clients build relationships, reputations and results.

Our approach is simple: we provide groundbreaking communications services to our clients, helping them to captivate and engage key stakeholders. We offer a broad array of expertise in distinct and complex practice areas. From consumer and corporate communications, to media relations and creative services, we provide total communications support to deliver on our clients' business needs.

Learn more about our agency and capabilities, please visit:
www.mitchcommgroup.com

To view our agency book online, please visit:
www.mithcommgroup.com/agencybook/index.html#/1/

Proprietary information redacted.



EXPERTISE

Mitchell's experience and passion for connecting brands to their consumers at the local level has differentiated the agency from its peers as being among the best. It is in our fabric and we have honed reaching local communities into science.

Through our Making InRoads™ process, we discover what your consumer is doing, thinking, saying and how we connect with them on issues that resonate with them. By Making InRoads™, we'll help ALC connect to local markets/niche audiences and elevate your brand through a two way flow of information to create trust, loyalty and a better understanding of each other, leading to a better relationship and elevation for the ALC brand across the state. Our Making InRoads™ process determines what customized communications strategy will deliver the best results.



GLOBAL BRANDS. LOCAL IMPACT.

By leveraging the efficiencies of our Making InRoads™ process, the ROI is high while the cost is not. Our local market research and community knowledge within the state of Arkansas provides us with tangible insights and a clear definition of the local consumer – who they are, where they live, what they do, and how they shop.

We also look at the similarities and the differences in communities so we can determine what drives consumers shopping preferences, which varies depending on where they live. A one-size-fits-all approach doesn't work, so we look at the habits and diverse needs of consumers in local communities. And, by understanding local social, cultural and personal preferences, our clients can better connect and engage with their consumers in a meaningful way.

Once the snapshot is developed, we build strategies to meet your needs in each community. From those plans, our experienced and award-winning communications, creative, digital and production teams kick in to build and add personality so our clients win at that local level.



5.4 BACKGROUND INVESTIGATION

Mitchell would be willing to conduct any background investigations as required.

5.5 DISCLOSURE OF LITIGATION

Mitchell does not have any civil or criminal litigation or indictment to disclose.

5.6 BACKGROUND AND FINANCIAL VIABILITY

A summary of selected financial data is provided below for the most recent three years and is intended to provide evidence of financial responsibility and stability of the recurring operations of Mitchell Communications Group.

Proprietary information redacted.



5.7 CONFLICT OF INTEREST/LITIGATION

Mitchell Communications Group:

- does not have any conflict of interest with the products and goals of ALC that could result from other projects;
- does not have any pending litigation for any of its subcontractors;
- did not lose any clients from January 2012 to present; and
- has not been involved in any contract disputes in the past two years.

5.8 BACKGROUND INVESTIGATION

Mitchell agrees to allow agents of ALC to perform an investigation of the financial responsibility, security, and integrity, if required by ALC.

5.9 SUBCONTRACTOR IDENTIFICATION

At this time, Mitchell does not have plans to subcontract with another business for any portion of the work associated with this RFQ.







SECTION 5.10 (A)

VENDOR QUALIFICATIONS



Mitchell[®]
COMMUNICATIONS GROUP