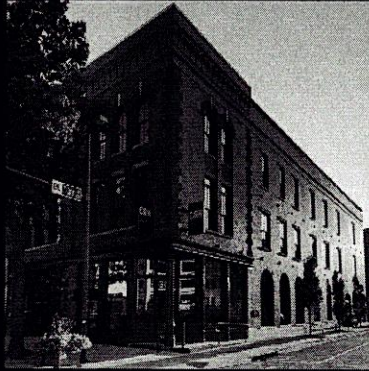


SP-17-003
CJRW RFQ RESPONSE

REDACTED

Pages Redacted: 5 through 90; 104 through 143



CJRW

The Office of the Arkansas Lottery

Response to

Request for Qualification
Bid Solicitation Document
Advertising, Marketing and
Public Relations Services

RFQ Bid Number: SP-17-0033

Proposal Opening Date:
Thursday, October 13, 2016
2:00 p.m. Central Time

**CJRW
300 Main Street
Little Rock, AR 72201**

**CJRW NW
4100 Corporate Center Dr., Suite 300
Springdale, AR 72762**

REDACTED VERSION



Philosophy



Staffing

E.4

DESCRIBE YOUR FIRM'S CAPACITY TO PROVIDE DEDICATED ACCOUNT STAFF AND TIMELY RESPONSE SERVICES FOR THE ASL'S ADVERTISING, MARKETING AND PUBLIC RELATIONS NEEDS IN LITTLE ROCK, ARKANSAS.

CJRW's professional commitment to the Office of the Arkansas Lottery is second to none. CJRW has a project team assembled specifically for the Office of the Arkansas Lottery, with consideration of your expressed needs and priorities. This is the best team you'll find, and what's better is that they are just that ... a team. Working relationships and team synergy are vital ingredients in the recipe for efficiency, effectiveness and, ultimately, your organization's success. We get that.

The recommended team is very diverse and comprehensive in terms of the experience and expertise represented. Every CJRW staff member is a proven professional, capable of bringing value to your organization's brand development, outreach and communication programs.

Working Partnership

A solid partnership is rooted in shared commitment and accountability. CJRW, and its principal staff members, will directly invest themselves in the Office of the Arkansas Lottery's business objectives. We enthusiastically embrace shared accountability for both activities and results. This commitment will come to life through open, honest communication and a razor-sharp focus on the details of every facet of the overall project. You can always count on every member of our team being well prepared and dedicated to leadership as an active working partner.

While there's a team at work on the Office of the Arkansas Lottery's behalf, a competent, experienced team leader will provide a central point of contact and ensure that the efforts of the team are efficiently and effectively coordinated.

CJRW is prepared to represent the Office of the Arkansas Lottery. We take pride in our high standards of conduct and will always serve you in a highly professional and ethical manner. We are very accustomed to working in the public arena and our association will always reflect positively on your organization and leadership.

Strategic Orientation

The value of a well-defined, clearly stated and agreed-upon strategy cannot be overstated. It sets direction, defines what we want to accomplish and how we plan to do it. Good strategy serves as the road map, detailing specific steps we plan to take and the benchmarks against which our efforts will be evaluated. It is the basis for defining success and serves as a guidepost in making mid-course adjustments. Clearly articulated and understood strategy will keep the entire team – CJRW and the Office of the Arkansas Lottery team members – headed in the same direction, at the same pace.

E.4

DESCRIBE YOUR FIRM'S CAPACITY TO PROVIDE DEDICATED ACCOUNT STAFF AND TIMELY RESPONSE SERVICES FOR THE ASL'S ADVERTISING, MARKETING AND PUBLIC RELATIONS NEEDS IN LITTLE ROCK, ARKANSAS.

Research Driven, Results Focused

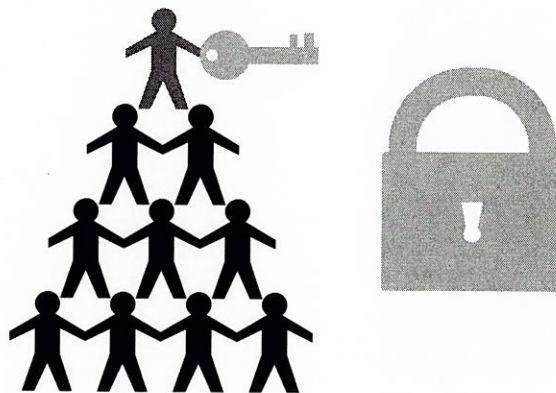
At CJRW, we love data. And, we know how to help transform data into intelligence. We believe in primary and secondary research as the basis for forming strategy, setting direction and assessing performance. We prefer never to rely exclusively on anecdotal evidence, but consistently drive for empirical, well-founded proof of meaningful results.

Results are what drive us. For the Office of the Arkansas Lottery, that means strong brand positioning and equity, heightened awareness of and support in leveraging new opportunities, a highly engaged target constituency, and highly innovative approaches to public education and outreach.

On Time, On Budget

With much to accomplish in a short period of time, working together and communicating effectively is essential and can mean the difference between success and something less. With more than 70 professional communicators on our team, CJRW will meet commitments and deliver work that's on time and on target. That translates to efficiency. We consistently work to minimize waste and maximize productivity.

Simply put, we guarantee that all programs and materials will be developed with a guiding eye toward simplicity, persuasion, cultural appropriateness and on-target results. For more than 50 years, we have consistently delivered results for our clients and forged active partnerships that help them achieve their business objectives.



E.4

DETAIL THE NAMES, TITLES, AND ANTICIPATED DUTIES OF YOUR FIRM'S IN-HOUSE STAFF MEMBERS TO BE ASSIGNED TO THE OAL ACCOUNT, HIGHLIGHTING THOSE WHO WILL PERFORM THE FOLLOWING:

STRATEGIC PLANNING

Gary Heathcott, *Senior Client Strategist*

Gary has spent more than four decades in the advertising and marketing communications industry and is a master in strategy, planning and execution. He will take the lead on all aspects of strategic planning, whether it's creative, media (paid, earned, shared, loaned or owned), in-store, direct mail, event marketing or employee communications. Gary's expertise will develop the strategy to get the desired results.

PUBLIC RELATIONS

Mark Raines, *Vice President/Director of Public Relations*

Drawing on a deep well of experience, CJRW's communications and public relations team can support any client need, whether it's strategic planning or event management. CJRW supports its clients in developing strategic partnerships with other constituencies and groups that share common interests and similar goals. Armed with the right relationships, our team routinely generates earned media for its clients, fostering an instant connection with the target audience.

CREATIVE CONCEPTING

Wade McCune, *Creative Director*

Creative Director Wade McCune oversees a group of designers, writers, artists and photographers charged with creating compelling and effective work for all CJRW clients. McCune and the creative team at CJRW use data and client insights to generate big ideas that are strategically sound and drive customer engagement across all forms of media.

COPYWRITING

Nicole Boddington, *Copywriter*

Nicole is a seasoned copywriter with over a decade of experience formulating concepts and writing copy for a variety of agency clients in print, broadcast and digital media. Nicole will be the lead copywriter for the Office of the Arkansas Lottery.

E.4

DETAIL THE NAMES, TITLES, AND ANTICIPATED DUTIES OF YOUR FIRM'S IN-HOUSE STAFF MEMBERS TO BE ASSIGNED TO THE OAL ACCOUNT, HIGHLIGHTING THOSE WHO WILL PERFORM THE FOLLOWING:

MEDIA PLANNING / NEGOTIATING / BUYING

Tanya Whitlock. *Senior Vice President/Media Director*

Vita Barre. *Associate Media Director*

Tanya and Vita will handle the planning, negotiating and buying of all the paid media – both traditional and digital. Our media professionals are seasoned veterans at creating plans that ensure our clients get the most impact for their marketing budget. CJRW plans and places more media dollars annually than any other agency in the state. With more than 143 combined years of planning and buying experience, CJRW's media team places over \$30 million each year in national, regional and local media, including broadcast television, cable television, radio, newspaper, online, magazine and outdoor.

SOCIAL AND DIGITAL MEDIA AND DIGITAL CONTENT

Zack Hill. *Vice President/Director of Digital*

Elizabeth Michael. *Director of Content and Social Strategy*

Zack and his team of developers and designers are committed to delivering turnkey functionality, usability and a strategic solution that not only makes sense for your organization, but also engages your audience across every medium. With our combined years of experience in User Interface Design and Information Architecture Development, you can trust CJRW's online solutions and count on our ongoing support.

Elizabeth leads our expert staff of social media managers, writers and insight specialists. This team has years of experience in helping clients take their message to target audiences, one tweet at a time.



Recognition and Certification

E.5 A LIST AND DESCRIBE ANY ADVERTISING, CREATIVE, OR PR AWARDS WON BY YOUR COMPANY FOR ORIGINAL WORK IN THE MOST RECENT FISCAL YEAR

Over the decades, CJRW and it's staff members have been awarded hundreds and hundreds of honors and recognitions for creative executions and PR projects. In 2013, the management determined to no longer submit our client work into competitive contests for awards. Our awards are won when our clients are successful. However, occasionally clients make the request to enter the work on their behalf and we are happy to oblige. We have entered and won awards for our clients in several communications industries including marketing, advertising creative, public relations, digital and websites.

In the past fiscal year, Stamp Out Smoking (SOS) has received numerous awards for work done for tobacco control marketing throughout the state on behalf of the Arkansas Department of Health's Tobacco Prevention and Cessation Program. SOS has won national awards through the National Public Health Information Coalition Awards (NPHIC) including bronze awards for the 2015 My Reason to Write essay project poster and the 2015 Big Pitch Film Festival awards ceremony Keynote. Silver NPHIC awards were given for the 2015 Big Pitch Film Festival poster, Stamp Out Smoking website re-launch, and Stamp Out Smoking social media materials for special observances. Top Gold awards were given for the 2015 Smokeless radio spots and SOS Project Prevent website launch.

Awards at the local level include three 2016 Public Relations Society of America (PRSA) Prism awards for the 2015 Counter Marketing Campaign, Know the Facts Panel Cards, and 2012-13 SOS Progress Report. SOS won the following five Bronze Quill awards from the International Association of Business Communicators (IABC): Know the Facts Panel Cards – Award of Excellence, 2015 SOS Project Prevent Big Pitch Poster – Award of Excellence, Arkansas Tobacco Prevention and Cessation Program 2012-13 Progress Report – Award of Excellence, 2015 My Reason to Write Poster – Award of Merit, and 2015 Project Prevent Big Pitch Event – Award of Merit.

E.5 LIST AND DESCRIBE ANY CERTIFICATIONS, MEMBERSHIPS, AND/OR ACCREDITATIONS RELEVANT TO BRANDING AND MULTI-CHANNEL MARKETING COMMUNICATIONS.

Certifications, Memberships, and Accreditations:

ARKANSAS ADVERTISING FEDERATION (MEMBERSHIP – PAST PRESIDENT AND CHAIRMAN)

AAF Little Rock provides yearly scholarships to qualified Arkansas students and hosts the annual ADDY® Awards honoring excellence in advertising. Monthly meetings featuring industry-related speakers, professional development workshops and networking social events are just a few of the many professional Member Benefits AAF Little Rock offers.

ARKANSAS ASSOCIATION OF BLACK PROFESSIONALS

The state's premier association of African-American leadership, helping to grow and sustain the capacity of black professionals.

ARKANSAS COMMUNITY DEVELOPMENT INSTITUTE

Advances and empowers community development professionals and change leaders by facilitating the exchange of their ideas, best practices and available resources.

ARKANSAS STATE PARKS, RECREATION AND TRAVEL COMMISSION (FORMER MEMBER AND CHAIRMAN)

The Arkansas State Parks, Recreation and Travel Commission is composed of private sector individuals, partners and experts with first-hand knowledge of the travel, recreation or hospitality industry. Members of the Arkansas Parks, Recreation and Travel Commission are appointed by the Governor for a six-year term and can be reappointed for additional terms. The role of the Commission is to act in an advisory and guidance role to assist the Arkansas Department of Parks and Tourism in meeting its core mission and objectives.

ARKANSAS TOURISM DEVELOPMENT FOUNDATION (MEMBER – BOARD OF DIRECTORS)

A 501(c)6 non-profit organization sustained by memberships from all business sectors, the Arkansas Tourism Development Foundation was founded in 1977. Its role is to assist the Arkansas Department of Parks and Tourism in the promotion and development of a strong tourism program. Specifically, the Foundation funds projects for which use of state tax receipts are prohibited, or are inadequate or unobtainable.

LEADERSHIP GREATER LITTLE ROCK PROGRAM

Elite class of 50 members who participate in a nine-month intensive leadership training program focusing on building awareness and understanding of government, business, education, recreation, housing, health care, social services and more in Central Arkansas.

BRIGHTEDGE

A BrightEdge certification validates a user's ability to leverage the full BrightEdge platform to deliver value from search and digital marketing.

BUSINESS FORWARD COUNCIL

Collective of entrepreneurs, investors, small business owners and executives from across America who help brief policymakers on how best to accelerate the economy and create jobs.

E.5 B LIST AND DESCRIBE ANY CERTIFICATIONS, MEMBERSHIPS, AND/OR ACCREDITATIONS RELEVANT TO BRANDING AND MULTI-CHANNEL MARKETING COMMUNICATIONS.

CUBA CONSORTIUM

Consists of companies, nonprofit organizations, investors and entrepreneurs who are working together to provide a platform for examining and tracking the normalization process between the U.S. and Cuba, as well as to inform and prepare members for opportunities to engage Cuba.

DESTINATION MARKETING ASSOCIATION INTERNATIONAL

Destination Marketing Association International (DMAI) is the world's largest and most reliable resources for convention and visitors bureaus (CVBs) or tourism boards. Members are provided the most cutting-edge educational enrichment, networking opportunities and travel marketing benefits available.

DOWNTOWN LITTLE ROCK PARTNERSHIP (MEMBERSHIP – BOARD OF DIRECTORS)

A member-based nonprofit organization in pursuit of a remarkable urban experience for those who live, work, play and invest in downtown Little Rock.

ENGAGE CUBA

Leading coalition of private companies and organizations working to end the travel and trade embargo on Cuba, as well as facilitating relationships between U.S. businesses and Cuba.

FACEBOOK BLUEPRINT CERTIFICATION (ACCREDITATION/CERTIFICATION)

Blueprint is a new education program that trains agencies, partners and marketers on how to use Facebook, so they can create better campaigns that drive business results.

GOOGLE ADWORDS

A professional accreditation which allows individuals to demonstrate that Google recognizes them as an online advertising professional.

GOOGLE ANALYTICS CERTIFICATION (ACCREDITATION/CERTIFICATION)

A company level accreditation for business consultants who package, sell and deliver analytics, website testing and conversion optimization services to online businesses.

HOSPITALITY SALES AND MARKETING ASSOCIATION INTERNATIONAL (HSMIAI)

HSMIAI is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The Association provides hotel professionals and their partners with tools, insights and expertise to fuel sales, inspire marketing and grow their business.

IABC – INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

We deliver on the Global Standard in communication through our educational offerings, certification, awards program, resource library, online magazine and annual World Conference.

INBOUND MARKETING CERTIFIED

A comprehensive marketing course that covers the core elements of the Inbound Methodology. The curriculum introduces the fundamentals of how to attract visitors, convert leads and close customers.

E.5

B

LIST AND DESCRIBE ANY CERTIFICATIONS, MEMBERSHIPS, AND/OR ACCREDITATIONS RELEVANT TO BRANDING AND MULTI-CHANNEL MARKETING COMMUNICATIONS.

IRON YARD BOARD OF DIRECTORS

The goal of Iron Yard Little Rock is to teach a technology-based curriculum and connect them with businesses in their field. This is a local branch of the Iron Yard coding academy with campuses across the country.

JUNIOR LEAGUE OF LITTLE ROCK'S COMMUNITY ADVISORY BOARD

A select group of Little Rock business leaders from various industries who counsel the Junior League of Little Rock on successfully meeting goals set forth in their strategic plan and maintaining visibility and relevance among the philanthropic community of Little Rock.

LEADERSHIP ARKANSAS

Leadership Arkansas is a unique program designed to take a comprehensive view of the economic and political challenges that faces the State. Sponsored by the Arkansas State Chamber of Commerce and Associated Industries of Arkansas, our staff, with the guidance of the organization's Boards and Executive Committees, recruits highly motivated individuals to experience first-hand the dynamic interactions between cities, industries, governmental units and the people they serve.

NATIONAL BLACK PUBLIC RELATIONS SOCIETY

NBPRS addresses the diverse needs of its members through programs and partnerships that provide cultural and competitive advantages. NBPRS has served as an advocate for black professionals in public relations, media relations, corporate communications, investor relations, government affairs, community relations and related fields.

NAVIS: CERTIFIED PARTNER

NAVIS and our partners enhance product integrations, establish exclusive referral networks, and commit to strategic best practices.

NORTHWEST ARKANSAS CEO FORUM

Elevate Performance, LLC, which is the host for Northwest Arkansas CEO Forum, delivers peer advisory groups, one-on-ones and advisory services/assistance to give a client extra resources to succeed around an important issue, challenge or opportunity.

OPEN DATA AND TRANSPARENCY LEGISLATIVE TASK FORCE

A task force developed by the State of Arkansas with the purpose of researching and developing legislative recommendations on how the state handles data storage, transfers and accessibility between state agencies and the public.

PRSA – PUBLIC RELATIONS SOCIETY OF AMERICA

PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members.

SALES AND MARKETING EXECUTIVES ASSOCIATION

The only global sales and marketing professional association. Members enjoy online forums, educational webinars and peer connections for knowledge sharing. SMEI's professional certification programs create a worldwide standard of credibility for individuals seeking recognition for their professional competencies.

E.5 B LIST AND DESCRIBE ANY CERTIFICATIONS, MEMBERSHIPS, AND/OR ACCREDITATIONS RELEVANT TO BRANDING AND MULTI-CHANNEL MARKETING COMMUNICATIONS.

SHSMD – SOCIETY FOR HEALTHCARE STRATEGY & MARKET DEVELOPMENT

A sub-group of the American Hospital Association, SHSMD is the largest and most prominent voice and resource for healthcare strategists, planners, marketers, and communications and public relations professionals nationwide.

SOLO PR PRO

Solo PR Pros provides the tools, education, advocacy and community resources needed for communications consultants to succeed and grow.

SOUTHEAST TOURISM SOCIETY

Dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry: promoting tourism within our member states, fostering cooperation, sharing resources and providing continuing education. The goal of STS is to maintain and promote a cohesive membership organization responsive to the development of travel and tourism professionals and organizations within the southeast United States of America.

TRAVEL SOUTH

The official regional destination marketing organization for the southern United States. Travel South USA serves as an information source for journalists, tour operators, retail travel agents and other travel professionals.

UNIVERSITY OF ARKANSAS PROFESSOR

Media Planning and Strategy Instructor at the University of Arkansas at Fayetteville's Lemke Department of Journalism. This class is required for students seeking a degree in journalism with an emphasis in advertising/public relations.

UNIVERSITY OF OKLAHOMA ECONOMIC DEVELOPMENT INSTITUTE

The OU EDI experience is designed to immediately impact a participant's professional career by providing comprehensive courses that align with International Economic Development Council (IEDC) manuals, as well as the latest trends in economic development. More top economic development professionals have been trained by OU EDI than any other organization.

U.S. TRAVEL

U.S. Travel is the national, nonprofit organization representing all components of the travel industry, while growing and sustaining travel and protecting the freedom to travel. Members of U.S. Travel reaches across 19 segments of travel and other organizations that support the travel industry, including accommodations, attractions, state marketing organizations, ad agencies and more.

WASHINGTON UNIVERSITY PUBLIC RELATIONS COUNCIL

A global council of twenty to advise the Chancellor and University leadership for proactive and reactive communications issues.

E.5 LIST AND DESCRIBE ANY CERTIFICATIONS, MEMBERSHIPS, AND/OR ACCREDITATIONS RELEVANT TO BRANDING AND MULTI-CHANNEL MARKETING COMMUNICATIONS.

CHAMBER MEMBERSHIPS:

- Arkansas State Chamber of Commerce
- Batesville Chamber of Commerce
- Bentonville-Bella Vista Chamber of Commerce
- Conway Area Chamber of Commerce
- Dardanelle Chamber of Commerce
- El Dorado Chamber of Commerce
- Fairfield Chamber of Commerce
- Fayetteville Chamber of Commerce
- Fort Smith Chamber of Commerce
- Greater Eureka Springs Chamber of Commerce
- Harrison Chamber of Commerce
- Heber Springs Chamber of Commerce
- Hot Springs Chamber of Commerce
- Jonesboro Regional Chamber of Commerce
- Lake Village Chamber of Commerce
- Little Rock Chamber of Commerce
- Little Rock Regional Chamber of Commerce
- Mountain Home Chamber of Commerce
- North Little Rock Chamber of Commerce
- Pine Bluff Chamber of Commerce
- Rogers Lowell Chamber of Commerce
- Russellville Area Chamber of Commerce
- Springdale Chamber of Commerce
- Women's Chamber of Commerce



Strategic Marketing Plan

Sample Work Submission-Case Study 1

Arkansas Department of Parks and Tourism

CJRW

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