

## Scope of Services Response

**Response 4.1:** More than 30 years ago, Jackson County voters approved a tax to address substance abuse and its related crimes. Now in 2020, the need for public safety continues to be present, but in new ways, and to different generations. The team at Tico Productions is familiar with the work of COMBAT and its influence. We are equipped to collaborate through data-driven understanding and 30+ years of experience, to truly grasp what Jackson County COMBAT is perceived as in the present, and where the organization's image could evolve to for the future.

**Response 4.2:** Tico Productions LLC creates using the latest Adobe Creative Suite software. We are capable of producing high-quality industry standard logo marks and graphic design that is visually stunning and programmatically flexible. Always keeping the intended audience in mind, our team builds brands that can expand, co-brand, sub-brand, and build on itself.

**Response 4.3:** When citizens of Jackson County think about Jackson County COMBAT, understanding what is top of mind is key to the process of rebranding. After performing in-depth market research on comparable programming and internal county communications and working alongside the COMBAT Team, Tico Productions will coordinate and conduct in-person or virtual focus groups with key stakeholders (such as Jackson County citizens, Commissioners, Legislators Community Partners, etc) to identify the brand's different audiences, and their individual needs. The relationships during initial focus groups will be retained during the design process, so follow up surveys requesting community feedback are integrated throughout the entire rebrand.

**Response 4.4:** Social Media and it's metrics will be a Key Performance Indicator of this campaign. Tico currently manages over 15 active accounts for our clients, and through video production, strategy, and engagement, have seen growth in online audiences for particular clients by up to 600% in as little as six months. We are prepared to build a culturally competent communications strategy that is consistent with the new brand to generate excitement and engagement that ultimately leads to growth in online visitors to COMBAT pages.

**Response 4.5:** Diversity means a multitude of things, and the directives of this campaign would not only capture the demographic and regional diversity of Jackson County in the community focus groups, but also expand the brand impact through a robust marketing and communications strategy that caters to specific groups and understands how their individual needs differ by physical location. Our marketing strategy would also take into consideration race and ethnicity, and be very intentional in creating culturally competent ways to reach diverse and multilingual audiences using data and community understanding.

**Response 4.6 - 4.8:** Tico Productions & our contractor, AJW Consulting, have worked extensively with municipalities, government bodies, elected officials, nonprofits, and businesses to develop customized plans of action. Working on this rebrand, we propose a two month development period, and a three month campaign launch. Our team would work alongside the COMBAT team to create a sustainable, strategic plan, with goals, timelines, and implementations for action. We are also

prepared to leverage our networks to ensure a strong campaign rooted in the community. An abbreviated base proposal is included below.

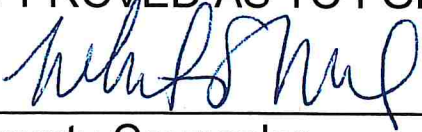
**Response 4.9:** Tico Productions has a full-service audio/visual studio equipped with 4K cameras, professional lighting, audio booth, live broadcasting software, and more. Our team is highly flexible, mobile, and eager to collaborate. A full list of our technical capabilities is available upon request. Our studios are at limited capacity during COVID-19, and our team members wear masks during filming, our equipment is sanitized between each production, and we utilize a boom microphone in lieu of a lavalier for limited exposure. For a full sampling of past video products, please visit: <https://vimeo.com/ticoproductionsllc>

**Response 4.10:** Our agency employs Google Analytics for tracking data for our clients, as well as SocialPilot to manage social media. Media-buying isn't currently included in this scope of work, but our team is experienced and able to assist or advise on purchased advertising at any point during the campaign.

## Base Proposal

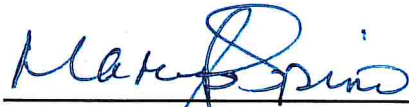
TIMELINE	DESCRIPTION	DELIVERABLE
November-December	<ul style="list-style-type: none"> <li>Conduct initial market research</li> <li>Send Rebrand Survey to stakeholders</li> <li>Host Focus Groups 1 &amp; 2</li> <li>Develop Draft 1 logo concepts</li> </ul>	<ul style="list-style-type: none"> <li>Brand analysis report including key findings from Focus Group</li> <li>Logo concepts presentation</li> </ul>
January	<ul style="list-style-type: none"> <li>Host Feedback focus Group 3</li> <li>Develop Draft 2 logo revisions</li> <li>Draft 3 month social media strategy</li> <li>Implement tracking mechanisms</li> </ul>	<ul style="list-style-type: none"> <li>Logo revisions presentation</li> <li>Progress report including focus group feedback</li> <li>Draft 3 Social Media Strategy and video storyboards</li> </ul>
February-March	<ul style="list-style-type: none"> <li>Send final feedback survey to stakeholders</li> <li>Finalize logo</li> <li>Video production</li> </ul>	<ul style="list-style-type: none"> <li>Final logo, font guide and graphic assets</li> <li>Promo production</li> <li>Digital Videos</li> </ul>
April-May	<ul style="list-style-type: none"> <li>Implement Social Media Plan</li> </ul>	<ul style="list-style-type: none"> <li>Comps for week plus audience engagement and metric tracking</li> </ul>
		<ul style="list-style-type: none"> <li>Final metric report</li> </ul>

APPROVED AS TO FORM:



County Counselor

ATTEST:



Mary Jo Spino  
Clerk of the Legislature