
THE GEORGE
WASHINGTON
UNIVERSITY

WASHINGTON, DC



The difference is making one.

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No. 262036 Digital Advertising Services

martin.



Table of Contents

03	executive summary
04	company profile
33	scope of work
70	general questions
81	proposed team
88	professional fees
98	case studies
105	client references
107	additional information

MARCH 29, 2024

Executive Summary

As a strategic partner to many institutions of higher education, The Martin Group has a history of generating true sector-specific results. We understand the prospective student journeys of both traditional and nontraditional students within undergraduate, graduate, and doctoral programs across all modalities, and the multi-faceted way each audience consumes media and connects with institutions. From the outsized cost of higher education and the declining population of traditional undergraduate students, to increasing competition for enrollments and the realities of globalization and automation, institutions such as The George Washington University (GW) are faced with both practical and existential questions of the value of higher education.

Our expertise in planning and buying all forms of digital and traditional media allows us to fully understand the benefits that each tactic brings and how they impact one another, providing our clients with the confidence that their budgets are properly managed and cared for. This valuable experience, along with our robust research tools, helps our agency guide clients in reaching diverse segments of the population from adult learners to young athletes, to cost-conscious students, to career-pivoting professionals. And, as the digital media ecosystem

continues evolving and expanding, so does our continued desire to always seek new and improved methods to best serve our clients' needs. We believe that this powerful combination of expertise and commitment to higher education makes us a unique fit and offering for GW.

The Martin Group has conducted extensive media, branding, enrollment, communications, certificate promotion, and advancement support campaigns for educational institutions of all sizes and stature in recent years. This has included both agile and very sophisticated approaches to student engagement, enrollment generation, fundraising, and overall brand positioning. Such experiences include work with entities like Western Governors University, Excelsior University, Syracuse University, Niagara University, Canisius University, SUNY Erie Community College, Fulton-Montgomery Community College, SUNY at Buffalo, Siena College, and many others.

Enclosed in this proposal is further information on our award-winning firm, as well as details on our agency's integrated capabilities, past client experience, expected account team, and additional reference material. We would welcome any opportunity to connect further with GW regarding this important service need.

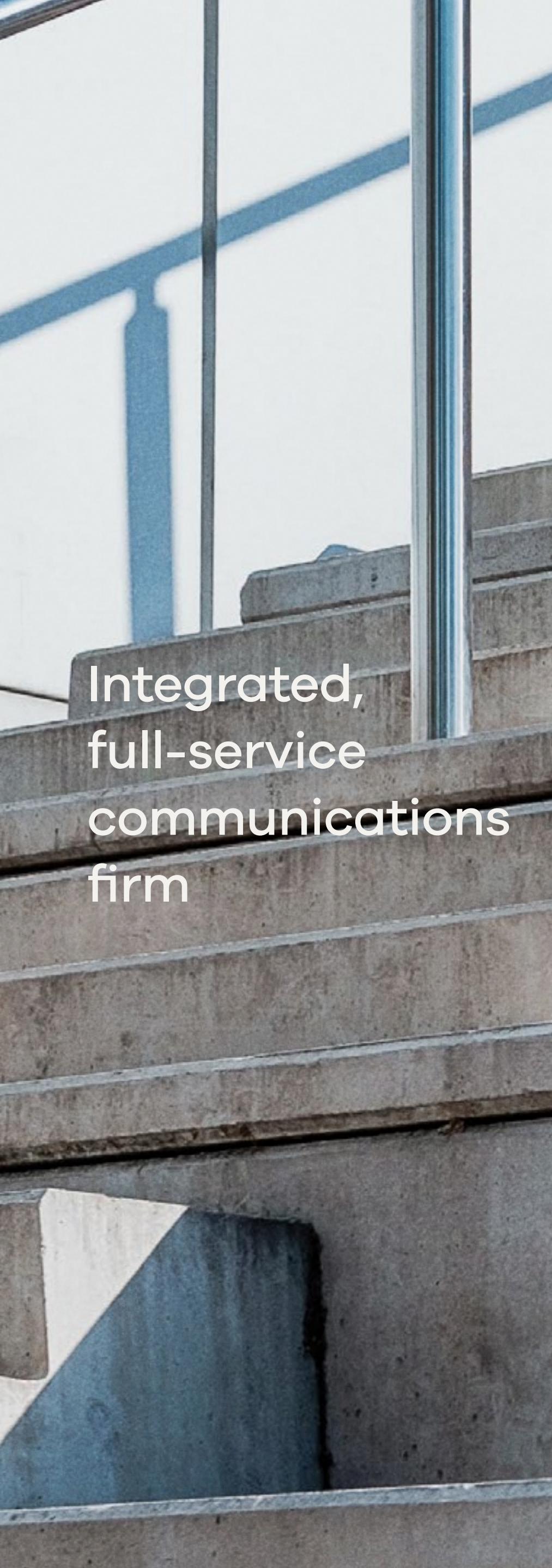


company
profile



About martin

As a Hearst-powered integrated communications agency with best-in-class clients, The Martin Group supports entities of all shapes and sizes, from fast-growing startups, to notable educational institutions and global Fortune 500 enterprises. The firm boasts 95 associates spread throughout the United States, and we are continually recognized for marketing communications excellence by the American Advertising Federation, the American Marketing Association, the Public Relations Society of America, and the Academy of Interactive and Visual Arts.



Integrated,
full-service
communications
firm



Founded
2001,
a Hearst
investment
2020



Partner to
regional,
national, and
global brands



Recognized
for industry
excellence



In-depth
education
marketing
experience



**Fully
integrated
services.**

**95+ associates.
research. strategy.
analytics.
branding. creative.
digital. media.
social media.
videography.
public relations.
public affairs.**



NO. 01

Custom Solutions

We craft communications strategy that resonates with the target audience

NO. 02

One-Stop Shop

We provide integrated marketing solutions and serve as an extension of our clients' teams

NO. 03

Creative Chops

Our creative is informed and powerful and will stand out from the rest

NO. 04

Trusted Partners

Brands trust us to deliver on their most challenging communications needs



Our Focus

Strategic media
placements & positioning

+

Breakthrough creative
& tactical executions

+

Marketing that delivers
results & maximizes ROI

mission

we use brand intelligence to define and execute marketing strategy.

vision

we inspire people toward positive action.





Practice Areas

Education

Nonprofit

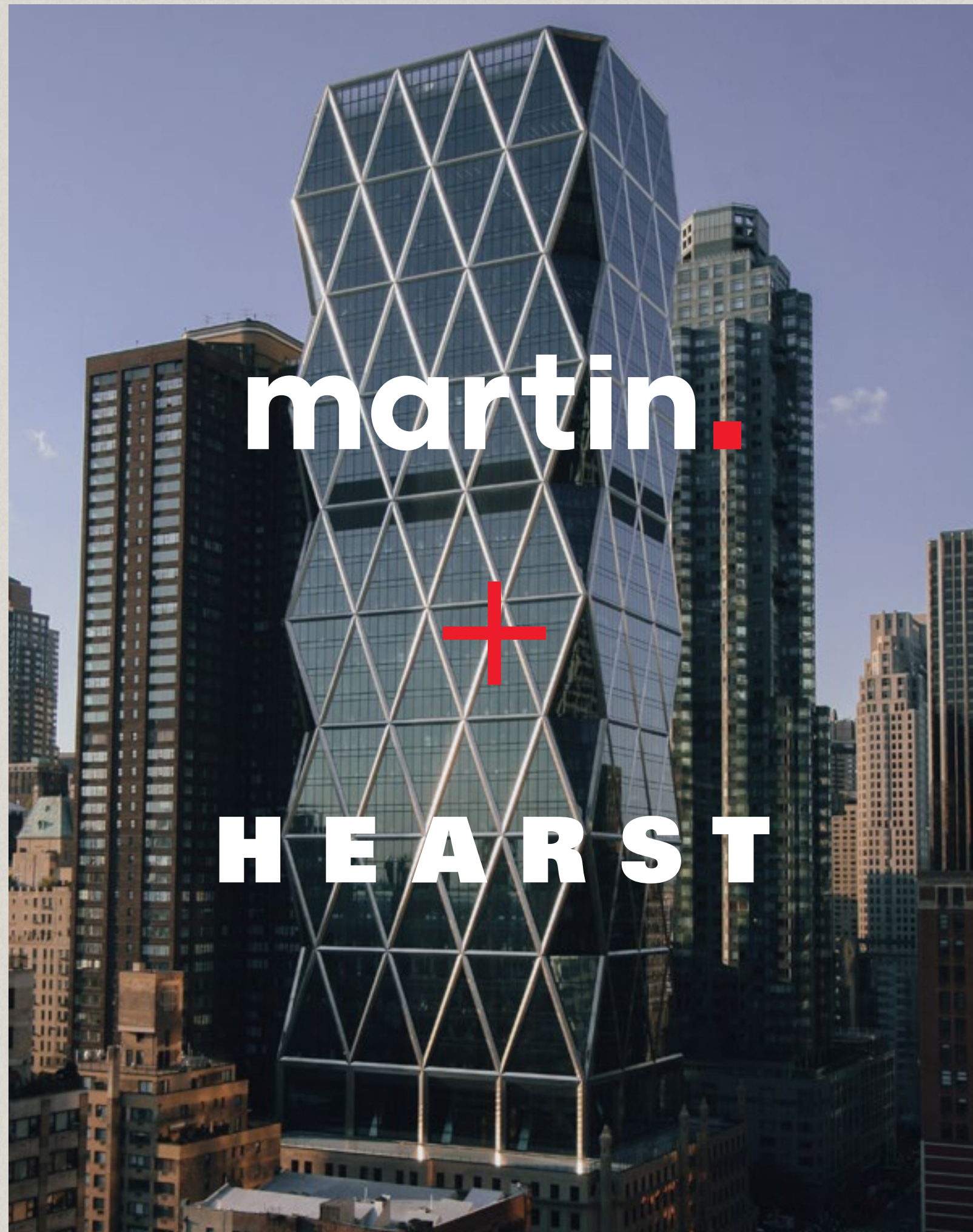
Professional Services

Healthcare

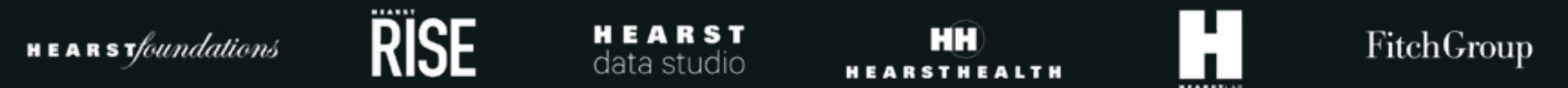
Sports & Lifestyle

Financial

Food & Beverage



→ A leading diversified business information and media powerhouse



→ Recognized as one of the largest, sophisticated drivers of data alongside brands like Google, Apple, and The Walt Disney Company

→ Premium portfolio of brands





the difference is
making one

we're here
to make a
difference
in whatever
we do for
whomever
we can.

Passion We love what we do and care greatly about how we do it

Connection We are deeply engaged with our team, our clients, and our community

Creativity We think of solutions differently and execute them with precision

Drive We are committed to professional growth, propelling client success, and supporting causes most important to us



Our DEI Journey

At The Martin Group, the difference is making one. Our DEI initiatives are not guiding us to a set destination, but rather an evolution of our culture on a constantly changing journey. We believe that bringing people together who have different thoughts, backgrounds, experiences, and beliefs will make us a better, stronger, more impactful agency. By actively seeking out diversity in employment hires and client work, ensuring equitable opportunities for all of our associates, and continuing to create and evolve our culture to be inclusive for all, we can make a greater difference in our communities, for our clients and for each other.



Our Integrated Approach

- We believe the most powerful communications consider different perspectives, and succeed when they strike the perfect balance between data, experience, imagination, and strategy
- At The Martin Group, you'll have access to experts in all of the integrated communications disciplines under one roof

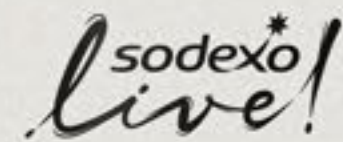
organizational chart

TITLES	ACCOUNT SERVICE	CREATIVE		DIGITAL MARKETING			SOCIAL MEDIA & CONTENT	MEDIA
Executive Team	Chief Executive Officer, Chief Business Officer, Chief Operations Officer, Chief Financial Officer							
SVP	SVP Account Service	SVP Creative		SVP Digital Marketing			SVP Social Media & Content	SVP Media
VP	VP Account Service	VP Creative		VP Digital Marketing			VP Social Media & Content	VP Media
Director	Account Director	Creative Director Assoc. Creative Director		Digital Design & Development Director	Digital Marketing Director		Social Media & Content Director	Media Director Assoc. Media Director
Supervisor	Account Supervisor	Creative Supervisor	Studio Supervisor	Digital Creative Supervisor	Digital Development Supervisor			Digital Media Supervisor Media Supervisor
Sr. Mgr, Sr. Art Dir, Sr. Copywriter	Senior Account Manager	Senior Art Director Senior Copywriter	Senior Production Artist	Senior Digital Designer Development Manager	Senior Digital Developer	Senior Digital Marketing Manager	Senior Social Media & Content Manager	Senior Media Planner Digital Media Strategist
Mgr, Art Dir, Sr. Prod Des, Digital Media Spec, Media Buyer	Account Manager	Art Director Copywriter Motion Graphic Designer	Production Artist	Digital Designer	Digital Developer	Digital Marketing Manager	Social Media & Content Manager	Media Planner
Specialist, Proof, Staff Acct		Asst. Art Director Proofreader/ Copy Editor					Social Media and Content Specialist	Media Buyer
Coordinator	Account Coordinator		Graphic Designer	Digital Marketing Coordinator				Media Coordinator

organizational chart cont.

TITLES	CREATIVE OPERATIONS		ACCOUNTING	PUBLIC AFFAIRS	PUBLIC RELATIONS	BUSINESS DEVELOPMENT	STRATEGY
Executive Team	Chief Executive Officer, Chief Business Officer, Chief Operations Officer, Chief Financial Officer						
SVP	SVP Creative Operations				SVP Public Relations	SVP Business Development	SVP Strategy
VP	VP Creative Operations			VP Public Affairs	VP Public Relations	VP Business Development	VP Strategy
Director	Project Director				PR Director	Business Development Director	Strategy Director
Supervisor	Project Supervisor		Controller	PA Supervisor	PR Supervisor		
Sr. Mgr, Sr. Art Dir, Sr. Copywriter	Senior Project Manager	Agency Producer	Accounting Manager	Senior PA Manager	Senior PR Manager	Senior Business Development Manager	Senior Strategy Manager
Mgr, Art Dir, Sr. Prod Des, Digital Media Spec, Media Buyer	Project Manager		Senior Staff Accountant		PR Manager	Business Development Manager	Strategy Manager
Specialist, Proof, Staff Acct			Staff Accountant		PR Specialist		Strategy Specialist
Coordinator	Project Coordinator		Operations Coordinator		PR Coordinator	Business Development Coordinator	

FOOD &
BEVERAGE



SPORTS &
LIFESTYLE



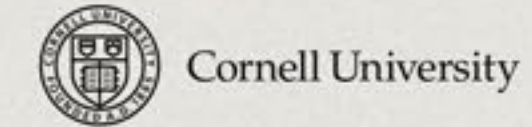
FINANCIAL



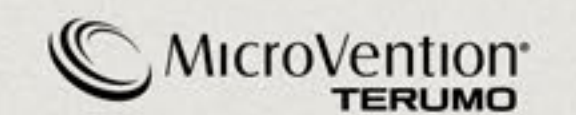
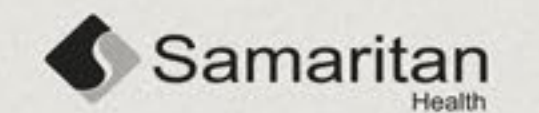
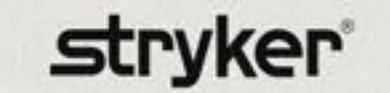
NONPROFIT



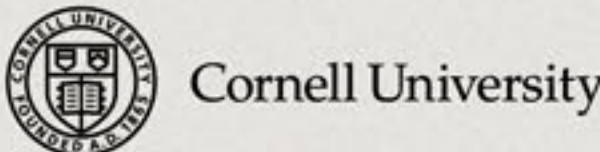
EDUCATION



HEALTHCARE



Our Higher Ed Experience





capabilities



Strategy Bringing the path forward into focus.

RESEARCH

- Primary
- Secondary
- Qualitative: IDIs, focus groups, strategy sessions
- Quantitative: multi-platform

STRATEGY BRIEFS

- Brand
- Project
- Product

BRAND POSITIONING

- Persona development
- Brand narrative writing
- Strategic point-of-view writing

MARKETING PLANNING

- Strategic plan development
- Concept/message testing
- Integrated marketing communications plan development
- SWOT analysis



Creative
Breaking
through with
the most
impactful
ideas.

ADVERTISING

- Campaign concept development
- Art direction
- Copywriting
- Traditional/digital advertising media
- Social media content creation

BRANDING

- Naming
- Logo design
- Tagline
- Brand storytelling/content
- Creative strategy
- Website design
- Packaging design
- Stationery package
- Brand guidelines

BRAND PROMOTION

- Retail marketing
- Event marketing
- Trade show design
- Sales collateral
- Annual reports
- Vehicle wraps

VISUAL COMMUNICATIONS

- Animation
- Illustration
- Motion graphics animation
- Photography production
- Video/broadcast production



Digital Marketing Elevating online from every angle.

DIGITAL CAMPAIGN DEVELOPMENT

- Campaign strategy
- User journey mapping

SEARCH ENGINE OPTIMIZATION

- Keyword and competitive research
- On-page and off-page strategy
- Website performance optimization
- Ongoing content development
- SERP ranking and reporting

INBOUND MARKETING

- Lead generation and nurture
- Landing page development
- Email development
- Marketing automation
- CRM integration

WEBSITE DESIGN AND DEVELOPMENT

- UX-focused, mobile-centric design
- Full-stack development
- CMS, CRM, and e-commerce integration
- Custom website feature development
- Speed and performance optimization

ANALYTICS AND OPTIMIZATION

- Custom tracking implementation
- Cross-channel measurement and attribution
- Dashboard development
- Monthly reporting and optimization strategies
- A/B testing

Our digital team has experience and certifications with a wide range of platforms that aid our digital marketing efforts.

Drupal™

facebook



Marketo

mixpanel



pipedrive



HubSpot



statamic





Analytics and Reporting Optimizing information to reach the best outcomes.

STRATEGY

- Custom tracking implementation
- Cross-channel measurement and attribution
- Key performance indicators
- Quality assurance and testing
- Audience segmentation

INTEGRATED REPORTS

- Dashboard development
- Monthly reporting and optimization strategies

CUSTOMIZED MEASUREMENT

- Awareness
- Consideration
- Engagement
- Conversion
- Sentiment
- Audience growth

ANALYSIS

- Key insights
- Data-driven optimizations
- A/B testing
- Platform performance evaluation
- Spend assessment



Paid Media Making certain every effort finds its audience.

MEDIA RESEARCH

- Demographics
- Lifestyles and attitudinal data
- Media usage/consumption habits
- Competitive spending analysis

STRATEGY/PLANNING

- Custom audience building and remarketing
- Full-funnel, integrated media plans
- Reach and frequency analysis
- User journey maps

DIGITAL ADVERTISING

- Programmatic display advertising
- Streaming audio
- Paid social media
- Native advertising
- Online video and over-the-top
- Hyperlocal geofencing

SEARCH ENGINE MARKETING

- Keyword research, volume forecasts, and list building
- Ad group segmentation
- Text ad creation
- Conversion/goal implementation and tracking
- Audience and competitive insights

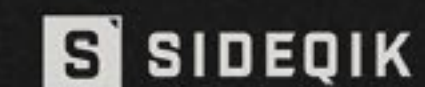
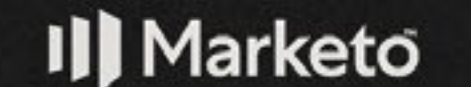
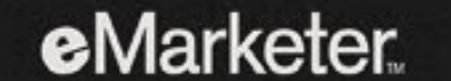
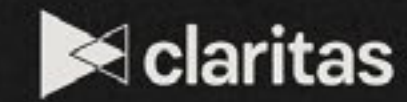
TRADITIONAL MEDIA

- Television
- Radio
- Print
- Out-of-home
- Direct mail

ANALYTICS AND OPTIMIZATION

- Post-buy audit
- Conversion tracking
- Attribution modeling
- Cross-channel measurement

We deploy a full range of contemporary research, planning, and buying tools to effectively and efficiently drive media results.





Social Media and Content Building trust, loyalty, and engagement across channels.

CONTENT STRATEGY

- Competitor research
- Content strategy and editorial plans
- Content calendars
- Platform management

CONTENT MARKETING

- Blogs
- White papers
- Op-eds
- Photography and videography
- Motion graphics
- Long form and episodic content

COMMUNITY MANAGEMENT

- Customer response playbook
- Live monitoring
- Reputation management

INFLUENCER MARKETING

- Program development
- Influencer research
- Partnership negotiation
- Influencer guidelines
- Content coordination and scheduling
- Impact measurement

SOCIAL LISTENING

- Brand, product, and service mentions
- Competitor monitoring
- Trending topics and keywords
- Sentiment analysis
- Crisis management

ANALYTICS AND OPTIMIZATION

- Content performance
- Audience growth and reach
- Engagement analysis
- Conversions and referrals



Public Relations Ensuring your message is heard and understood.

COMMUNITY RELATIONS

- Special event planning
- Corporate philanthropy
- Community sponsorships
- Annual reports

CRISIS COMMUNICATIONS

- Crisis planning
- Spokesperson training
- Corporate positioning
- Executive change
- Issues management

EVENT MANAGEMENT

- Location research
- Theme development
- Logistics planning
- Invitation database development
- Event supervision

INTERNAL COMMUNICATIONS

- Communications strategy
- Employee relations
- Labor issues counsel
- Quality management

MEDIA RELATIONS

- News conferences
- News releases
- Media kit production
- Publicity
- Press tours
- Media monitoring
- Editorial board briefings
- Media training

We deploy a full range of contemporary research, planning, and tracking tools to effectively and efficiently drive earned media results.





Public Affairs Influencing change across business and government.

ISSUE ADVOCACY CAMPAIGNS

- Message development and strategy
- Media relations
- Coalition building
- Government affairs support
- Campaign branding
- Social media
- Event management

COMMUNITY RELATIONS

- Stakeholder outreach
- Grassroots mobilization
- Energy siting communications
- Economic development communications
- Labor relations

ASSOCIATION SUPPORT

- Message development and strategy
- Media relations
- Member recruitment
- Advocacy and activation

BALLOT INITIATIVES

- Communications support
- Political strategy
- Campaign branding
- Social media content and management
- Direct mail and advertising support

scope of work



SCOPE OF WORK

core services

The Martin Group approaches this opportunity with much excitement due to the dynamic nature of GW and the immense impact the university has made over the last 200+ years—and continues to make—in our nation's capital and beyond. We view this request for advertising services to be centered upon the very attainable possibility of better engaging and attracting potential student audiences around the region and globe regarding the incredible

offerings of the institution. To achieve such an outcome, our agency intends to utilize data-driven insights, coupled with precise planning, placement, and real-time management to produce maximum results for the university and its budgetary dollars. By referencing past experiences within the education sector and tapping fresh learnings from other fast-moving industries, we intend to provide a slightly disruptive, yet positive experience for GW.

media research & strategy

Understanding that many target audiences important to GW can be extremely niche, which research resources could be employed to define the right media mix and budget allocation for each campaign?

We utilize a full range of contemporary, industry-leading planning, buying, and syndicated consumer research tools to help us through every stage of the paid media process. We make a significant investment in these resources, including competitive intelligence tracking, to ensure our clients have an unfair advantage over the competition and a deeper understanding of their media strategy. Some of the primary tools that we use are as follows:

- **Nielsen Scarborough:** Demographics, psychographics, lifestyle and shopping patterns, media behaviors of American consumers on a local market basis
- **GfK MRI/Simmons:** Demographics, psychographics, lifestyle and shopping patterns, media behaviors of American consumers on a national scale. This database also functions as a magazine buying tool to measure readership of various publications, with the ability to deliver reach and frequency to specific target audiences
- **Nielsen Audio (Arbitron):** Radio listenership ratings, rating studies, consumer media information
- **Nielsen Video:** Television ratings, rating studies, consumer media information
- **FreeWheel Strata:** Media buying software for all media types, allowing for more insightful and more accountable media mix campaigns
- **SQAD:** National and local CPP (cost per point) and CPM (cost per thousand) forecasting resource for radio and television. This information is delivered by quarter and can be refined to specific dayparts and audience segments (gender & age definitions). This tool is used to forecast media costs (by market, by tactic, and by audience) and to produce client reports on how effective our negotiations are compared to actual costs for other advertisers. SQAD validates our negotiating prowess, easily indicating a 25%-50% savings for our clients across radio and TV

SCOPE OF WORK

media research & strategy cont.

- **SRDS:** Internet database that is searchable for different U.S. focused media (TV, radio, outdoor, digital, print, direct, etc.) for both consumer and business target audiences that can be geographically targeted and sorted
- **CARD:** Same as SRDS, but with a Canadian market focus
- **Google Analytics:** A powerful, publicly accessible database that measures a host of product-based searches in terms of total inquiries, words used, bid prices, and demographics. Useful both for search and any contextual efforts made on the internet
- **SpyFu:** Exposes the search marketing strategies (SEO & SEM) by viewing competitor domains and seeing every place they've shown up on Google: every keyword they've bought on AdWords, every organic rank, and every ad variation in the last several years
- **SEMrush:** This research is an all-in-one digital marketing suite with tools for all of the following professional services: SEO, SEM/PPC, keyword research, competitive analysis, social media, content marketing, etc.
- **Kantar Media/Vivvix:** Provides 24/7 competitive insight into total media spend, media utilized, and creative placements. Data covers 3 million brands including more than \$250B in advertising expenditures
- **Claritas PRIZM:** PRIZM is the industry-leading lifestyle segmentation system that yields rich and comprehensive consumer insights by combining demographic, consumer behavior, and geographic data to help marketers identify, understand, and reach their customers and prospects. PRIZM defines every U.S. household in terms of 68 demographically and behaviorally distinct types, or "segments," to help marketers discern those consumers' likes, dislikes, lifestyles and purchase behaviors
- **Voicetrak:** Competitive media spending information at a local market level by specific categories. This data is accessed through a paid subscription only by client

SCOPE OF WORK

media research & strategy cont.

How does your agency define and approach media strategy? Is there a deliverable at this stage of the planning process? Would your agency provide a media brief/strategy document (regardless of the budget for the campaign)?

It is The Martin Group's (TMG) practice to develop a campaign brief in advance of any media planning activity. Considering the multitude of programs at GW, TMG will ensure one or more briefs are drafted to support each program/campaign.

To inform the brief, our digital strategists, media team, and account manager will do a thorough intake with GW to understand the campaign's target audiences, programs, historical marketing activity, objectives, markets, and more. Our team will request access to pertinent platforms

if needed, and review existing and historical campaign data to inform our planning. We will seek to understand GW's unique needs, mandates, and strategies that have or have not worked in the past.

The result of this activity will be the campaign brief (or, multiple if needed). The brief is our roadmap that ensures alignment between GW and TMG and will inform our planning. As such, we will submit for your review and approval before media planning.

Using the campaign brief, our media team will thoroughly examine all relevant media options for your campaign so that we fully understand the target audience(s) based on specific client-provided planning criteria. We will use all available research tools to determine the most effective and cost-efficient media to maximize your marketing budget and bring your campaign to market in the most impactful way. This includes consideration of all digital, traditional and alternative forms of media.

SCOPE OF WORK

media research & strategy cont.

Our media team will perform the following as part of the media planning process to ensure a successful campaign:

- Fully evaluate the target audience(s) to understand what media they engage with and what best reaches them to build initial target audience(s) awareness, familiarity, and consideration, drive website visits, guide downloads and overall conversion
- Establish clear KPIs at the start of the campaign to monitor its progress
- Recommend additional or modified media tactics once benchmarks are established or milestones are reached

- Evaluate the desired geographic focus areas to recommend effective media weighting relative to what the media budget will allow
- Provide a detailed media recommendation of various integrated channels to effectively reach your audience and ensure an effective communication campaign within your designated media budget

The media recommendation will be outlined by the following deliverables:

- Initial strategic media plan/ recommendation with supporting research
- Includes two (2) rounds of revisions within the original job specifications
- Includes media department/client meeting time
- Final, detailed media plan flowchart, showing each recommended media placement, flighting, estimated costs and timing, etc.
- Media plan will be presented in gross dollars

media planning & buying

How can you ensure that campaigns with smaller budgets receive a baseline of services compared to those campaigns with higher budgets? What if any service differences can be expected and what are the anticipated media budget levels where differences in service level should be expected?

At The Martin Group, we concern ourselves less with the size of the budget, and instead emphasize placing the media budget at hand in an effective and efficient manner to gain the most return on investment. From large to small budgets, our tried-and-true process remains consistent in how we approach any paid media effort. When we make a paid media recommendation, we give clear and concise details and supporting

rationale as to what we're recommending and why to deliver upon the campaign objectives. Our dedicated team's focus is to deliver equitable strategic campaign planning and spending without sacrificing quality to achieve GW's aims. An extension of that will be a consistent account service experience for each of your programs. Ultimately, smaller GW programs/budgets will not experience a difference in service or

delivery. Adjustments will be made on the buy strategy to optimize based on each program's spend and goals.

Our goal is to become an extension of your in-house team—making the overall experience easy and efficient as possible—and support each and every program with an equal level of strategy, service, and dedication.

media planning & buying cont.

What is your template for a media plan? Is it just a Gantt chart or a more detailed spreadsheet with flight dates, creative specs and targeting information? How do you share or collaborate with clients on media plans to ensure accuracy and version control?

Our media plans are comprehensive and detailed, featuring dedicated sections including:

- Brief campaign overview
- Media flowchart delineating tactics, flight dates, and budgets
- Audience targeting data for each platform
- SEM keyword lists and ad text

- Ad previews in a user-friendly format
- Creative specifications
- Pixel maps for enhanced tracking and optimization

This structured format facilitates quick and easy access to campaign information, providing a centralized reference point for our team.

Moreover, our collaborative approach ensures client involvement throughout the media planning phase and accommodates any subsequent edits. These media plans evolve into dynamic documents, with dated and saved versions accessible for review. This ensures transparency and facilitates seamless communication throughout the campaign.

SCOPE OF WORK

media planning & buying cont.

Which digital platforms do you have expertise in (include paid search, paid social, programmatic in all its forms, etc.)?

Our digital media team has comprehensive expertise across paid search, paid social, and programmatic platforms. Our proficiency includes certifications in Google Ads search advertising, Microsoft Ads Search (Bing), Google Ads display advertising, Google Ads YouTube (video) advertising, Meta Blueprint, and LinkedIn Ads Marketing Solutions.

Moreover, we excel in navigating diverse DSPs and platforms, including

“X” (Twitter), Digital Audio (Spotify, Pandora, etc.), and streaming OTT (over-the-top) services. For more intricate programmatic requirements such as native advertising, dynamic retargeting, and hyper-targeted location-based display ads, we leverage DSP platforms like Basis, StackAdapt, and LocalFactor.

Additionally, The Martin Group’s strategic partnership with Hearst Media grants us exclusive access to their Mosaic private marketplace (PMP) and programmatic

offerings across many magazines, newspaper, and television websites. This distinctive collaboration enables us to achieve a 15% reduction in CPM costs while harnessing highly targeted audience capabilities through proprietary first-party data.

SCOPE OF WORK

media planning & buying cont.

What is your expertise with traditional advertising, including TV, radio and out of home. Which geographic markets do you have expertise in?

The Martin Group offers a full suite of media buying services, which are completely scalable to your needs and budget. From B2C to B2B objectives, spanning local, regional, national or international geographies ranging from big budget to small, the our media team makes smart, educated media recommendations that are cost-efficient and deliver upon the client determined campaign objectives regardless of the media type: digital, traditional,

or alternative. We employ a full suite of research tools to fully understand the desired target audience(s) and geographies to gain valuable insights into the type of media they consume.

While we have run campaigns across the U.S. and internationally, our media team has expertise across a majority of the top 150 U.S. markets and Canada with heavier focus being in the Northeast, mid-Atlantic, and Southern regions.

Our media research has assessed locations nationwide. Our media team brings with them expertise for campaigns across the continent and globe, across all tactics and established and emerging media platforms. The Martin Group also offers robust influencer marketing services which complement our paid media campaigns.

SCOPE OF WORK

media planning & buying cont.

What is the lead time required to develop a media plan and then execute the buy? Are there rush fees for last-minute campaigns?

It's scalable, but generally two-three weeks for an initial media plan with additional time needed pending the number of revisions. Once we have an approved media plan, we move forward with individual media placements, which can take about a week. Obviously, in the situation where it is necessary to get into market with paid messaging sooner, we can move this along per the timing requirements set forth. We do not charge rush fees for last-minute campaigns.

SCOPE OF WORK

media planning & buying cont.

What brand safety tools do you use to ensure that GW's ads will not appear on inappropriate sites (tobacco, adult content, etc.)?

We prioritize brand safety across all platforms and tools we utilize, integrating built-in brand safety features as a standard practice. Additionally, we proactively incorporate exclusions for inappropriate and sensitive content to safeguard brand integrity.

To further extend our brand safety measures, we maintain a robust exclusion list (blacklist) of websites, ensuring ads are not displayed beside inappropriate content. Furthermore, we strategically exclude ad placements below-the-fold, enhancing brand visibility and ensuring optimal placement on relevant and reputable websites. These strict content exclusions underscore our commitment to maintaining a secure and reputable advertising environment for our clients.

SCOPE OF WORK

creative trafficking

How are digital creative assets submitted for execution? Is there a standard form used by your agency to traffic creative materials and copy for digital ads? How are creative assets submitted to your agency? Via e-mail or another portal?

When requesting creative or copy assets, The Martin Group has a standard form which includes all necessary details for a creative team member to execute.

We commonly accept creative and copy assets via form submission in our project management tool, via cloud document sharing (Hightail, Dropbox, Google Drive, Box, etc.), custom web implementation, and via email. We choose the appropriate solution based on which will be most efficient for your team.

We have a standard checklist and naming convention for each asset submitted prior to implementation. This ensures the correct creative and copy is deployed to the appropriate media campaign or digital implementation.

UTM details are generally defined during the media planning phase to ensure consistency in naming conventions across all platforms and tactics. Based on the outcome of the creative, UTM variables such as utm_content may be updated and provided along with the creative assets.

While this outlines our standard approach to managing the creative process as part of our campaigns, we anticipate adapting this approach to match your current standards and best practices.

SCOPE OF WORK

creative trafficking cont.

How long does it take to have a digital campaign go live once the agency has received the creative assets?

Typically, it takes three to five (3-5) business days to go live once assets and landing pages are in-hand.

creative trafficking cont.

What is your agency's perspective on A/B testing and how long should the test run before deciding on performance? When and how will you communicate the testing performance to the client and make adjustments? Will adjustments be made automatically after testing?

As part of campaign strategy, planning, and creative execution our goal is to have a high-level of confidence in how we are proceeding. Even with confidence in our understanding what will motivate your audience to act, it's important to test those assumptions against variations that might provide a higher level of performance.

The data we track across our campaigns can give us visibility into our reach, which audiences are engaging, and who is converting. Standard campaign tracking does not provide visibility into which specific aspects of our digital tactics are resonating with our target audiences. A/B testing is most valuable when we're using it to test those "untrackable" elements of the campaign that we believe could be better optimized towards our audience.

When utilizing A/B testing, we establish a hypothesis regarding a key element of the campaign creative or copy. We then establish a variant version of the ad (or other marketing tactic). Utilizing our existing audience, we segment it into two random groups of equal size and show each group either the control or the variant version of the ad.

SCOPE OF WORK

creative trafficking cont.

We do not run the test for a set amount of time to determine a result, instead we perform a calculation to ensure the results have statistical significance (generally a confidence level of 95% or more that the difference measured is not random). In the event our test results do not have a high enough confidence level, we may re-run the test or shift to a new variant to test.

If the component being tested is of high importance for the campaign (for example, testing key messaging), we would share the results and consult on next steps for implementing these changes. In situations where the tests are related to minor adjustments, we may recommend these changes are implemented after results are received with communication back to your team about the results. In either scenario, it's important your team understands how our placements evolve so that future campaigns can benefit from these learnings.

SCOPE OF WORK

creative trafficking cont.

What is your quality assurance process? Do you provide screen shots of the campaign once it is live?

Throughout the entire media planning and buying process, we maintain a close collaboration with our clients to ensure their approval of all creative versions and variations. This encompasses including ad screenshots within the media plan for easy reference. While some platforms allow us to capture ads in their live environment, many digital platforms offer previews rather than live placements.

In instances where live placements are unavailable, we provide comprehensive screenshots of the ad previews to offer clients a clear visualization of how their ads will appear in the digital landscape. This transparent approach ensures that clients are fully informed and satisfied with the creative representation of their brand across all platforms.

SCOPE OF WORK

campaign tracking & optimization

What's your agency's approach to attribution modeling? Do you have multichannel attribution capabilities that can be integrated into GW campaigns to help inform strategy and optimizations?

Our approach to attribution modeling begins with determining which modeling approach would best fit your campaigns. We start with an evaluation considering your target customer's journey, the average timeline for them to complete that journey, projected campaign traffic, projected conversions per month, and identifying which paid and organic tactics may be in play.

Based on that available data, we can recommend how to configure and model attribution across your suite of platforms

based on their native capabilities. It is now most common for digital channels to utilize "Data Driven" models for attribution, leveraging machine learning to analyze activity and distribute attribution.

No one platform is likely to give a complete picture of what contributed to a visitor successfully becoming a lead; however, a clearer picture of what motivated visitors to act will help influence our ability to optimize our campaigns.

For multichannel attribution, we utilize Google Analytics 4 as a foundation for tracking cross-channel activity. As your website serves as a primary source for visitor traffic as well as capturing leads, we recommend using your web analytics platform as a primary source for attribution. With its native integrations with Google Ads and ability to accept tracking details from inbound links, it provides much more visibility into the overall activity of your prospective students.

SCOPE OF WORK

campaign tracking & optimization cont.

Which ad server or tracking pixel platform does your agency use? Do you work with a marketing optimization partner? If so, which one?

For optimal precision, we implement platform-specific pixels tailored to each digital platform. These pixels, along with tracking parameters and conversion goals, are outlined in our media plan, ensuring comprehensive monitoring of campaign performance.

In addition to platform-specific tracking, we leverage Google Analytics for more integrated tracking solutions, enabling a holistic view of campaign performance across all digital channels.

All campaign optimization is conducted in-house by our expert team, leveraging their proficiency across all digital platforms. This ensures meticulous optimization tailored to each platform's unique nuances, maximizing campaign performance.

SCOPE OF WORK

campaign tracking & optimization cont.

Can your agency or optimization partner link data sets based on the user's devices? If yes, how does your agency use that data to help clients allocate budget for greatest impact?

Within your web analytics, with some form of user identification (ex: Username, ID number), we can more accurately track their activity on your website. This user identification can also be shared back to Google Ads for more precise targeting. This tracking requires appropriate disclosure through your privacy policy and must adhere to Google's guidelines.

SCOPE OF WORK

campaign tracking & optimization cont.

What does your team do to understand how prospective students interact with online and offline engagement?

In advance of a campaign, our team will intake on key GW prospective student behaviors, demographics, and other key information that can inform campaign set up and media planning. We will aim to understand existing touchpoints pre- and post-RFI form completion and review historical campaign data.

For online engagement, we implement as deep tracking as possible across key touchpoints of the campaign. This often includes:

- Implementation of third-party user experience measurement scripts to monitor and record on-page activity
- Utilizing consistent UTM tracking for each campaign across all tactics
- On-page implementation of tracking pixels for our media platforms
- Custom implementation of on-site event tracking for key actions

With this tracking in place, we can evaluate the path many of your prospective students are taking along their personal journey and use that information to inform our decision making for each campaign.

Outside the trackable behaviors of prospective students online, we can perform research to understand consumer brand recall and any brand lift achieved through traditional and awareness tactics. The Martin Group's strategy team can deploy several methods to gather this data. It's essential to establish pre-campaign awareness and brand recall levels first to establish the degree of brand lift post-campaign.

SCOPE OF WORK

campaign tracking & optimization cont.

How does your agency track the relationship between creative efforts and lead generation conversion?

We connect data regarding the specific creative for the campaign through two parallel approaches.

With our first approach, we utilize UTM attributes as part of any digital tactic to embed details about the associated creative elements. We then ensure the destination page(s) for the campaign have their analytics platform configured correctly regarding UTM capture and lead generation conversion events. With these elements working together, we can

report on which creative approaches encourage specific down-stream engagement with the campaign.

Our second approach is utilizing tracking pixels on each ad platform connected to key conversion events on the website related to lead generation. When triggered, this provides relevant details in the ad platform itself regarding performance of key creative in helping drive leads.

We utilize both approaches to collect as much data as possible from visitors who have allowed tracking to occur.

SCOPE OF WORK

campaign tracking & optimization cont.

How familiar is your agency with using a CRM system to optimize campaigns to maximize applications and enrollment?

Lead generation campaigns bring a prospective student into the GW ecosystem, and your CRM platform provides a deeper view into how they are engaging as they move towards enrollment. Your CRM is one of the key connection points between your marketing and admissions process.

We utilize CRM platforms to provide nurturing for prospective students through email and texting sequences. This nurture sequence is often built in collaboration with your admissions

team to provide a natural transition of “hot” leads to your admissions team. As a prospect moves deeper into the enrollment process, paid media can be used to re-engage with this audience to serve as a reminder to keep GW top of mind.

The data within your CRM is also a valuable source of data regarding demographic or geographic attributes that could help us better refine our media targeting.

SCOPE OF WORK

campaign tracking & optimization cont.

Are there other tools that you would use as the university's AOR to improve optimization? If yes, what are those tools and are there incremental costs associated with them?

We recommend utilizing the following key tools (or an equivalent) to help support your campaign efforts:

- **Visual Website Optimizer** – A/B Testing (\$392/month, based on traffic, per site license)
- **Microsoft Clarity** – User Session Recording (Free)
- **SEMRush** – Search engine marketing research (Free, TMG license)
- **Google Analytics 4 / Looker Studio** – Analytics Reporting (Free)

SCOPE OF WORK

campaign tracking & optimization cont.

What checks and balances exist at your agency that would be shared with us to ensure campaigns are running accurately and efficiently?

Our media team monitors campaigns consistently across all platforms to ensure optimal performance. At the onset of the campaign, our digital team creates a dashboard which imports live data from each platform which allows a holistic overview of the campaign.

Furthermore, we ensure transparent and proactive communication with our clients by conducting monthly reviews of campaigns. In these sessions, we provide

detailed reports that go beyond mere data and metrics. We offer insightful analysis of performance trends, highlight optimizations implemented, and provide strategic recommendations for moving forward. This holistic approach empowers our clients with actionable insights to drive campaign success and achieve their objectives effectively.

Our Creative Operations department workflow is structured in a way to balance longer, standard project timelines as well accommodate rush requests. Because all client requests flow through Creative Operations via a Project Manager, we have consistency in how work is requested, received, executed, and delivered.

SCOPE OF WORK

campaign tracking & optimization cont.

With this approach, we complete visibility into our individual creative, digital, and content team members' deliverables and workloads. This allows us to provide oversight of our work's quality and ensure we always have the appropriate resources needed to get the work done on time.

This structured but flexible approach ensures we deliver our work with a high level of quality and precision, while providing space to meet your needs on quick turn deliverables.

SCOPE OF WORK

campaign reporting

Does your agency provide real-time reporting for campaigns? If yes, is it through a performance dashboard similar to Datorama? What level of data is provided?

We provide real-time reporting for available digital channels through a custom web-based Looker Studio dashboard. Any traditional data (or data unavailable via API) is synced manually at predetermined intervals.

The sources we commonly automatically sync data with include:

- Google Ads
- Google Analytics 4
- Microsoft Ads
- LinkedIn Ads
- Meta Ads
- Salesforce
- Salesforce Marketing Cloud
- Pardot
- Spotify Ads
- Programmatic DSP's (ie: StackAdapt, Basis)

At the beginning of each campaign's planning, we use the campaign's structure, goals, and KPIs to map out our key touchpoints that need to be tracked. We work with your team to define which data would be most relevant to include in our reporting and create the appropriate dashboard pages as needed.

SCOPE OF WORK

campaign reporting cont.

Each month we evaluate the data within the dashboard and the digital platforms themselves and summarize our key takeaways and go-forward recommendations which are added into the dashboard. We would meet with your team monthly to review overall performance and our recommendations.

The live dashboard allows you to export a PDF file at any time to provide to your team as needed. If desired, we provide an executive-level summary for each quarter and at year-end to help communicate overall progress to your stakeholders.

Data within the dashboard commonly includes:

- Month-over-month performance of campaigns
- Breakdown of performance by channel, including:
 - Impressions, clicks, engagements, conversions
 - CPM and CPC of a campaign
 - Calculation of click-thru rate and cost per lead
 - Inventory of ad creative and copy
 - Ad-set performance
 - Demographic details

- Relevant web metrics

SCOPE OF WORK

campaign reporting cont.

What other data visualization platforms does your agency provide?

Beyond our Looker Studio dashboards, we have also had experience working within the Tableau and Adobe Analytics platform. Visualizations for key data is similar across all platforms; however, Adobe Analytics would need to be your primary analytics source to utilize their visualizations.

SCOPE OF WORK

campaign reporting cont.

How often does your agency provide more formal reports for campaigns?

We will review reports on a monthly basis with your team. In addition, any traditional media or other time-delayed metrics will be synced with the dashboard through cloud-based spreadsheets.

SCOPE OF WORK

optional services

The Martin Group does not provide comprehensive lead generation services that could be attributed to an OPM model. We do, however, work directly with admissions teams to help strategize and implement tactics to help nurture your prospects towards becoming students. Paid media campaigns would be utilized to generate awareness, drive traffic, and motivate visitors into the nurture cycle.

Once in the cycle, our approach and implementation of a nurturing strategy help to keep prospects engaged and qualify them as leads. Your admissions team would be responsible for additional outreach and converting qualified leads into new students.

The Martin Group can provide positioning, content, creative, digital development, lead scoring, and automation strategy services to optimize your nurture cycle.

Potential services include:

- Program- and/or degree-specific messaging by lead/enrollment stage and audience
- Content audit and recommendations across all programs and/or discreet programs
- Content and creative development across admission emails, admissions texts, advertising assets, organic (social/blog/downloadable) assets, microsite/landing pages, and earned media

SCOPE OF WORK

optional services cont.

- Qualitative and quantitative research and discovery, including focus groups and surveys, to inform persona development, positioning and messaging, leveraging both student populations and admissions and student success teams
- Media research on prospective new markets for GW media spend and expansion
- Ideation and execution on tactics (including outside-the-box elements) to increase yield and retention

We are familiar with working with automation, lead generation, and CRM platforms such as:

- HubSpot
- Marketo
- Salesforce Marketing Cloud
- Pardot
- Slate
- Adobe Experience Manager
- Adobe Journey Optimizer
- Get Response

- Pipedrive
- Blackbaud
- Klaviyo

Costs for these services are scoped based upon the size and scale of the project using our blended agency hourly rate and any out-of-pocket expenses where applicable. For this reason, they have not been included in the RFP fee or budget structure.

SCOPE OF WORK

billing & invoicing

What's your agency's billing/invoicing process?

For Retainer Agreements:

The monthly amount is invoiced on the first of the month and billing comes directly from our accounting department, with payment due thirty (30) days from the date of invoice.

The client's Account Manager will provide a forecast at the beginning of the month for hours to be used. At the end of the month, we reconcile the retainer against the hour allotment and provide you with a reconciliation document and fee report. We reconcile the retainer quarterly,

billing any overage or carrying over any underage per the retainer terms. Out-of-pocket costs are billed per standard terms (50% broadcast/production up front, 100% paid digital and influencer engagement up front), when applicable.

For Project Billing:

A Statement of Work (SOW) or estimate is provided at the beginning of every project. Once it is approved, 50% is billed at the start of the project and 50% upon project completion.

Media:

- Traditional Media – Billed in the month the media runs
- Digital Media – 100% billed at the beginning of the campaign (and reconciled at the end of the campaign)

Ultimately, we pride ourselves on customizing financial arrangements that fit the budgeting needs of our clients and the media purchasing realities of campaigns.

SCOPE OF WORK

billing & invoicing cont.

Do you have an electronic/digital delivery and reconciliation system in place? If so, what is it and how does it work?

We email invoices directly to the client billing contact.

Does your agency billing/invoicing process allow for pre-billing, where previous fiscal year budgets can be rolled over into new fiscal years?

Once we have a signed scope of work in place, we can bill clients ahead of time to pull out of the current year's budget.

SCOPE OF WORK

billing & invoicing cont.

How does your agency resolve billing discrepancies and errors, including underspends, credits/overages, etc.?

Our media team will open individual jobs for every campaign. For digital media, we typically bill 100% upfront. In certain cases, depending on size, and assuming a 12-month campaign, we are able to break campaigns out quarterly or half upfront and half midway through. At the end of the campaign, once all the invoices are in the system, we reconcile the out-of-pocket media spend. If we didn't spend every planned media dollar, we will issue GW a credit back for the difference of the campaign.

See Professional Fees section for agency services outside the management of media spend.

recommended timeline

DELIVERABLE	WK1	WK2	WK3	WK4	WK5	WK6	WK7	WK8	WK9	WK10	WK11	WK12	WK13	WK14	WK15	WK16	WK17	WK18	WK19
Client Kickoff	Active																		
Campaign Intake + Persona/Program Review	Active	Active																	
Campaign Brief		Active	Active	Active															
Historical Media + Analytics Review			Active	Active															
Initial Media Planning				Active	Active	Active	Active												
Media Plan Presentation + Revisions							Active	Active	Active										
Plan Approval, Spec Release to GW								Active	Active	Active									
GW Creates + Releases Assets/Landing Pages										Active	Active	Active							
Tracking Pixel Set Up										Active	Active	Active	Active						
Asset Release to Platforms + UTM Set Up													Active						
Campaigns Go Live														Active					
Ad Hoc Media Planning/ Buying As Needed, Ongoing															Active	Active	Active	Active	Active
Ongoing Campaign Testing + Optimizations (Ongoing)																		Active	Active
Campaign Reporting (Monthly, Ongoing)																		Active	Active

deliverable overview

The Martin Group excels at providing our clients with a smooth process for campaign planning and launch. Our approach and deliverables are customizable to your needs, since we understand that buy-in and involvement university-wide may require additional meetings or standalone workflows. With this in mind, we have detailed typical involvement of our clients in the media planning and buying process below.

DELIVERABLE	EXPECTED INVOLVEMENT FROM GW TEAM
Client Kickoff	One-hour kickoff with GW project lead(s) to overview the scope, work plan, and other needs.
Campaign Intake + Persona/Program Review	One- to two-hour meeting to confirm project goals, target audiences, programs, budgets, and other key information to inform comprehensive media plan. This may require additional GW team time to gather pertinent details from program heads.
Campaign Brief	One hour to walk project lead(s) through Brief. Time from GW needed for any revisions and Brief approval.
Historical Media + Analytics Review	GW team's time necessary to collect and share out any historical information, provide data and analytics access.
Initial Media Planning	No time required from GW.
Media Plan Presentation + Revisions	One- to two-hour meeting to review media plan and rationale. Time for GW to internally circulate and assess recommended plan as well as collect and consolidate any revisions.
Plan Approval, Spec Release to GW	Time for GW to secure necessary internal approvals. Time for GW to disseminate specifications for ad buys to internal team.
GW Creates + Releases Assets/Landing Pages	Time for GW to create all campaign assets (ads, landing pages, etc.).
Tracking Pixel Set Up	No time required from GW, unless GW must place pixels or we need additional platform access.
Asset Release to Platforms + UTM Set Up	Time for GW to collect and traffic all assets to The Martin Group.
Campaigns Go Live	No time required from GW.
Ongoing Campaign Optimizations + Testing	Up to one-hour monthly status meeting with project leads to review campaign performance, recommended optimizations, and to discuss new projects; more time may be required if needs are significant and for email/phone communication.
Ad Hoc Media Planning/Buying, As Needed	Time for GW to secure necessary information, communicate with The Martin Group, and for review of key milestones as needed .



general questions

question one

Has your agency worked with higher education clients previously? If yes, please describe those engagements and any lessons your agency learned. If not, please describe your work with other clients that are highly complex and that are recruiting very niche target audiences.

GENERAL QUESTIONS

excelsior university

Deep partnership with an In-house marketing team

Excelsior University (formerly College) had an in-house team comprised of a creative director, a social media manager, and multiple marketing managers—each overseeing a particular audience or program group (i.e., military/veteran). Depending on the bandwidth and expertise internally, we customized our support—providing strategic advisement on brand or media, handling a crisis scenario, fully conceptualizing and executing

their campaigns, or offering isolated tactical support. Our firm aimed for efficiency by equipping the Excelsior team with tools to build their marketing internally, most notably generating a robust landing page template to promote its various programs and campaigns, which they recently shared is still used five years later! Regular full-team status meetings kept all parties aligned, and we worked inside Excelsior's project

management system to ensure our deliverables were factored into their workflow. In staying flexible and adaptive, The Martin Group achieved award-winning enrollment and efficiency results through a true collaborative partnership with their team.

GENERAL QUESTIONS

kaleida health

More than a decade of teamwork

The Martin Group has enjoyed a long-standing partnership with Kaleida Health since 2011, serving as their agency of record. Over the years, The Martin Group has gained an intimate knowledge of Kaleida's breadth of services, community partnerships, unique differentiators, and pain points, enabling us to work intuitively by their side through various successes and challenges. As Kaleida's trusted partner, we've developed

campaign strategies and creative assets, production management, media planning and stewardship, environmental branding, and much more. This partnership has resulted in over 1,200 projects and 80 campaigns, with notable achievements including the pivotal "Children's is Moving" campaign and the impactful COVID response campaigns.

GENERAL QUESTIONS

rich products

Digital marketing collaboration

The Martin Group's partnership with Rich Products (Rich's) is focused on supporting their digital strategy. We work closely with various teams across Rich's, including Performance Marketing, Product Marketing, Global Marketing, and Corporate Communications. Through this partnership, we support the client by enhancing their digital footprint and forming a nurturing relationship with their customers. Our digital work includes

both organic strategy support and paid digital campaigns. We support in developing comprehensive social media strategies, creative services, community/response management and analytic reporting for all of Rich's USA platforms including Facebook, Instagram, LinkedIn, and Twitter. In addition to organic social services, our team manages all paid digital advertising campaigns, which are comprised of multi-funnel tactical

campaigns supporting product growth initiatives. We work with Rich's team to strategize various campaigns across multiple channels, providing strategy, creative, and reporting services.

question two

Can you please describe your fee structure? It is important to the university that there is a transparent fee structure as different schools and units pay the agency's fee based on their media spend.

GENERAL QUESTIONS

pricing breakdown

Please see professional fee structure for additional detail.

Media Strategy

Our media team employs a “media neutral” approach to crafting all media recommendations. We first thoroughly examine all relevant media options based on specific planning criteria and the use of all available research tools and media information databases. Tactics are selected based upon their ability to reach your target audiences most effectively and efficiently. Because added value opportunities are an integral component to all client media placements, submitted plans will also include recommended added value components to best strengthen your voice in the market.

Our cost for media strategy is a one-time fee of \$5,000.

Media Buying

Once the media plan is approved, our team dives into negotiating, buying, and placing the specific media we recommended. We leverage our buying power and negotiating experience to maximize your return-on-investment (ROI) and secure more value-added opportunities along the way. Any and all tactics that can be monitored “real-time” (such as all things digital) will be adjusted in collaboration with you to further maximize your plan.

Our cost for media buying is covered by the industry-standard 15% fee on traditional media and digital media.

Post-buy Follow-up with Media

Once the campaign has launched, the stewardship provided by our paid media team includes monitoring performance, monthly reporting to your team, making necessary optimizations to the plan, taking vendor calls, processing vendor invoices, and reconciling the billing of the account once complete.

Our cost for post-buy follow-up is covered by the industry-standard fees covered under “Media Buying.”

question three

Please identify any current clients that may pose a conflict of interest to working with GW. How would your firm manage any existing or future conflicts with GW?

GENERAL QUESTIONS

conflicts of interest

There are no current conflicts of interest. The Martin Group will take all necessary steps to avoid actual and perceived conflicts of interest and refrain from activity that could compromise its working relationship with GU. With our current/existing higher education clients, The Martin Group honors a policy of declining work from competing universities within identified service geographies and markets for like services. The Martin Group would intend to extend this policy to GW and the university's perceived market service area, should the agency be successfully selected.

question four

Would you need a subcontractor to work with your agency to complete any of the deliverables outlined in the SOW? If yes, for what portions of the SOW? Please identify any or all possible subcontractors.

GENERAL QUESTIONS

subcontractor needs

We will not be engaging with a subcontractor to complete the deliverables for this scope of work and will manage it in-house with The Martin Group's team.

With that said, The Martin Group offers a valuable strategic partnership with Hearst Media Group which can bring value to our engagement by leveraging their robust and expansive first-party data network that spans the U.S. and globe. This partnership gives us exclusive access and early media opportunities throughout the Hearst portfolio and also provides The Martin Group with access to Hearst's education expertise.

proposed
team





Lisa Bellacicco

CHIEF OPERATING OFFICER

A pillar of The Martin Group, Lisa has been instrumental to the agency's success and to building a culture that attracts the best talent in the industry. With a background in client service, she believes it's a privilege to be our clients' partner and is dedicated to ensuring our clients always receive solutions to their most challenging communication needs. Her experience spans healthcare, finance, sports, food & beverage, and more across multiple disciplines. A past recipient of the Business First "Women of Influence" recognition, Lisa volunteers her time to boards, including the WNY Women's Foundation Marketing Board, the Advertising Club of Buffalo, and the Niagara University Food Marketing Advisory Board.



Kate Chokshi

SENIOR VICE PRESIDENT
ACCOUNT SERVICE

From healthcare to nonprofits to retail to energy and sustainability, Kate has virtually done it all, strategizing issue and advocacy advertising, developing internal communications, planning cross-channel media campaigns as well as branding. Having worked at premier firms, such as Ogilvy CommonHealth Market Access in Connecticut and The Glover Park Group in Washington, DC and New York City, Kate's diverse client list includes Visa, eBay, Gap Inc., UnitedHealth Group, and Al Gore's Alliance for Climate Protection. Known for being calm under pressure and her outgoing and adaptable personality, Kate keeps projects moving as she manages our account service team, participates in new business acquisition, and directs marquee clients.



Levi Neuland

SENIOR VICE PRESIDENT
DIGITAL MARKETING

With 17 years in the industry, Levi leads our team of digital developers to deliver progressive projects that reach and exceed clients' business goals. In previous positions, Levi worked with companies like Delaware North, the Buffalo Sabres, the Buffalo Bills, and Fisher-Price. Today, he collaborates with our internal teams to create best-of-class interactive experiences for clients, such as New Era Cap Company, the Ralph C. Wilson, Jr. Foundation, and Excelsior College. An easygoing, enthusiastic team leader, Levi taps into his wide range of digital marketing experience to deliver projects that produce results.



Amy Pecoraro

SENIOR VICE PRESIDENT
CREATIVE OPERATIONS

Inspired by the creativity and collaboration of the agency world, Amy loves the opportunity to use her right and left brain every day. Her diverse and well-rounded experience in account service, new business development, project management, and film production make her an ideal fit to lead The Martin Group's Creative Operations department. Her detail-oriented duties include overseeing our traffic and workflow process, with an eye towards enhancing efficiencies in all areas, including production for print and video as well as editorial efforts.



Biagio Patti

SENIOR VICE PRESIDENT
MEDIA

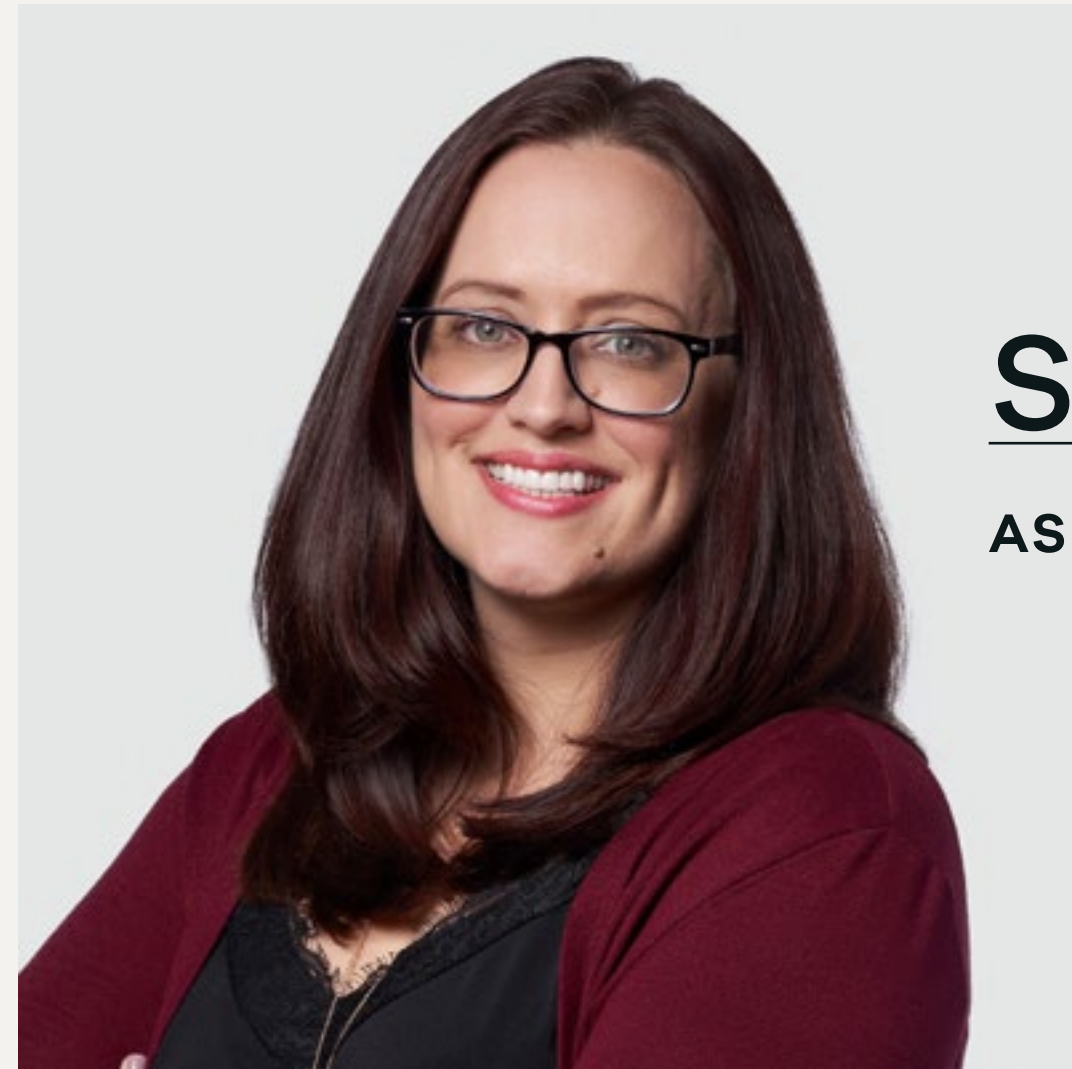
A seasoned industry executive with experience overseeing brand and performance media campaigns across North America and beyond, Biagio's expertise rests at the intersection of paid placement and analytics, responsible for the delivery of successful outcomes and the science side of the agency ecosystem. With a keen focus on making data actionable through strategic thinking, he is routinely involved in large, scalable initiatives of both a B2B and B2C nature. A goals-oriented marketer and paid media professional, his proficiency is often tapped by clients, including major financial companies, healthcare organizations, and educational institutions. An active community volunteer, Biagio has served various groups and causes over the years, including Shakespeare in the Park, the March of Dimes, and others.



Jim Lynch

VICE PRESIDENT
MEDIA

Jim's 30+ years of experience in media, media research, planning, and buying allow him to provide clients with educated, strategic media solutions that consistently deliver results. An energetic, enthusiastic operator known for his steadfast dedication to clients, he takes every assignment head-on with a positive attitude. For Jim, no task is too large or too small. He thrives in environments where he is creative problem solving to serve our client's media needs. Like when he created and executed the paid media efforts for the Children's Hospital of Buffalo move in 2017 to deliver critical messaging that the hospital was moving.



Susan Zeigler

ASSOCIATE MEDIA DIRECTOR

Susan joined The Martin Group already possessing a depth of media knowledge and expertise. Previously, she worked for TMX Finance, Push, and Kidd Group, where she provided top-tier media services to such organizations as TitleMax, Daytona Beach CVB, Smokey Bones BBQ, Tijuana Flats, Arnold Palmer Invitational, Wright State University, Orlando Health, and Palm Beach Cultural Council. With experience spanning the financial, healthcare, education, travel & tourism, and restaurant industries, Susan's organized, analytical nature and passion for all things media have been an unstoppable pairing. Susan is Google Ads and Analytics certified and has managed a team overseeing buys in 50+ markets.



Lisa Aiello

ASSOCIATE MEDIA DIRECTOR

A leader on our media team, Lisa helps to create winning digital marketing campaigns for clients such as Rich Products, Niagara University, Adnet, and Grow-NY. She's an expert in full-funnel strategies, paid digital, and analytics; however, it was a love of art and design that gave Lisa her start in the industry. After earning her BFA from Pratt Institute, she held creative roles at several agencies in NYC, including Vox Advertising & Design, which she co-founded. She then transitioned into digital marketing, co-founding digital media company Clickit Digital. Her experience spans healthcare, higher education, entertainment, destination marketing, and other verticals.



Kori Walek

SENIOR MEDIA BUYER

Kori is an experienced media professional who has worked with some of Western New York's most prominent advertising agencies over the course of her career. Her previous client list includes BlueCross BlueShield of WNY, WNY Ford Dealers, Hospice Buffalo, Maid of the Mist, and Daimler Trucks North America. Now she provides media buying services for The Martin Group's valued clientele, including ECMC, Kaleida Health, Samaritan Medical, Regional Transit Service, Student Transportation of America, among many others



Jessie Lewis

MEDIA COORDINATOR

At The Martin Group, Jessie is responsible for managing the day-to-day operations of the media team, supporting internal projects and processes, and ensuring the successful execution of deliverables for our clients. Jessie values the marketing industry and working at an agency both for the constant stream of opportunities available and the broad spectrum of accounts she can work on.



Mandy Bly

SENIOR DIGITAL
MARKETING MANAGER

Inspired by art and driven by data, Mandy brings a broad perspective to The Martin Group office. A graduate of St. John Fisher College with a B.S. in Media Management, Mandy has worked with high-tech and manufacturing companies, startups and product launches. Coming from the B2B marketing world, she specializes in digital marketing, inbound/content marketing, and analytics. As a Senior Digital Marketing Manager, she supports our team's tactical efforts, provides strategic insight and manages project timelines and deliverables while also serving as liaison between the digital, media, and brand management departments.



Marley Gleason

DIGITAL MARKETING
MANAGER

With veteran journalists and writing pros as parents, Marley was naturally set on the PR path. She received a B.A. magna cum laude in Public Relations & Advertising from University of Tampa while working for a bridal boutique where she learned the power of sales and social media. After interning at The Martin Group, Marley refined her skills as a social media intern for a Washington, D.C. nonprofit and worked in marketing for a Buffalo construction firm. As our Digital Marketing Manager, Marley provides strategic support to the digital team for clients such as ECMC and TechnoServe on websites and social media platforms.

professional
fees



PROFESSIONAL FEES

blended hourly rate

The Martin Group uses a blended hourly rate as the pricing model for our services. For GW, we are offering a discounted blended rate of \$150 per hour, as opposed to our standard \$160 rate.

The reasoning behind the blended rate structure is that it is an easy and equitable way for our clients to know upfront the cost of a project based upon a uniform hourly rate. It allows our clients to do an “apples to apples” comparison of our rates versus the rates of our competitors. Further, this provides a consistent billing structure

and a high level of attention from all of our associates—including our most senior level experts.

We take a number of steps to ensure our rates are market competitive and fair to our clients and to us. We regularly measure our rates against those of similar size and type agencies—both within our New York State markets and outside our geography—and use benchmarking data from the 4A’s and other industry resources for further comparison.

Depending on the project and needs of the client, TMG works with clients on a project basis or as a part of an ongoing retainer.

PROFESSIONAL FEES

media placement fees

When placing digital media, The Martin Group has an advantage because our team of media experts places and manages digital media in-house and our time to do so is covered by our management fee. Typically, this fee is 30%, however given the size of the media buy for GW we are offering a 15% fee.

By comparison, outside digital vendors usually charge a 20%-30% fee with their agency partner typically adding on an additional 15% commission on top of that. For traditional media, our cost for media buying is covered by an industry-standard 15% media placement fee on all vendor-placed media.

PROFESSIONAL FEES

budget overview

The Martin Group prides ourselves on being a flexible, adaptable and dynamic partner. We recognize the significance of GW changing its digital advertising AOR and are committed to building a long, sustainable partnership beyond the performance period, where our team is a trusted extension of yours and a value-add to GW's overall growth.

TMG has outlined the following fees and rate structure based upon an anticipated annual media spend of \$3M to \$4M and the details currently available. There may be further customization and

budget savings once the total number of campaigns, frequency of new campaigns, and desired depth of campaign reporting is determined in the scoping and contracting phase.

Where typically the agency invoices a media fee/commission on media buys and charges separately for agency services, we are extending a unique approach to GW wherein selected agency services will be included within our 15% fee structure to provide added value to GW, as described below.

Based upon a \$4M annual spend we recommend the following budget:

- \$600,000 agency fee
- \$3,400,000 media spend

PROFESSIONAL FEES

budget overview cont.

At a rate of \$150 per hour, a 15% agency fee on \$4M would allocate 4,000 hours for the year for agency services, which would include:

- Media planning
- Media stewardship
- Digital strategy
- Ongoing campaign spend optimizations
- Trafficking GW creative to platforms
- Campaign reporting
- Monthly status meetings
- Account service

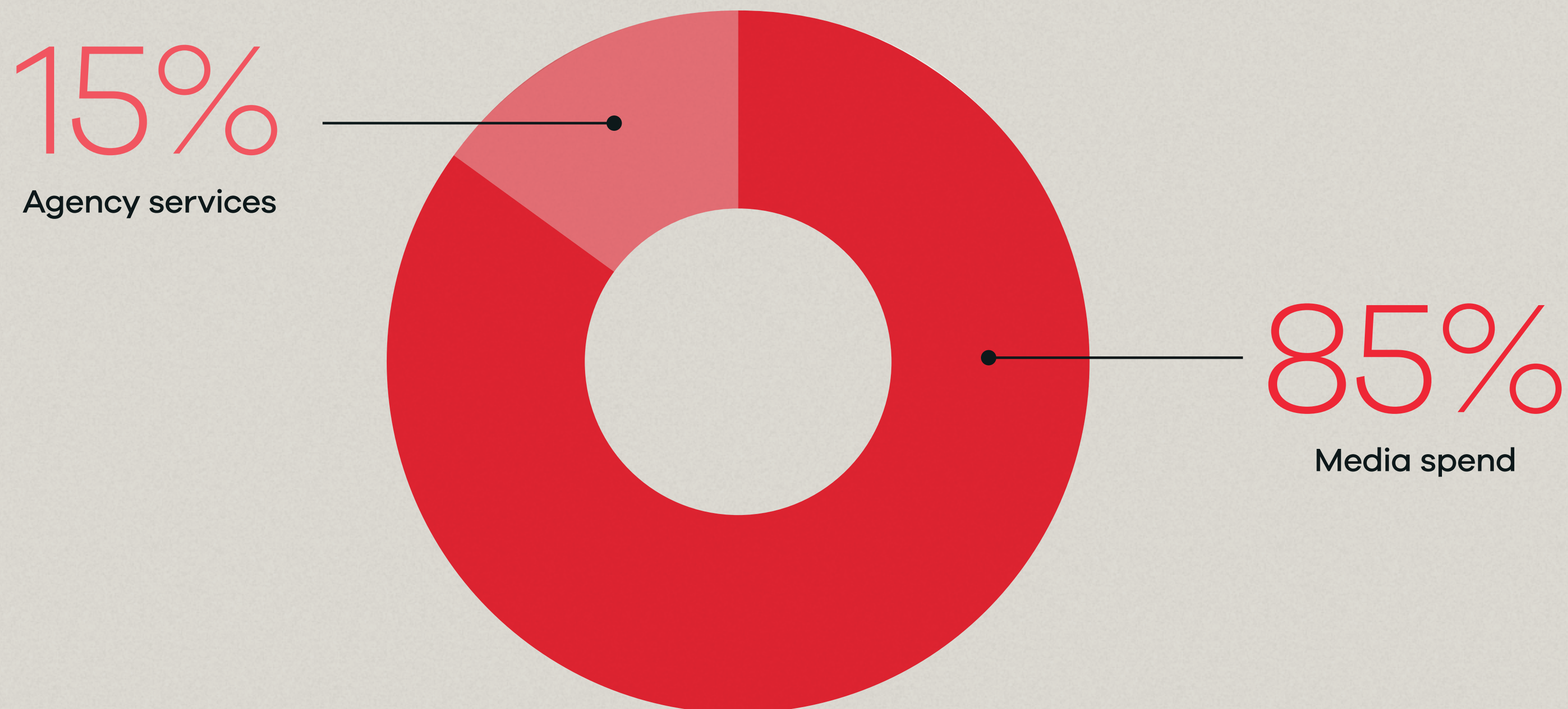
The fee would also include traditional media activities such as fielding media sales rep calls, managing added value opportunities, invoice checking, etc. Should your need for services of our agency team exceed 4,000 hours annually, time would then be estimated for your review and approval and billed at the \$150 hourly rate.

Should your media budget increase beyond \$4 million after contracts are established, The Martin Group will increase the contracted media fee in proportion to the increase in overall media budget. For example, if GW increased the overall budget to \$5 million, The Martin Group's total fee would be \$750,000 (an increase of \$150,000).

Other agency services (i.e., lead nurturing services) can be evaluated if needed within this fee, however they are not currently included.

PROFESSIONAL FEES

budget allocation



Based on all-in estimated budget allocation of \$4,000,000 (USD)

PROFESSIONAL FEES

agency fee billing

Outside The Martin Group's invoicing and billing for media as described in the RFP, we suggest setting up the agency fee of \$600,000 as noted previously as a retainer. A retainer provides GW visibility into The Martin Group's services, as well as flexibility to tap into the agency's expanded services if so desired. Further, we can track how resources are dedicated to specific programs regardless of the size of their media buy. A full retainer scope will be provided for GW review and approval. Key terms include:

Fees Payable to The Martin Group/Terms:

Agency services are billed at a blended hourly rate of \$150/hour. GW agrees to pay TMG for these services provided under this Statement of Work. TMG will bill GW a monthly retainer in the amount of \$46,050 on the first of each month for twelve consecutive months, beginning May 28, 2024, and ending June 30, 2025, which will entitle GW to 307 agency hours of services per calendar month during the Term. All monthly agency services invoices will be billed the first of the month for which they are incurred ("Invoice Date"), and paid 30 days from

the Invoice Date in accordance with the Agreement.

For any and all hours that TMG expects to exceed 307 agency hours of service in a given calendar month, TMG shall notify GW in writing (email shall suffice), at least five (5) business days prior to the Invoice Date, and TMG shall provide GW with a reasonable estimate of such excess agency hours of service. TMG shall provide additional services in such month only after such services are expressly pre-approved by an authorized officer of GW in writing (email approval shall suffice).

PROFESSIONAL FEES

agency fee billing cont.

GW will be responsible for all outside expenses related to media placement and production that GW approves in advance of the incurring of each such expense. TMG will bill GW net on all media placement for planning and stewardship of the media buy. Out-of-pocket production costs will be marked up a standard 20%.

A quarterly reconciliation will take place regarding use of hours as follows:

- At the beginning of each month, TMG will provide an anticipated Agency Services Hours forecast of hours for that particular month.
- Each month TMG will also provide an Agency Services Hours Report detailing the actual agency hours spent during the previous month.
- Within ten (10) calendar days after the end of each quarter, TMG will provide an Agency Services Hours Report detailing the actual agency hours spent during that quarter. Each quarter, reconciliation will be reviewed, and unused hours will be carried over to the following month or an invoice for any overage will be issued.
- In the event there are unused hours at the end of a term of this contract, The Martin Group is open to a discussion on rolling a percentage of those hours over as part of a new contract.

PROFESSIONAL FEES

technology fees

The Martin Group invests in key pieces of software and technology to support research, platform management, asset creation, measurement, and reporting for our clients. The Marketing Software and Technology fee allows our team supporting your work to utilize these tools with the appropriate corporate licensing. The Martin Group would invoice GW \$100 per quarter (for a total of \$400 each year) to cover costs associated with agency software and technology fees.

PROFESSIONAL FEES

outside costs

The following elements would be estimated upon request by GW. These include, but are not limited to:

- Printing (including billboards and transit)
- Mailing lists and postage
- Broadcast production (e.g., TV and radio)
- Video production
- Photography and high-end retouching
- Outside research expenses
- Media placement costs
- Shipping/delivery
- Travel
- Custom or stock photography, illustrations, videos, music
- Font purchases
- Domain purchase
- Web hosting

case studies



Excelsior University. Driving leads in a crowded landscape.

National college enrollments are shrinking, and an increasing number of online education programs are entering the market. Excelsior University (formerly College)—a pioneer in distance education and leader in online learning—sought to differentiate themselves from their competitors, clearly communicating their value to become the school of choice for their target student population. The Martin Group was brought in to expand brand awareness, grow alumni engagement, and increase qualified leads through targeted digital advertising, conversion rate optimization tactics, cohesive media planning, content marketing, and strategic branding initiatives.

Measuring the current positioning of the college and exploring internal culture were key to solidifying a strategic foundation from which to launch a cohesive brand awareness and enrollment campaign. Internal and external perception research studies, creative concept

testing, and digital marketing audits were performed in collaboration with Excelsior key stakeholders and marketing teams. Our efforts indicated that a significant population of adults who seek college degrees aren't served well by a traditional higher education experience. This group wants to earn their degrees as efficiently as possible amid their full-time commitments, with a drive to capture advancement and opportunities in a new or current field.

The Martin Group translated these insights into a fresh brand position: Life Happens, Keep Learning. This tagline highlights Excelsior's key offering of college credit for past experience and training, in addition to its core component of flexible, student-centered online learning. Targeted messaging and a fresh creative look were developed and refined across multiple communication platforms to support Excelsior's lead generation and enrollment campaigns while seeding brand throughout.

This included improvements in digital marketing, digital user experience, and content development that would support lead generation from new inquiries (focusing on a sales funnel of awareness, consideration, and conversion). After a thorough advertising and audience analysis, national target audiences were narrowed and aligned with key program initiatives to optimize overall digital campaign performance monthly and yearly.

Following elevated targeting and lead generation tactics, Excelsior budgets were maximized, and waste eliminated. Deliverables included SEM, display, social media advertising, organic social media, retargeting, marketing automation, email nurture campaigns, landing pages, content marketing, SEO, ad creative, and direct mail—all of which contributed to the most important campaign result: 3,700 enrollments.

YOU CAN COMPLETE YOUR DEGREE—WHILE YOU KEEP UP WITH LIFE.

Learn more at excelsior.edu.

30+ ONLINE PROGRAMS
MAXIMUM TRANSFER CREDIT
REGIONALLY ACCREDITED
NOT-FOR-PROFIT

EXCELSIOR COLLEGE
Life Happens. Keep Learning.™

EXCELSIOR COLLEGE

LIFE HAPPENS. KEEP LEARNING.™

Transfer more credit | Complete your degree sooner | Lower your total cost

YOU'VE GOT THIS.

Program Level:

Area of Study:

EXPLORE ONLINE PROGRAMS

GET MAXIMUM CREDIT FOR YOUR NAVY TRAINING

Choose from 50+ online degree programs

GET STARTED

EXCELSIOR COLLEGE

YOUR WHOLE FAMILY IS IN THE MILITARY

That Means Shared Sacrifice —and Benefits

When your spouse is in the military, it's hard enough. You are, too. Excelsior College makes it easy and affordable for you to finish your degree while your spouse serves. We'll make it all so much easier with our Military Transfer Program. Military transfer credit is earned by completing a program of study with your family in military service.

EXCELSIOR COLLEGE

LIFE HAPPENS. KEEP LEARNING.

More transfer credit for faster degree completion

EXCELSIOR COLLEGE
excelsior.edu

Excelsior College
January 18, 2018

Excelsior College Degrees at Work: See how Terry Evans, Cybersecurity graduate is putting his four degrees to work running his own business and see the advice he has for his fellow Excelsior students.

DEGREES AT WORK

CEO of Cybersleuth Investigations, Inc.
TERRY EVANS

Degrees At Work: How Terry Evans Turned Four Excelsior Degrees Into a Career Fighting International Cybercriminals

3 Shares

THE BUFFALO NEWS

LIFE HAPPENS. KEEP LEARNING.™

With credit for past education and professional training

GET STARTED TODAY

EXCELSIOR COLLEGE

MIKE HARRINGTON: IN DISMISSING PHIL HOUSLEY, JASON BOTTERILL PUT HIMSELF ON THE CLOCK

Know It Now

1. Awarded a letter in his death bene...
2. When will Housley be on the job...
3. How 'Tiger' Smith reacts over the...
4. Subsequent phone appointments, bet...
5. National TV coverage was up there...

EXCELSIOR COLLEGE

10 Tips to Get More Out of Your Online MBA Program

TABLE OF CONTENTS

- Tip: Page 2
- More Tip: Page 2
- Program Benefits: Page 3
- Course Overview: Page 3
- Correct Miscon: Page 3

Start with more credit

Work around your schedule

Master of Business Administration **36-45 CREDITS**

FOUNDATION COMPONENT (Required)	Credit Hours	CONCENTRATION COMPONENT	Credit Hours
Economics	3	Accounting	3
Organizational Behavior	3	Executive Statement/Leadership	3
Quantitative Analysis	3	Corporate Finance/Reporting and Database	3
TOTAL CREDITS FOR FOUNDATION	9-12	Human Resources Management	3
		Strategic Management	3
		Staffing and Development	3
		Top-Down Management/High Performance	3
		Leadership	3
		Learning, Teams, Continuous Learning	3
		Approved Learning/Decision	3
CORE COMPONENT (Required)	Credit Hours	General Business Communication	3
Accounting for Management	3	True to Business Behavior	3
Global Business Environment	3	TOTAL CREDITS FOR CONCENTRATION COMPONENT	27
Information Technology	3		
Leadership	3		
Managerial Finance	3		
Marketing	3		
Operations Management	3		
Project Management/Process and Applications	3		
Strategy and Policy Capstone	3		
TOTAL CREDITS FOR CORE COMPONENT	37		

Excelsior University results

2.2M+

impressions from brand awareness campaign

56%

conversion increase year over year

80%

CPL decrease year over year

3.7K

new enrollments

50+

media campaigns

56.6K

clicks

Niagara University.

Taking graduate enrollment to a higher degree.

In Spring 2021, for the first time in its history, Niagara University needed to create a campaign aimed specifically at graduate students. Facing factors such as a renewed interest in remote learning and the pandemic-era mindsets that led professionals to consider new paths, Niagara had—and needed to react to—opportunities to raise both awareness of and inquiries into enrolling within selected graduate degree programs, which ranged from business administration to education to cybersecurity.

Building off of an established and longstanding relationship with Niagara University, The Martin Group team began by hosting a strategy session with the University's leadership, marketing team, and program deans. This yielded a host of insights, including the type of prospective graduate student who would be most sought after in enrollment goals: working professionals

with a wealth of experience looking to take their next step. These lifelong learners had unique challenges (family responsibilities, full-time careers, higher standards for ROI, and more), and would be best served by the flexible environment and breadth of programs belied by Niagara University's intimate size. With reaching these individuals at its core, our team next developed a brand brief and comprehensive paid media plan ahead of creative exploration. Our creative team developed the concept of "To a Higher Degree," speaking to prospective students for whom experience and eventual advancement are highly valued. The campaign saw us enrich the meaning of a "higher degree" to point to the tangible yet aspirational benefits of choosing Niagara University, and came to life in a robust, full funnel of tactics, including: social media advertising, native advertising, digital streaming and video

ads, search engine marketing, custom landing pages, retargeting ads, and more.

Through working with The Martin Group, Niagara University has been able to reach a wide swath of prospective graduate students located across New York State, Northwestern Pennsylvania, and Northern Ohio. Final results from the one-year campaign include 40.5 million ad impressions, over 131,000 website sessions, a wealth of phone calls to admissions offices, and thousands of qualified leads. Our enrollment conversion rate improved from 15% to 18% by the end of the campaign, meaning nearly 1 in 5 leads gained during this timeframe ended up enrolling in the university. This important campaign laid a solid foundation and benchmark for NU to continue to build upon their graduate program marketing and advertising.

THIS IS A
higher degree
OF LEARNING

Take your career higher
Request more information about our graduate programs.

The graduate programs of Niagara University

At Niagara University, our graduate programs bring new meaning to the idea of a higher degree.

By combining exceptional resources and education with a

First Name*
Last Name*
Telephone*
Email*

YouTube

A HIGHER DEGREE OF influence

Why Niagara? - Jan 28, 2022
33 views

Niagara University
1,176 subscribers

Becoming a member of the Niagara family instills in students a heightened sense of purpose through robust student life, service-learning, and study abroad experiences. That's The Power of Niagara.

12:41

NU Niagara University
Sponsored

Earn a Master's in Finance from Niagara University— with supportive faculty to guide you.

A HIGHER DEGREE OF success

NIAGARA-UNIVERSITY.COM
A Higher Degree of Success
Find out what sets NU apart. [Learn More](#)

76

Like Comment Share

1:15

Niagara University
39.9K followers

Stay a step ahead with an M.S. in Information Security & Digital Forensics from Niagara University ...see more

A HIGHER DEGREE OF potential

M.S. INFORMATION SECURITY & DIGITAL FORENSICS

Explore a career in cybersecurity.
niagara-university.com

Learn more

51

Like Comment Share

John Mackowiak likes this

12:10

NIAGARA UNIVERSITY

ALL THE PATHS TO a higher degree OF ACHIEVEMENT

Whether you're looking to take the next step as an educator or make the leap into this influential field, our graduate programs can help you get there:

[REQUEST MORE INFO](#)

11:21

NU Niagara University
Sponsored

IMPACT thrives

[Learn More](#)

YouTube

CAREERS grow

Niagara University results

40.5M+

impressions

18%

enrollment conversion rate

32%

application conversion rate

3K+

leads

131K+

website sessions

references



client references

Evan Pierce

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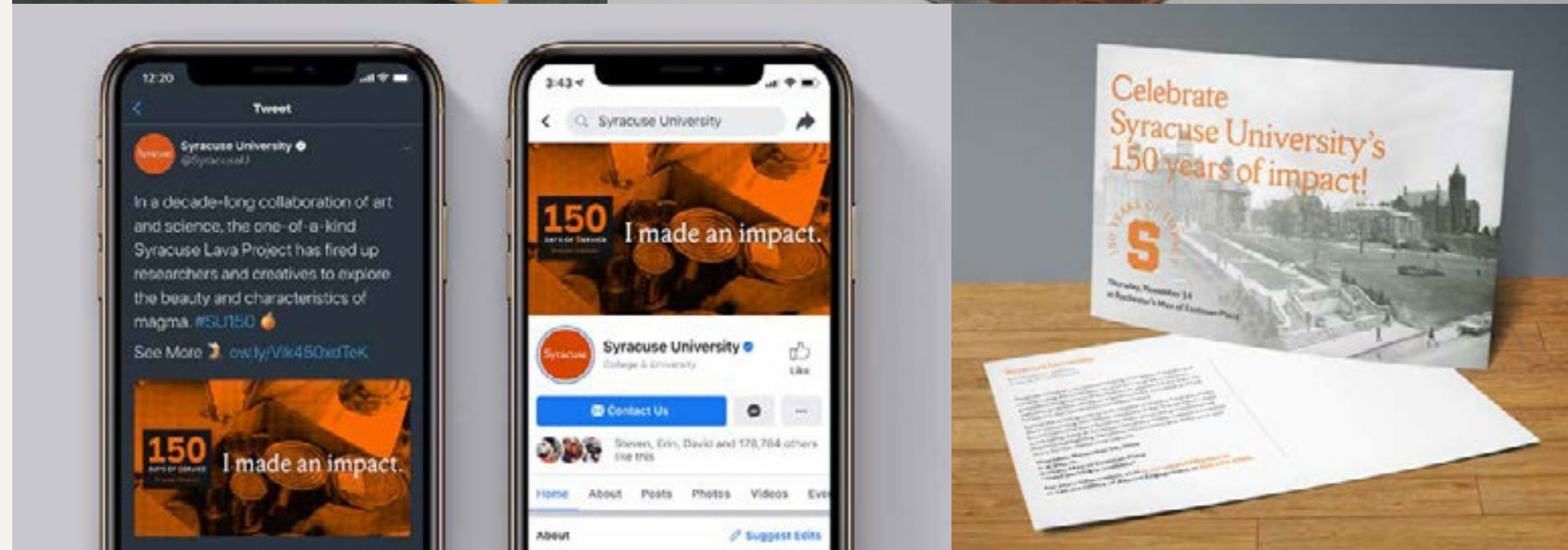
additional information

There is no additional information we wish to present.

work samples



SYRACUSE UNIVERSITY // 150 YEAR ANNIVERSARY CAMPAIGN



UNIVERSITY AT BUFFALO // INNOVATION HUB CAMPAIGN



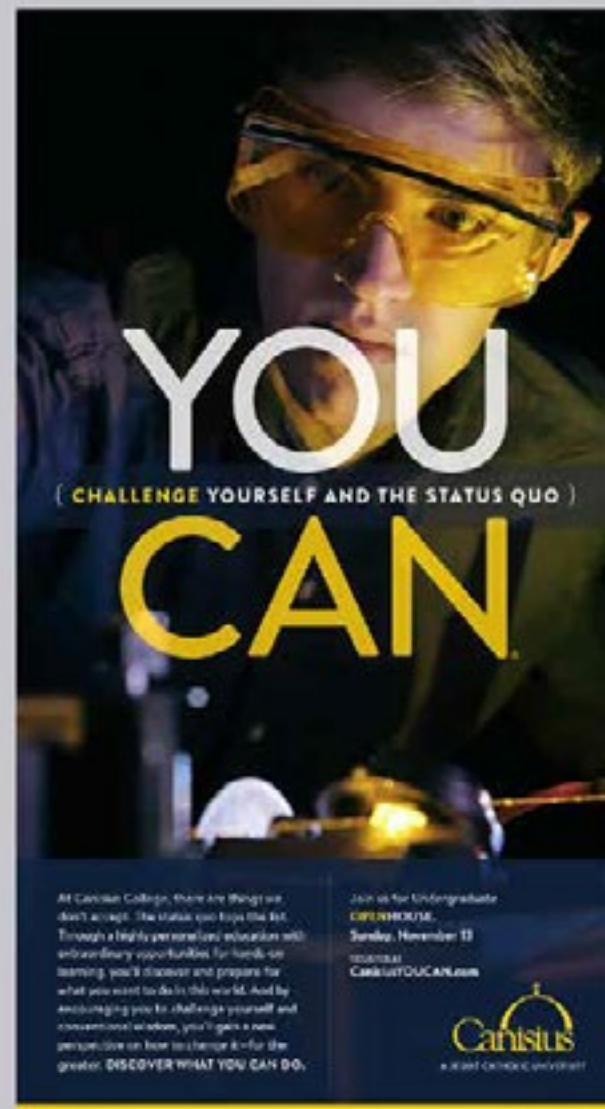
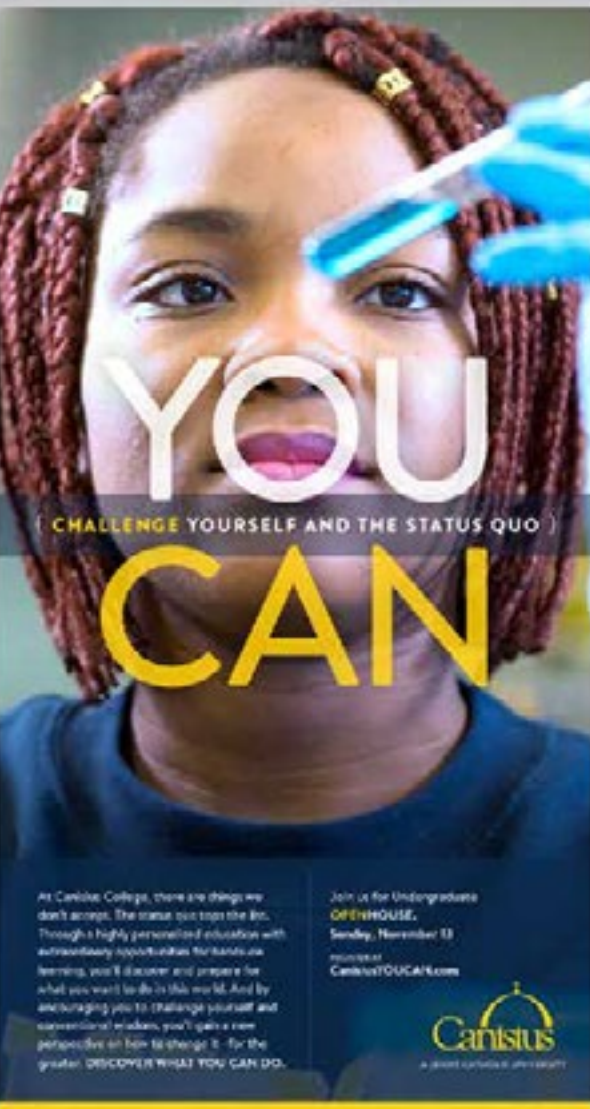
UNIVERSITY AT BUFFALO // BROCHURE DESIGN



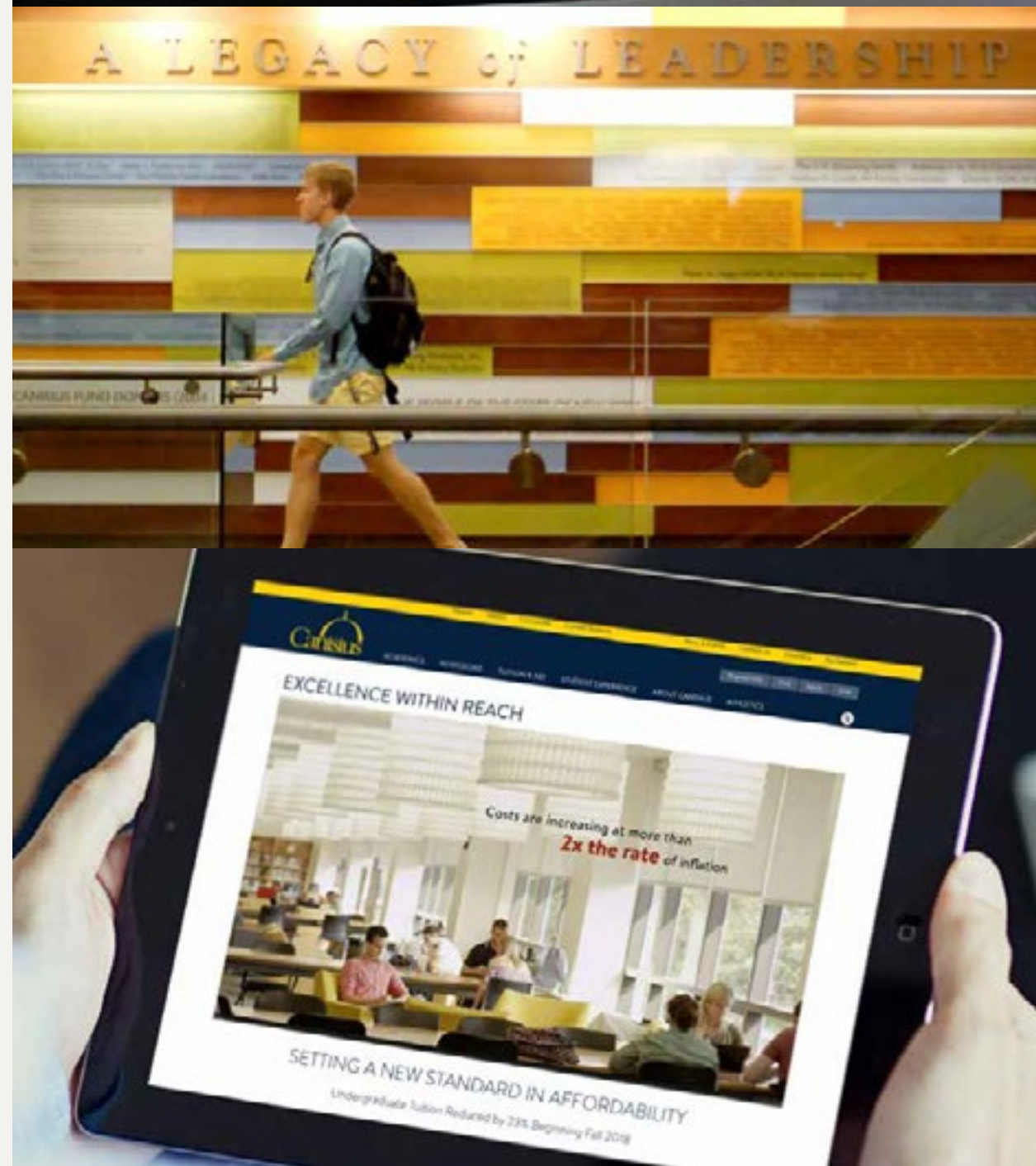
UNIVERSITY AT BUFFALO // CAMPAIGN CONCEPTS AND COLLATERAL



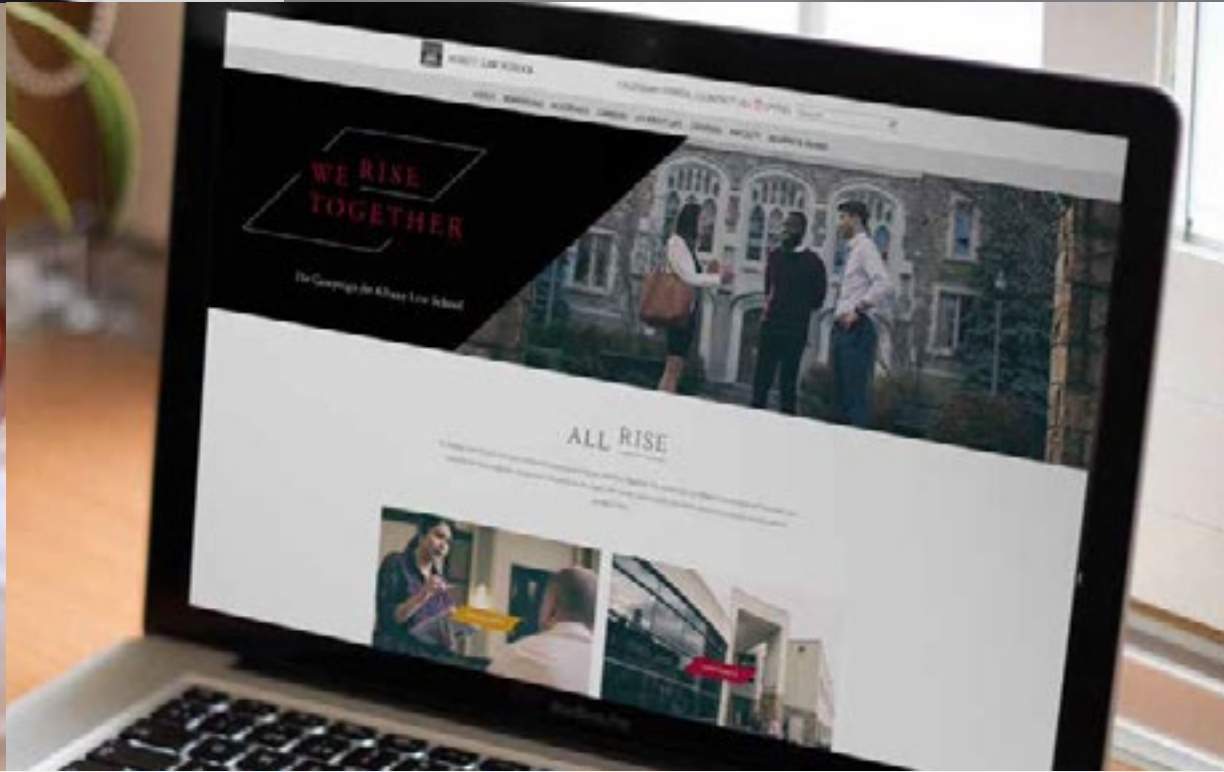
CANISIUS COLLEGE // ENROLLMENT CAMPAIGN



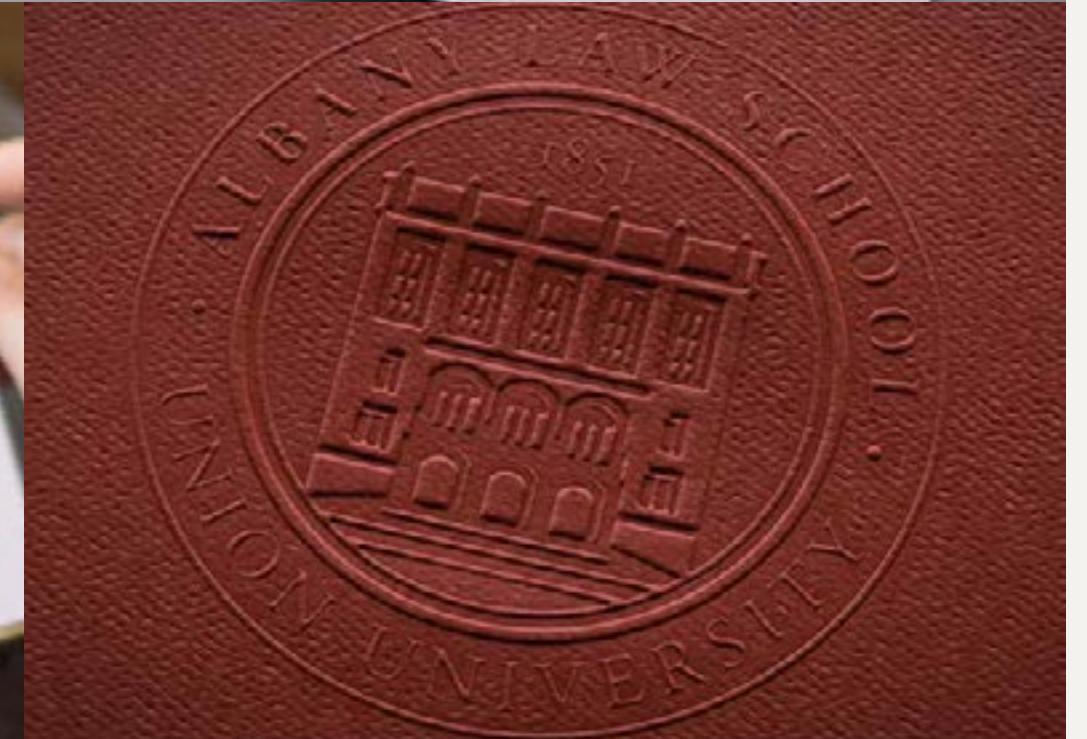
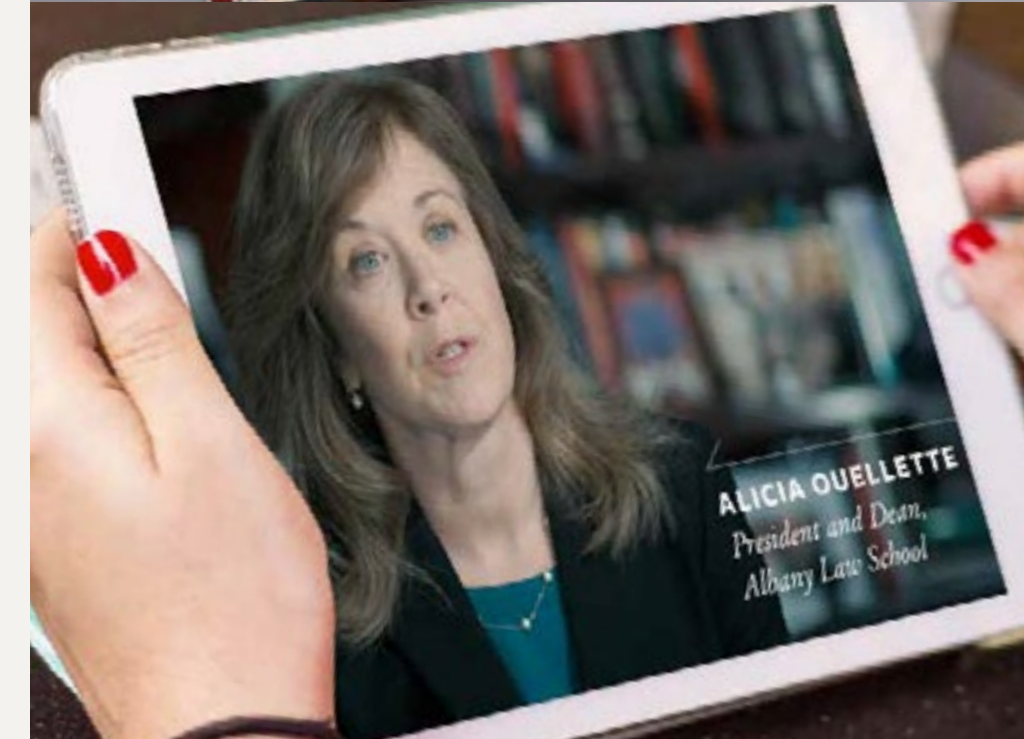
CANISIUS COLLEGE // TUITION ROLLBACK CAMPAIGN



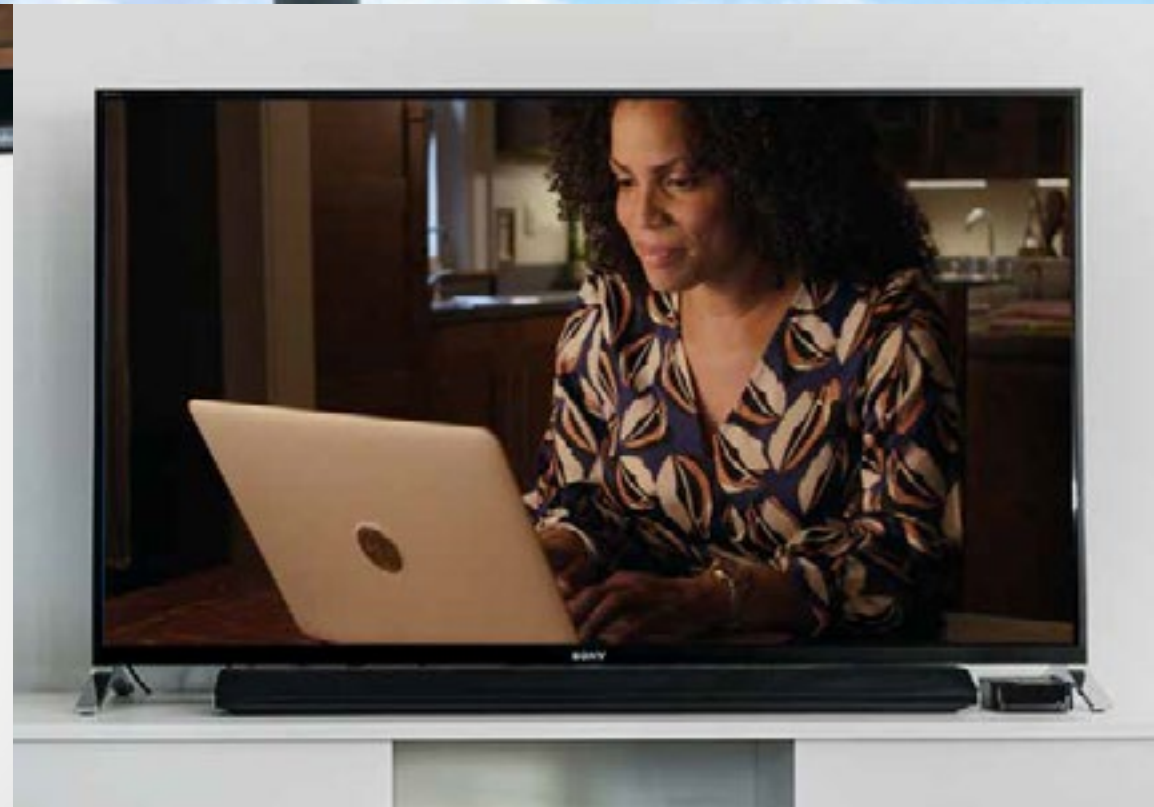
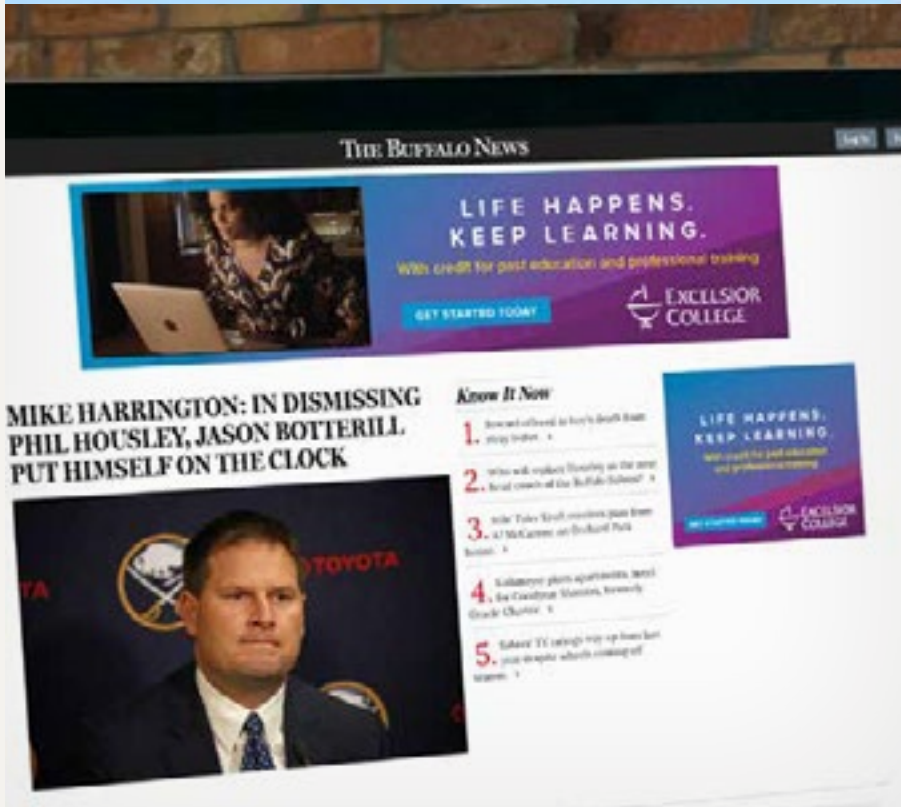
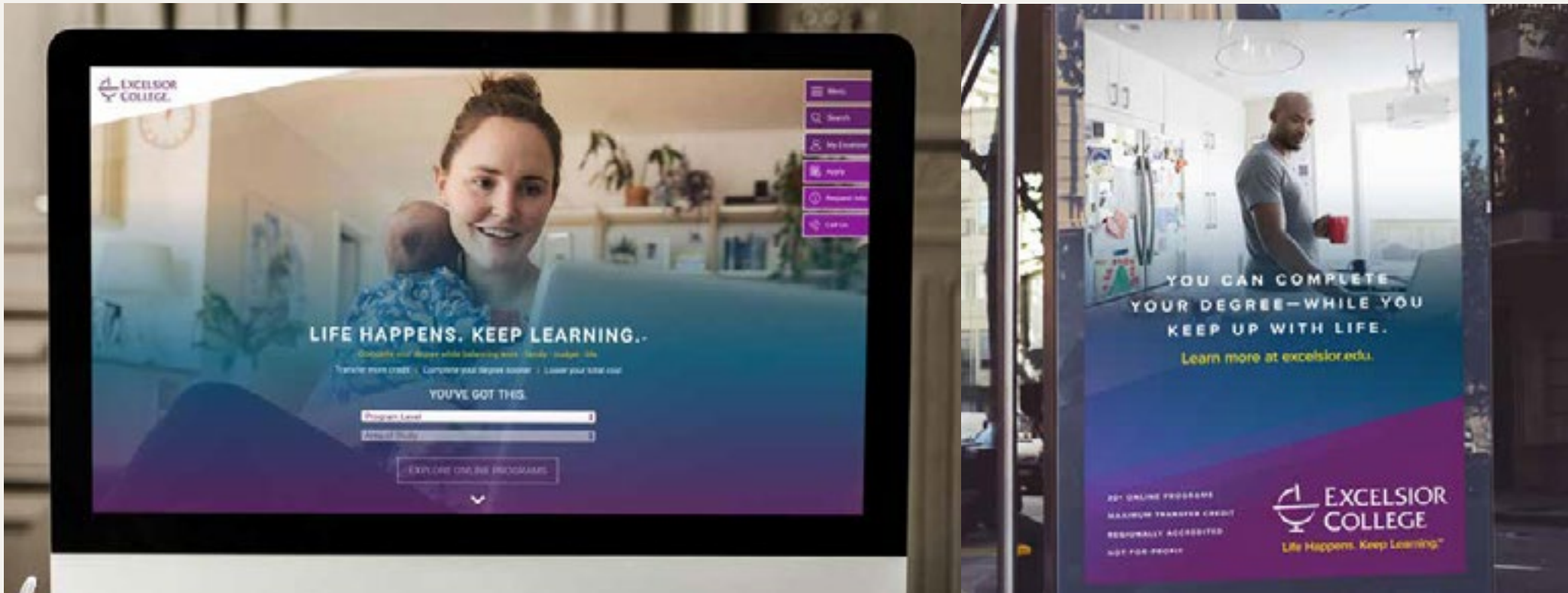
ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN



ALBANY LAW SCHOOL // DEVELOPMENT CAMPAIGN



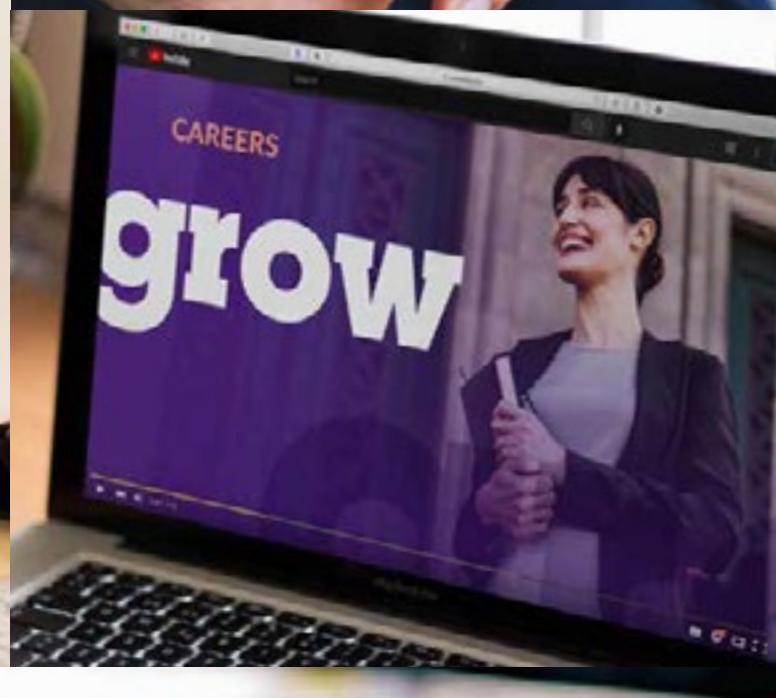
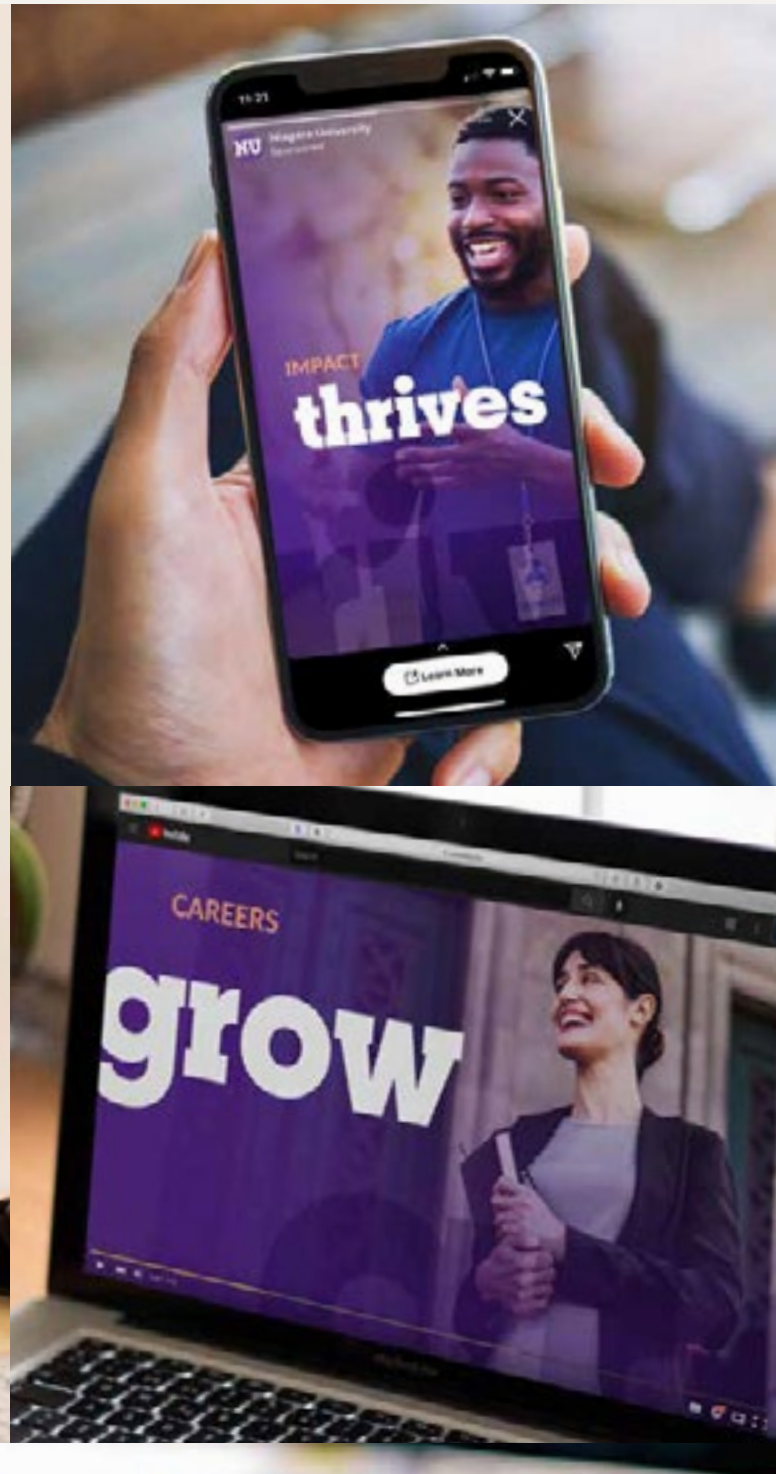
EXCELSIOR COLLEGE // BRAND CAMPAIGN



EXCELSIOR COLLEGE // LEAD GENERATION CAMPAIGN



NIAGARA UNIVERSITY // GRADUATE ENROLLMENT CAMPAIGN



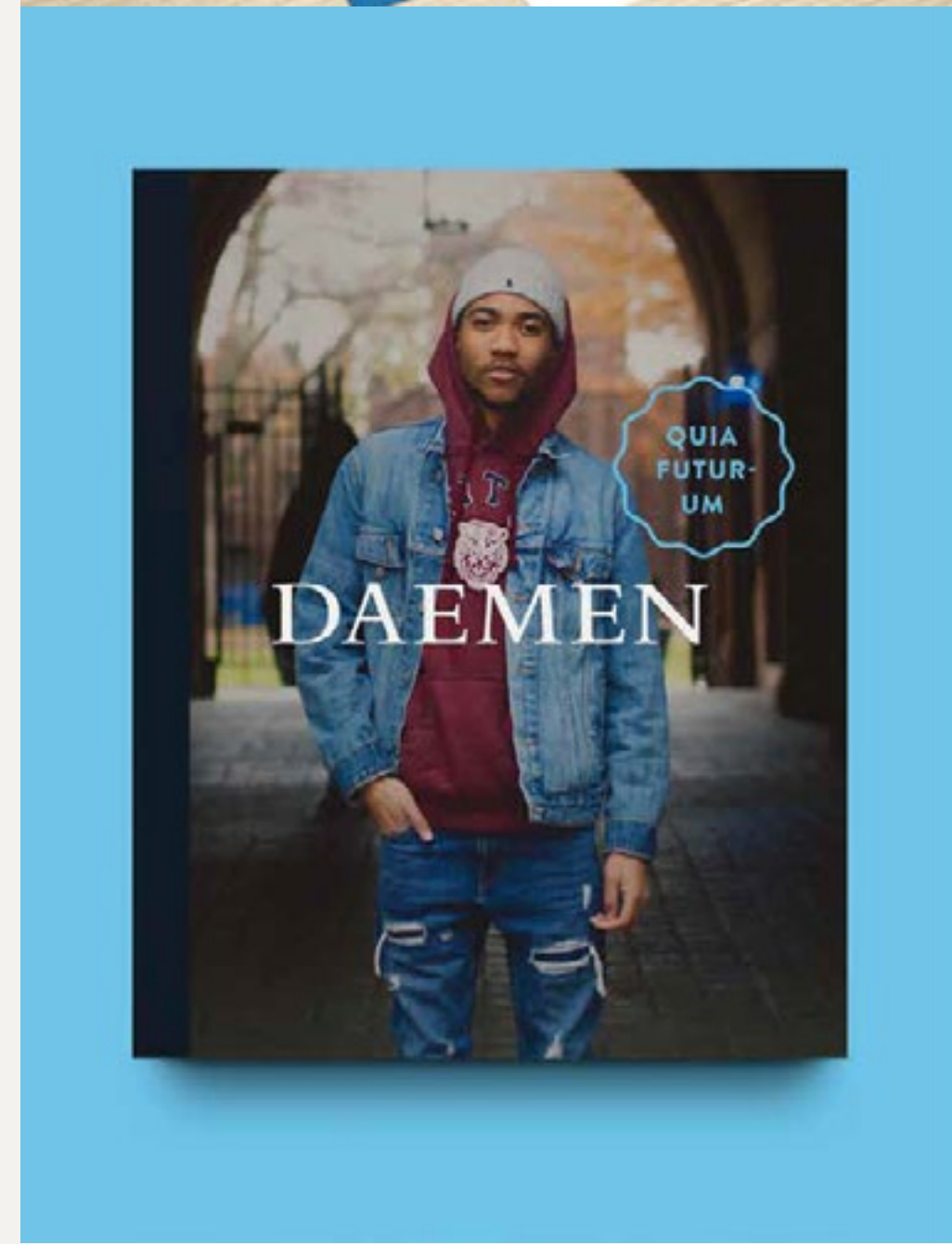
NIAGARA UNIVERSITY // GRADUATE OPEN HOUSE CAMPAIGN

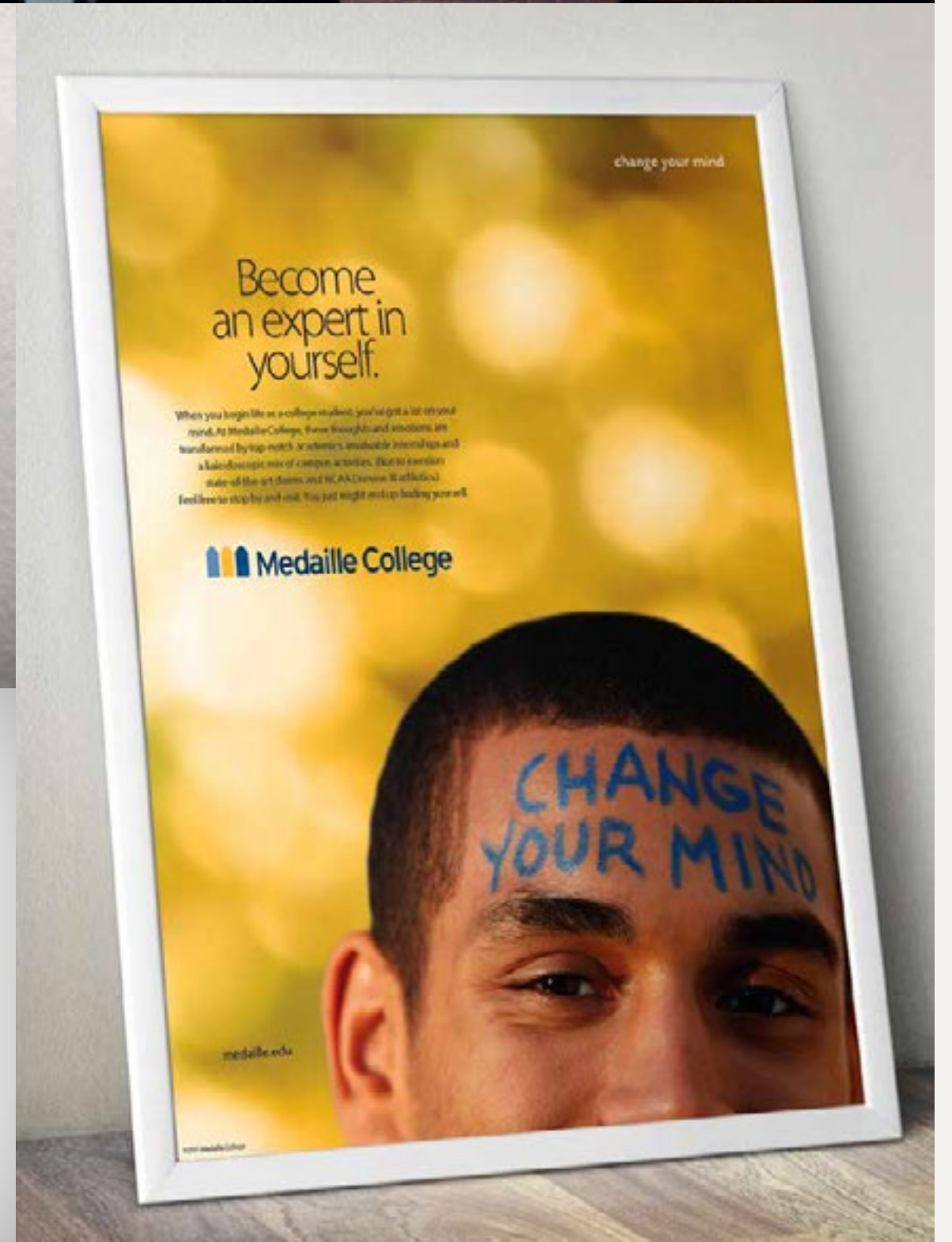
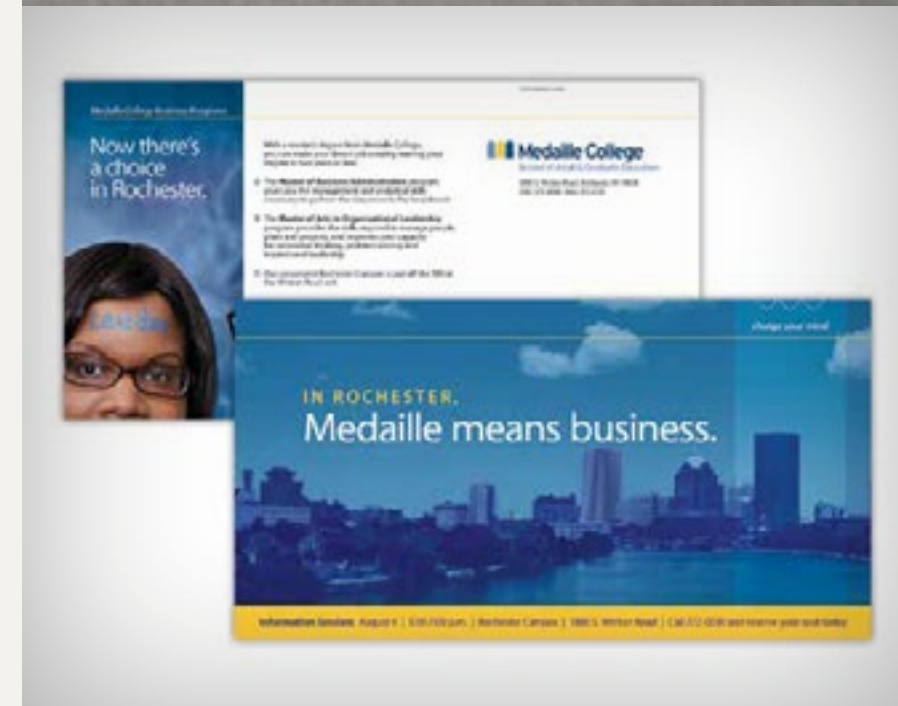


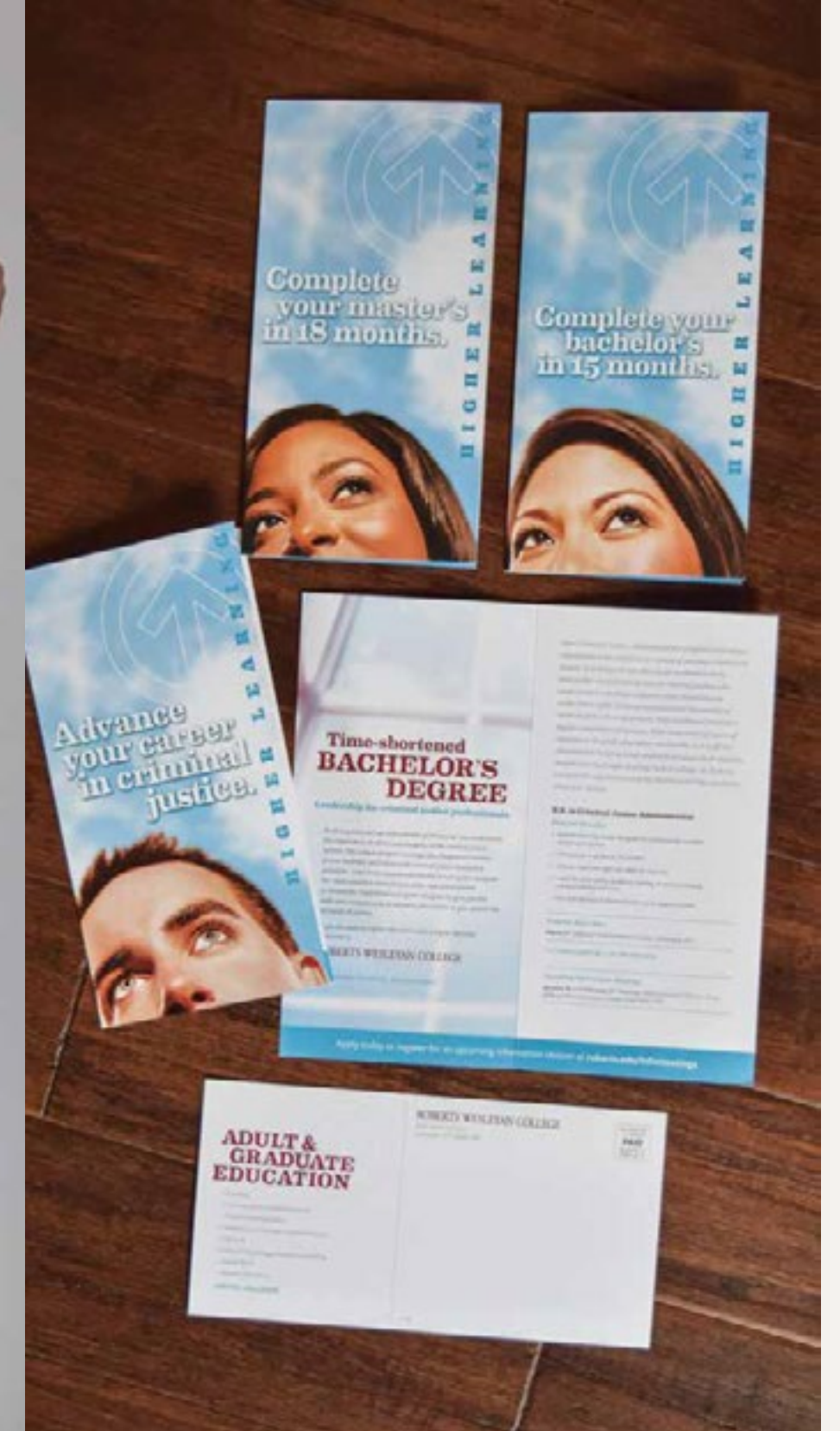
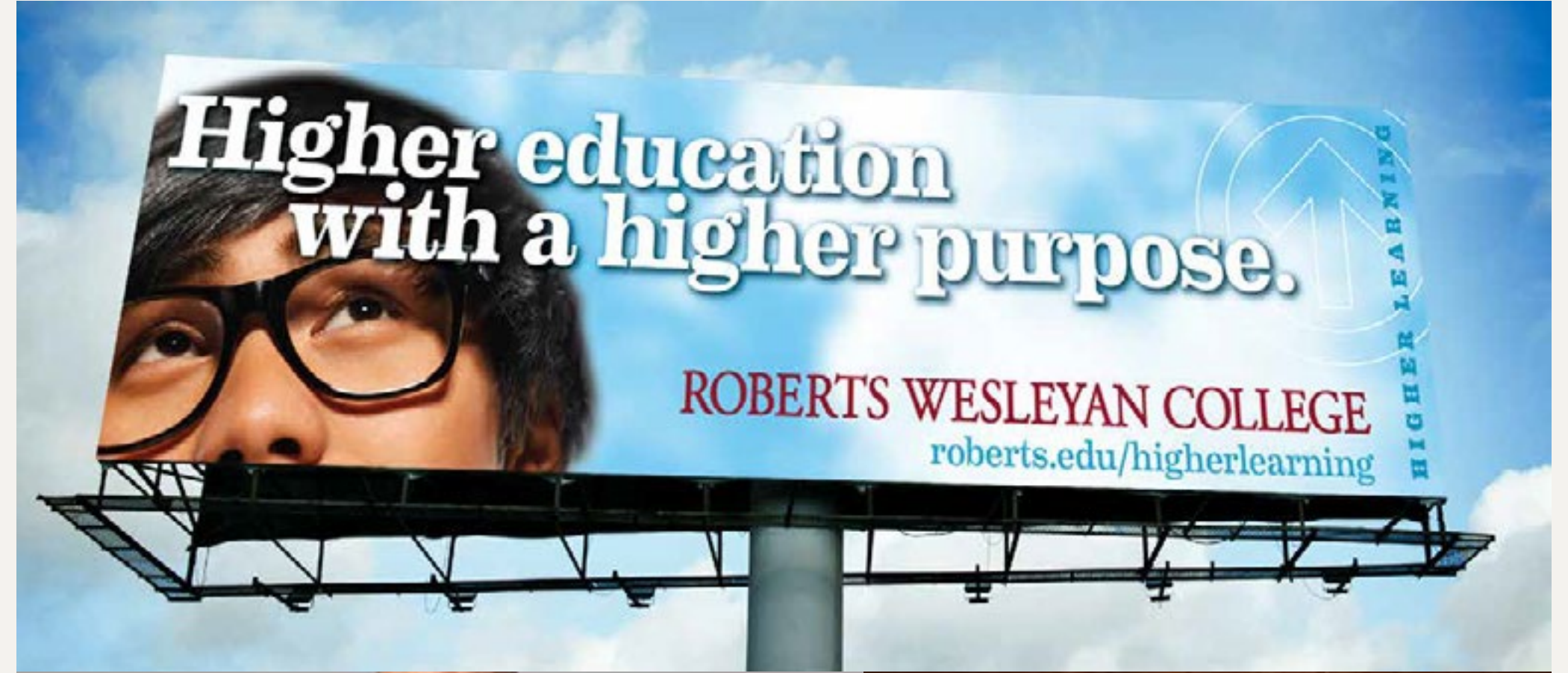
ULTIMATE MEDICAL ACADEMY // ENROLLMENT CAMPAIGN

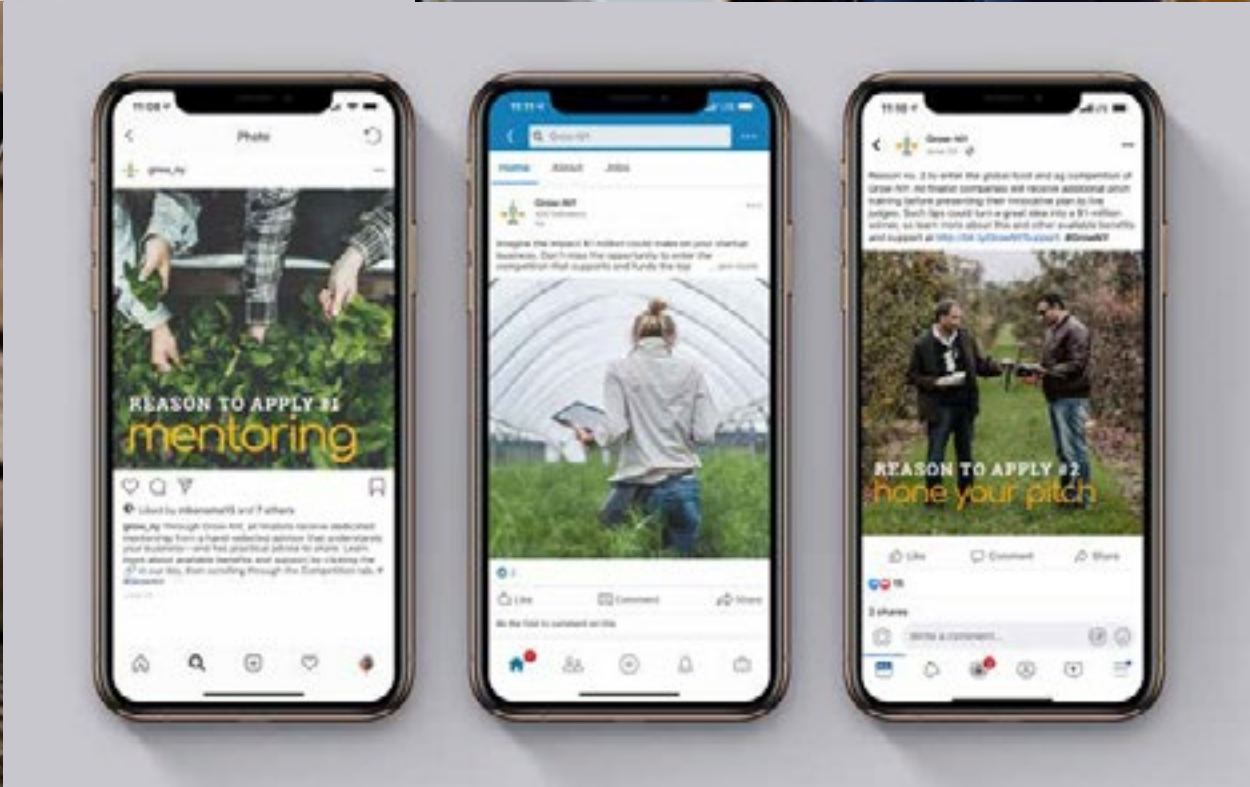
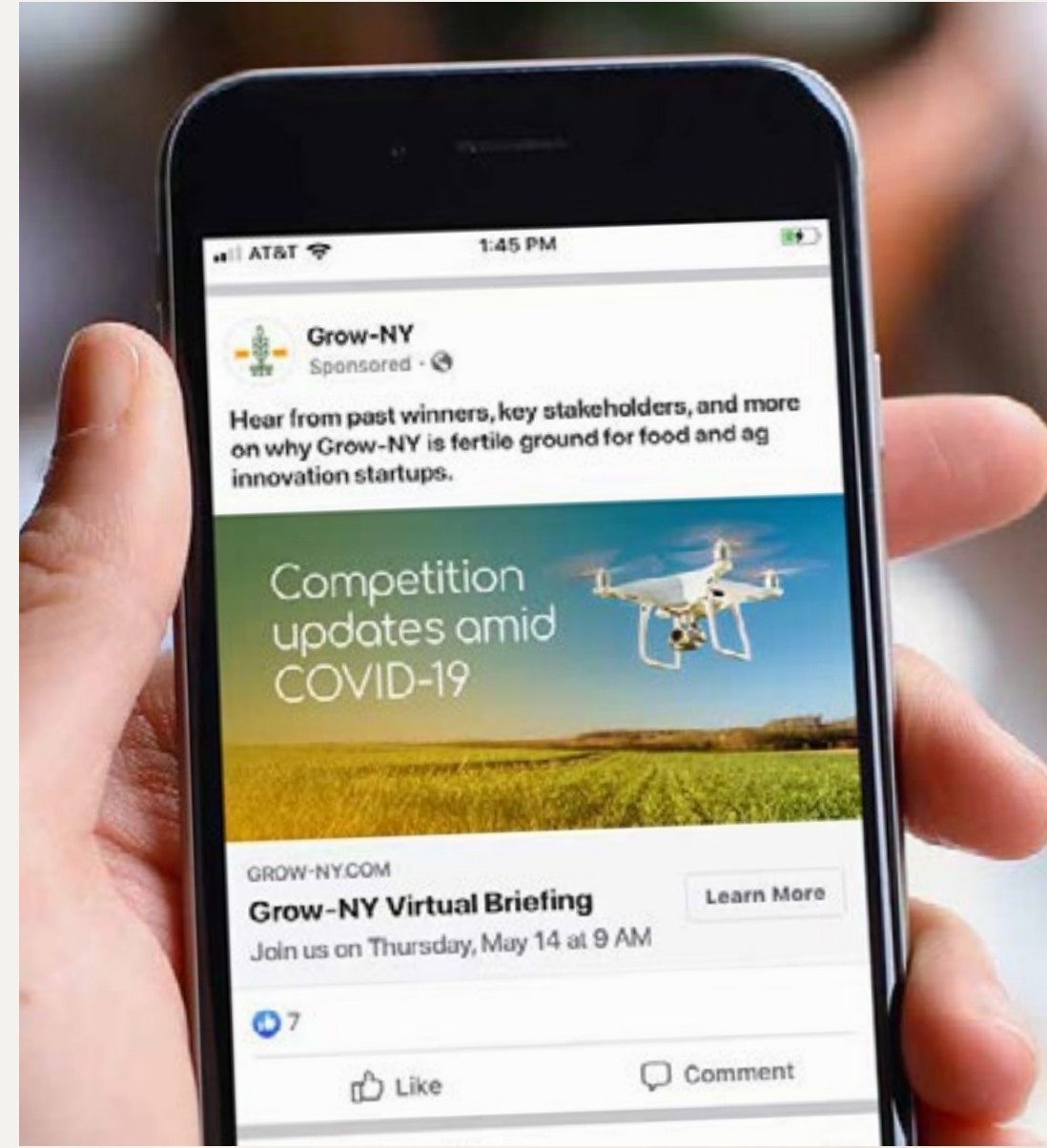


DAEMEN COLLEGE // BRAND CAMPAIGN

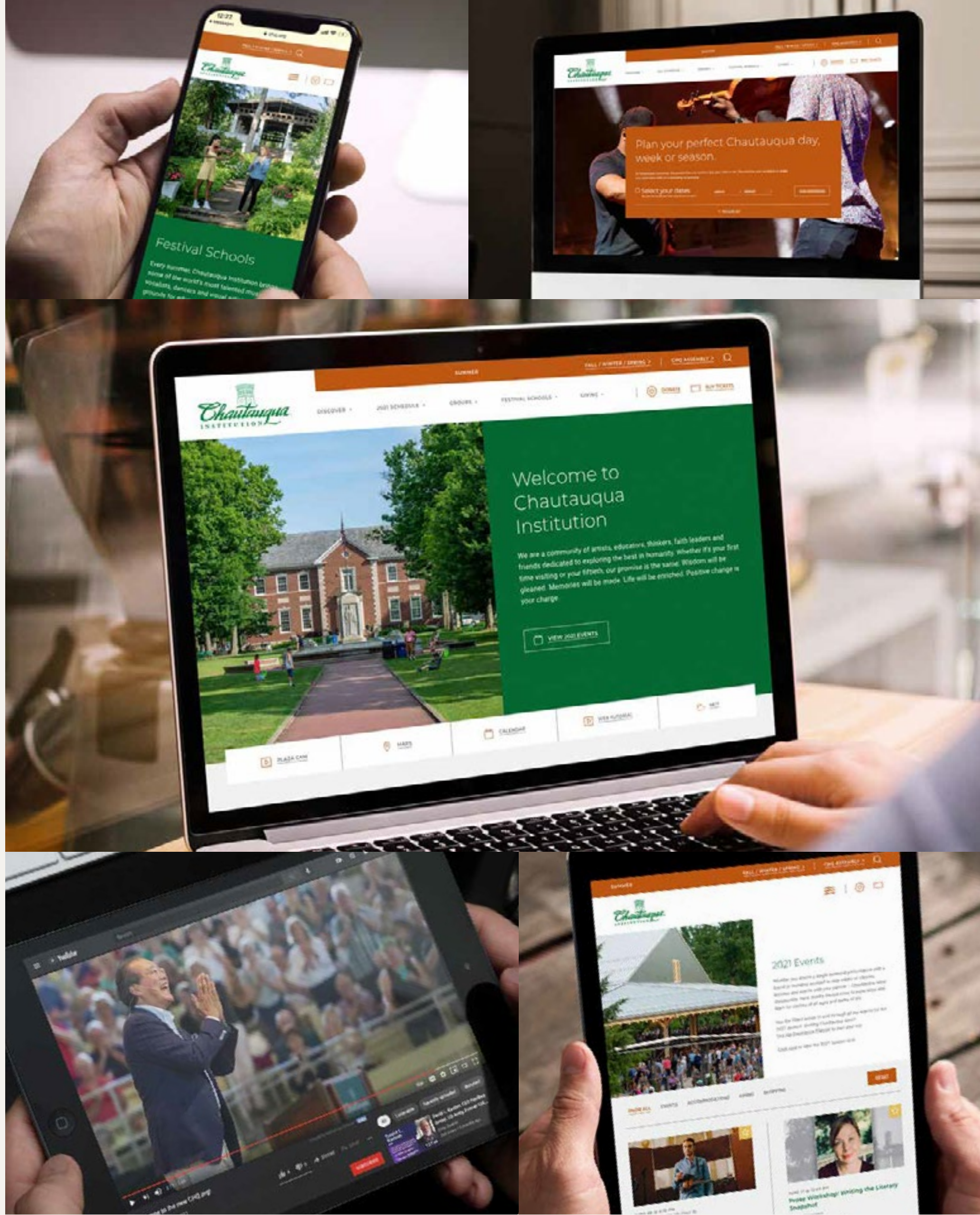








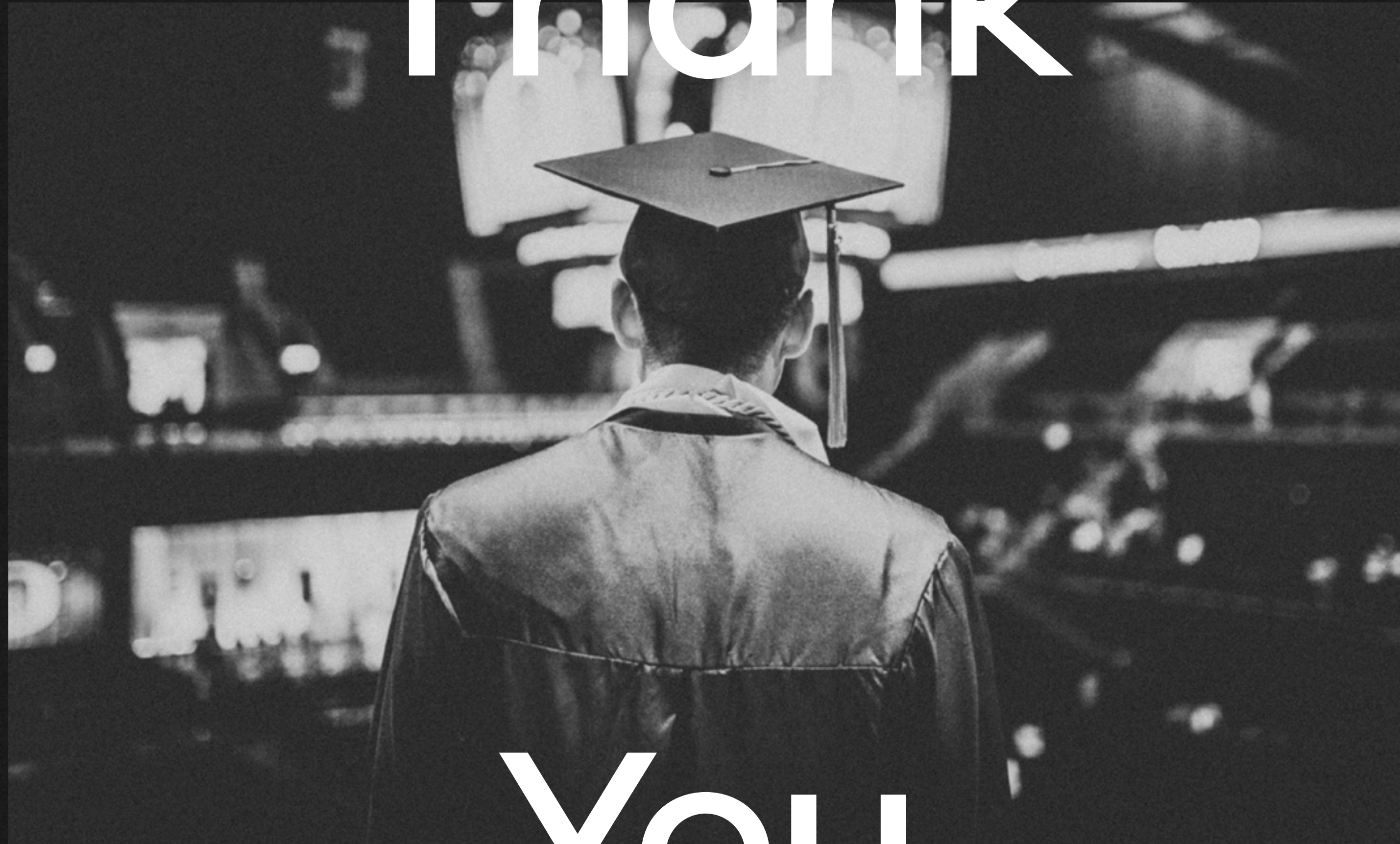
CHAUTAUQUA INSTITUTION // WEBSITE DEVELOPMENT



NIAGARA UNIVERSITY FOOD MARKETING // BRAND DEVELOPMENT AND COLLATERAL



Thank



You

Exception/Assumption Forms –Attachments A & B

Should changes be necessary, contractors must provide the specific language that is being proposed on Attachments A & B.

A. Only technical exceptions and/or assumptions should be identified on Attachments A & B.

B. The University may not accept additional exceptions and/or assumptions if submitted after the proposal submission deadline.

COMPLIANCE WITH TERMS AND CONDITIONS OF RFP

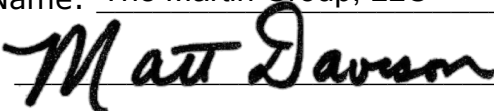
I have read, understand and agree to comply with **all** the terms and conditions specified in this Request for Proposal.

YES I agree to comply with the terms and conditions specified in this RFP.

NO I do not agree to comply with the terms and conditions specified in this RFP.

If the exception and/or assumption require a change in the terms in any section of the RFP, the contract, or any incorporated documents, vendors **must** provide the specific language that is being proposed in the tables below.

Company Name: The Martin Group, LLC

Signature : 

Print Name Date: Matthew N. Davison 3/29/2024

Vendors MUST use the following format. Attach additional sheets if necessary.

Exception Summary Form – Attachment A

Exception n	RFP Section #	RFP Page	Exception <i>Complete detail regarding exceptions must be identified</i>
1		5	Background on the Request for Proposal - see attached document
2		12	Optional Services - see attached document
3			

Assumption Summary Form –Attachment B

Assumption n	RFP Section #	RFP Page	Assumption <i>Complete detail regarding assumptions must be identified</i>
1		5	Background on the Request for Proposal - see attached document
2		14	Proposal Submission Requirements - see attached document
3		12	Billing & Invoicing - see attached document

ATTACHMENT A EXCEPTIONS

RFP Section: Background on the Request for Proposal

RFP Page: 5

Complete Detail Regarding Exceptions:

The Martin Group will track usage of the agency fee for all agency services and alert GW of the potential for insufficient budget (e.g., "budget burn") or requests that may fall outside the existing scope of work. Should GW needs exceed the defined fee and hours allotted for agency services, The Martin Group will provide estimates for additional work for approval billed at the agency hourly rate.

RFP Section: Optional Services

RFP Page: 12

Complete Detail Regarding Exceptions:

The Martin Group is a full-service agency offering traditional and digital marketing as well as public affairs and public relations. We would be pleased to provide additional services as outlined in this section, as well as other services not outlined in this RFP. Because any optional services are highly customized to your specific needs, budgets or fees for such activities would be estimated separately outside of the budget and fees detailed in this RFP.

ATTACHMENT B ASSUMPTIONS

RFP Section: Background on the Request for Proposal

RFP Page: 5

Complete Detail Regarding Assumptions:

Our Scope of Work detailing agency services offered within the 15% media fee is based upon a total annual media spend of \$3 million to \$4 million. If the total annual spend is different, The Martin Group reserves the right to re-evaluate the media fee and agency services contained within it.

RFP Section: Proposal Submission Requirements

RFP Page: 14

Complete Detail Regarding Assumptions:

Our project plan and milestones assume a comprehensive media plan for all media planning. Because the number of campaigns, timing of campaigns, and stakeholders for each are unknown, the budget and milestones may be subject to change. This also applies for ad hoc media activities throughout the year. The Martin Group strives to be adaptable and highly responsive to all clients. Clients are provided a detailed schedule, which is regularly updated as needed and takes into consideration various project dependencies.

RFP Section: Billing & Invoicing

RFP Page: 12

Complete Detail Regarding Assumptions:

The Martin Group assumes that a scope of work will be drafted with payment terms for media and agency services, which will include complete terms. We are happy to send those in advance of interview for consideration of part of our response, if GW desires.