



**RADFORD**  
UNIVERSITY

REQUEST FOR PROPOSAL  
RFP# R20-008  
MARKETING STRATEGY AND MEDIA PLACEMENT

PROCUREMENT AND CONTRACTS  
P.O. BOX 6885  
501 STOCKTON STREET  
RADFORD, VA 24142

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## B2. Qualifications and Relevant Experience / About Studio Center

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### About Us:

- Established in 1967.
- Clients in 50 States / 23 Countries.
- Five offices – Virginia Beach, VA (main hub). Richmond, VA. Washington, DC. New York City.
- Number of employees – 60.
- Number of coffee makers – 43.
- Official snack – Chocolate Chip Cookies.
- Number of cookies made a month - 1,200.
- Number of dogs in our offices - 9.
  - Ozzy, is the head AussieDoodle-In-Charge.
- Radford alumni - 2.
- Relieve stress - rubber band fights. (Including the CEO.)

## **B2. Qualifications and Relevant Experience /** **About Studio Center**

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### **We're Qualified**

Studio Center was one of the first production studios to specialize in the production of broadcast advertising. We have over 53-years of experience specializing in producing nationally acclaimed and award-winning content creation, distribution, and measurement. The Studio Center brand is renowned both for its high-end work and unmatched customer service. Studio Center has ten distinct in-house divisions including Creative & Branding Services, Account Services, Digital Services and Media Services. Each of our divisions has dedicated individuals who are experts in their field. The company's work consists of, but is not limited to, radio and TV commercials, training videos, digital planning and implementation, sound design, voice overs, media planning and buys, 2D & 3D motion graphics, animation, websites, web videos, and foreign translations. We are a privately owned company that operates in five different locations, headquartered in Virginia Beach with hubs in Washington, DC, New York City, and Richmond.

In the last 10 years, Studio Center has expanded to include traditional ad agency elements including Creative & Brand, Media Strategy & Buying, Paid Digital, Social Media Management, Print Design & Production, and Public Relation services. We hope by building this hybrid agency model within Studio Center will give our clients the ease of a "one-stop shop" for all their advertising and marketing needs. No more having to make multiple calls to different companies and connecting with different contacts. Your creative, strategy, and media is all under one roof. More importantly, by creating this agency model we give you 100% transparency in all the projects we work with you on. We'll provide you an estimate up front and will only commence once you sign off. No worrying about retainer fees. Now you won't find that with other agency models.

### **Our In-House Capabilities:**

- Account Services
- Creative and Branding Services
- Audio Production
- Video Production
- Digital Services
- Media Strategy and Buying Services
- Web Design and Development
- Social Media Management
- Print Design and Production
- Public Relations

**B2. Qualifications and Relevant Experience /  
Experience in Providing Services**

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*Just The  
Facts Jack!* 

**Last year, Studio Center digital ads were shown more than 150 MILLION times.**

**DIGITAL OVER \$1.5 MILLION.**

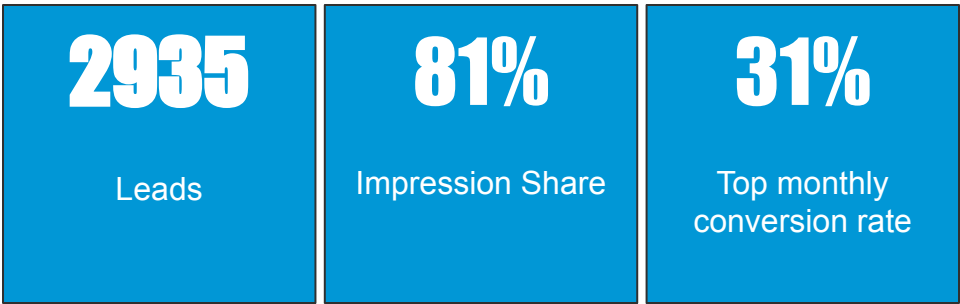
**Success! One of our clients was able to reach an average monthly conversion rate of 30.78% in the very competitive Google Search Law Injury market.**

## B2. Qualifications and Relevant Experience / Experience in Providing Services

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**PROJECT:** Digital advertising, strategy development, implementation, and management for a personal injury law firm with offices in Richmond, VA, Virginia Beach, VA, Greenville, SC, and Charleston, WV



**THE PROBLEM:** The Joel Bieber firm is working in a highly competitive market of injury lawyers where average cost per click on the search grows every day and can reach more than \$400 for a single click. Studio Center needed to find a way to enter the local market and start getting quality leads from the web. One of our goals was to keep the average cost per conversion under \$600.

**THE STRATEGY:**

- Our team started by developing highly optimized search and display campaigns.
- All campaigns were reviewed daily and optimized several times each week.
- The Studio Center team used a combination of manual bidding and smart bidding to find a balance between the amount of leads and the average cost per conversion.
- To keep our average cost per click low on such a competitive market we used short and long tail keyword campaigns and used advanced negative keyword management.
- Keeping our keywords separately and using negative keywords greatly helped us keep irrelevant traffic away when Google rolled out its infamous match type update in fall of 2019.
- Studio Center tracked all incoming calls and contact form submissions to make sure we were getting quality leads.
- To make sure our campaigns were aligned with the client’s objective Studio Center sent weekly and monthly reports with our comments and recommendations.

## B2. Qualifications and Relevant Experience / Experience in Providing Services




**PROJECT:** Digital advertising, strategy development, implementation, and management for a personal injury law firm with offices in Richmond, VA, Virginia Beach, VA, Greenville, SC, and Charleston, WV.

### RESULTS BY THE NUMBER:

- ✓ Over 2,900 leads from Google Ads
- ✓ Average cost per conversion of \$317 for search network and \$262 for display network (Benchmark Search - \$1,000)
- ✓ Search domination with an impression share of 80.95%
- ✓ Average Google SN CPC of \$64.08
- ✓ Top monthly conversion rate of 30.78% (Benchmark - 6.08%)

HEARING LOSS  
OR TINNITUS DUE  
TO 3M MILITARY  
EARPLUGS?



THE  
JOEL BIEBER  
FIRM

CLICK to CONTACT

### SERVICES PROVIDED:

- Digital advertising strategy development
- Creation and management of search and display ad campaigns
- Weekly and monthly reporting
- Recommendations based on reporting
- Call tracking
- Contact form submission tracking
- Landing page development and optimization

## B2. Qualifications and Relevant Experience / Experience in Providing Services

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**BAKER'S CRUST**  
ARTISAN KITCHEN

**PROJECT:** Digital advertising, strategy development, implementation and management.



**THE PROBLEM:** Baker's Crust wanted to notify their regular customers and local potential customers in Hampton Roads about their menu update.

**THE STRATEGY:**

- Our team developed a digital advertising strategy that targeted several audiences via Facebook Ads with feed and story placements on Facebook and Instagram.
- We developed several ads to test different offers.
- First we reached the most loyal audience – Baker's Crust Facebook followers and people who engaged with Baker's Crust social media in the past.
- Then we created a lookalike audience from people who showed most interest in the Baker's Crust website.
- In the end, the lookalike audience has proven to be the most effective one.



**B2. Qualifications and Relevant Experience / Experience in Providing Services**



**BAKER'S CRUST**  
ARTISAN KITCHEN

**PROJECT:** Digital advertising, strategy development, implementation, and management.

**RESULTS BY THE NUMBER:**

- ✓ Website engagement rate of 40.41%
- ✓ 198,272 impressions
- ✓ 50,694 people reached
- ✓ Average CPC of \$1.12
- ✓ Average cost per website engagement of \$4.86
- ✓ 2.420 actions taken by people who saw Baker's Crust ads
- ✓ 704 website engagements

**SERVICES PROVIDED:**

- Digital advertising, strategy development
- Creation and management of advertising campaigns
- Biweekly and monthly reporting
- Recommendations based on reporting
- Website engagement tracking
- Ad design
- Landing page development and optimization



## B2. Qualifications and Relevant Experience / Experience in Providing Services

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**PROJECT:** Universal Orlando Resort created specific local, event messaging in addition to national media already laid in.

**GOAL:** Get drivable markets to frequent specific events and meet or exceed attendance number goals.

**BUDGET:** 300k to 2M range (dependent on the event, and target markets).

**MARKET:** Orlando, Miami and Tampa.

**METHODOLOGY:** The main focus was on TV and radio to establish a wide reach of audience. There was an emphasis on prime time hours for both radio and TV to ensure quality viewership. Minimal LED outdoor board locations were purchased in high-traffic areas. The LED boards allowed a quick turnaround for different event creative.

**RESULTS:** All events met attendance goals and five events broke attendance records.



**PROJECT:** Haynes Furniture purchased a high volume of media in local markets, while The Dump purchased in national markets. Both companies relied heavily on promotions, which were based on weekly inventory numbers. This meant updated creative changes were sent frequently to adjust to the ever-changing promotions.

**GOAL:** Increase overall in-store sales.

**MARKET:** Hampton Roads, Richmond, Chicago, Atlanta, Dallas, Philadelphia

**METHODOLOGY:** TV was purchased in high volume while focusing on securing a high number of spots. High frequency ensured that the messaging would reach consumers several times so that Haynes Furniture/The Dump were at top-of-mind when it came to purchasing furniture.

**RESULTS:** Both Haynes Furniture and The Dump achieved sales spikes each week in categories that were being advertised. They began to base their running promotions on categories needing the most help, knowing they could rely on the advertising to pull consumers into stores.

## B2. Qualifications and Relevant Experience / Experience in Providing Services

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**PROJECT:** Lead generator campaign for a personal Injury lawyer

**METHODOLOGY:** Gathering of information, review and analysis of data, development of a strategy, presentation of the strategy, implementation, management, KPI analysis, reporting, recommendations

**TOOLS USED:** Google Ads, Google Analytics, Google Tag Manager, CrazyEgg (Heatmapping), CallRail (call tracking solution)

**RESULTS:** Increased lead rate by 4x and reduced cost per acquisition by 3x



**PROJECT:** Lead generator campaign for programs offered to adults by a large university

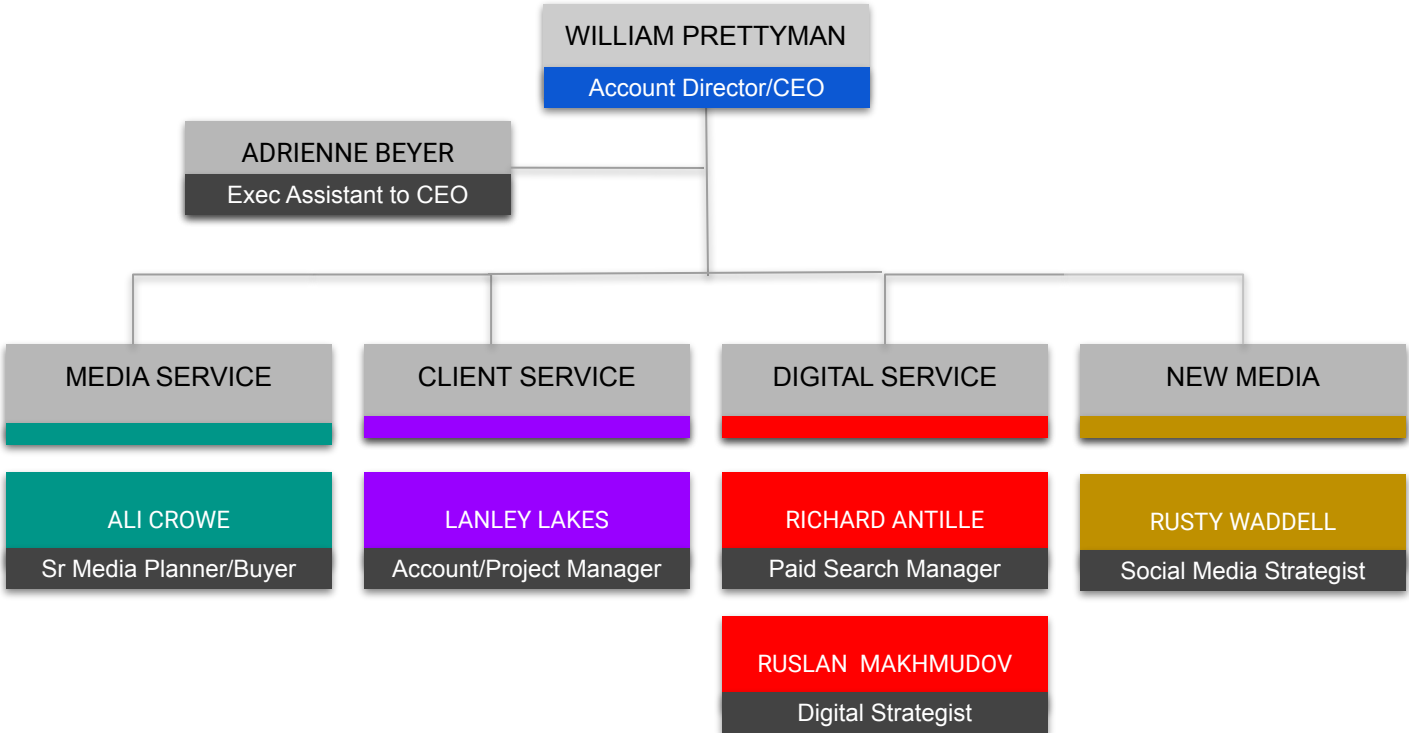
**METHODOLOGY:** Gathering of information, review and analysis of data, development of a strategy, presentation of the strategy, implementation, management, KPI analysis, reporting, recommendations

**TOOLS USED:** Google Ads, Google Analytics, Google Tag Manager

**RESULTS:** Classes were full. Paid campaigns contributed 30% to the results (client was running parallel campaigns - email, direct mail)

# B2. Qualifications and Relevant Experience / Your Radford University Team

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## **B2. Qualifications and Relevant Experience /** **Your Radford University Team**

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### **William Prettyman** **Account Director / CEO**

William Prettyman brings with him over 30 years of experience in the advertising and marketing industry. He is not only Studio Center's CEO, but acts as the day-to day Account Director for clients ranging from educational, healthcare, tourism, legal, real estate, architects and retail. Under his stewardship, Studio Center has grown from a small voiceover house into a booming content and media company.

His appetite for innovation is shown in Studio Center's work! William has created, written and produced thousands of successful Radio, TV, Digital and Web Campaigns. He has won 15 TELLY Awards for Video Excellence (Concepts and Writing), five (5) Mercury Awards for radio copywriting and has managed millions in paid search. William uses his diverse skill set and media connections to provide the very best campaigns for all of his clients.

As the Account Director on the Radford University account, William will use his passion for and intimate knowledge of the university (he's an alum!) to guide the Studio Center's team. His relationships at the University will ensure deep and effective communication and a significant level of trust. He knows AND loves the brand!

When not working with clients and growing Studio Center, William resides in Virginia Beach with his wife Stephanie, two children and three dogs. Two older sons (including another Radford Alum!) live in San Francisco and Virginia Beach. He enjoys all sports, movies, boating, fishing, and the beach.

## **B2. Qualifications and Relevant Experience /** **Your Radford University Team:**

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### **Adrienne Beyer** **Executive Assistant to William Prettyman**

Adrienne Beyer is the Executive Assistant to William Prettyman at Studio Center. She is a Pennsylvania transplant who joined the team in 2019. She brings with her over 20 years of experience in professional office executive assistant positions in IT and Healthcare. She has a track record of strong performance in high-pace, high-pressure environments managing administrative duties and client relations. This experience is what makes her perfect to coordinate and manage the day-to-day schedule for William. She also ensures that all Studio Center clients receive the best the customer experience when working with us - down to special delivery of our famous cookies.

Adrienne is the proud mom of three children, two grandchildren and two furbabies. She endures the long bus ride to New York City to support her daughter currently attending the American Music Dramatic Academy. During football season she is a huge supporter of the Philadelphia Eagles (we don't hold that against her). She also believes in giving back to the community and recently joined the Hampton Roads board of the Make A Wish Regional Council.

### **Lanley Lakes** **Account / Project Manager**

Lanley Lakes began her career at a regional ad agency in Virginia Beach, VA while finishing up her degree at Old Dominion University. Through her various positions there she became a jill-of-all-trades in account services, audio and video production, digital media, social media, and print production. After 15 years as a Studio Center client, she has now brought her talents assisting on the client services sides. She has managed clients in retail, hospitality, automotive, healthcare, education, legal and political.

As the Account / Project Manager, she will oversee all aspects of the project from start to finish. She will be the "go-to" in getting needed information to the Studio Center team and ensure the completion of all tasks on time.

One of Lanley's favorite things about working at Studio Center is how dog-friendly they are. She's able to bring her Shiranian, Jersey, to work. Jersey has become a part of the Studio Center greeting committee and loves rolling over for a belly rub.

## **B2. Qualifications and Relevant Experience / Your Radford University Team**

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### **Richard Antille Paid Search Manager**

Previously active in the financial industry, Richard made the career change to digital in 2002 after moving to the U.S. from Switzerland. Since then, he has been active in the Digital Marketing industry offering services in paid advertising, SEO, strategy, analytics, and reporting. He has worked with a wide range of companies from homebuilders and real estate to financial and retail clients. Richard takes a holistic approach to digital by looking at all angles before developing campaign strategies, implementation, management and reporting. Taking this approach ensures executed campaigns exceed the client's goals and expectations. He sees the future of digital marketing going towards increased use of automation, sharpened audience targeting and expanded transparency.

Richard's most rewarding job is being a dad to his 11-year-old son. On weekends, he enjoys passing on his passion for racing fast cars. Richard's dog, Gypsy, is a frequent visitor to the Studio Center offices. When not saying her hellos as her dad passes out Swiss Chocolate, she can be found right next to him laying on her dog bed.

### **Ruslan Makhmudov Digital Strategist**

Ruslan is an experienced paid search strategist that has been in digital marketing for nearly five years. With his diverse marketing background, Ruslan has been given the opportunity to work with various clients throughout both the United States and in Russia. He develops client campaigns focusing on a strategy that exceeds client expectations and results. He looks at ways to make sure the client's digital creative stands out and engages the audience. He's familiar with all the latest digital marketing tools and keeps up his knowledge of emerging engagement and messaging channel platforms. Ruslan is also Google Ads and Analytics Certified.

As the digital lead on the Radford University team, he will bring his skills and experience in working with various digital platforms. He will implement the most effective tactics, using the latest digital creative trends and his insight on comprehensive analytics tools that will help with the effectiveness of the digital marketing initiatives for Radford.

A Russian native, Ruslan moved to Virginia Beach two years ago after he and his wife fell in love with the area while visiting his sister. He now gets to do what he loves while dipping his toes in the water at the Virginia Beach Oceanfront. He has a new feline friend, Lou, who keeps him company when he winds down with a movie at home. Interesting fact, Ruslan has watched everything from IMDB's Top 250 list.

## **B2. Qualifications and Relevant Experience / Your Radford University Team**

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### **Ali Crowe Sr Media Planner / Buyer**

Ali Crowe is a media buying expert. A Florida native, she graduated from University of Central Florida where she majored in advertising and has been paving her way in the industry ever since. Ali started her career at Cox Radio Group followed by several years at Universal Orlando Resort, which only makes sense coming from the theme park capital of the US. Since making her way to Virginia she's worked with clients such as Haynes Furniture, The Dump, Priority Automotive, RNR Tire Express, Arby's, and most recently, Busch Gardens Williamsburg.

Outside the office Ali is living her best mom life. She recently gave birth to her first born son, Cable. She also has two fur babies, Jack and Cash. In her downtime, she loves spending time with her family whether it be relaxing on the couch, visiting her favorite city-Nashville or traveling somewhere new.

### **Rusty Waddell Social Media Strategist**

Rusty Waddell was welcomed to the Studio Center team two years ago as our Social Media Strategist. He is a result-oriented individual who works well under pressure, both individually and as part of a team. As a Social Media Strategist he is tasked with strategy, content creation and aggregation, content publishing, profile optimization, reputation management, ads management, and analytic reporting for each client. Rusty manages social media platforms for multiple clients including Zoës Restaurant, Beach FC, The Gourmet Gang, and Bay Local to name a few. A graduate of the Art Institute with a degree in photography, he brings his talent to Studio Center when client needs arise for still photography to feature on their websites, social media posts, menus and/or print projects.

Rusty juggles a lot here at Studio Center, but is also an accomplished juggler. He is a first-time dad to a beautiful, little girl named Ellie. When he needs to decompress he can be found playing classic video games, refining his baking skills, and painting.





**B2. Qualifications and Relevant Experience /**  
**References - Attachment D**

RFP R20-008 - Attachment D - Offeror Data Sheet

Attachment D is to be completed and submitted by the Offeror as part of a complete Proposal.  
 \*Note: The following information is required as part of your response to this solicitation. Failure to complete and provide this sheet may result in finding your offer nonresponsive.

|   |  |
|---|--|
| <b>Qualifications:</b><br>The Offeror must have the capability and capacity in all respects to satisfy fully all of the contractual requirements.   |  |
| <b>Vendor's Primary Contact for this RFP:</b>   |  |
| <b>NAME:</b> William Prettyman  | <b>TITLE:</b> Account Director / CEO   |
| <b>PHONE:</b> (757) 622-2111  | <b>EMAIL:</b> William@studiocenter.com   |
| <b>Years in Business:</b><br>Indicate the length of time the Offeror's company has been in business providing the type of good or service to the type of customer detailed in this RFP:   |  |
| <b>YEARS:</b> 31  | <b>MONTHS:</b> 6   |
| <b>References:</b> Indicate below a listing of at least four (4) current or recent accounts (educational, commercial or governmental) that your company is servicing, has serviced, or has provided similar goods/services. Include the length of service and the name, address and telephone number of the point of contact. The Contact should be knowledgeable about the design, implementation, training, and service the Offeror's company provided to the referenced company. |  |
| <b>1) Company:</b><br>NATO  | <b>Contact Name and Title:</b><br>Jay Paxton, NATO Civilian Chief Public Affairs and Deputy Chief Communications |
| <b>Phone:</b> (757) 747-3817<br><b>Fax:</b>   | <b>Email:</b> jay.paxton@act.nato.int  |
| <b>Project:</b> Website; video  |  |
| <b>Dates of Service:</b> January 2019 - Present   | <b>\$ Value:</b> \$ 72,000.00  |
| <b>2) Company:</b><br>Joel Bieber Law Firm  | <b>Contact Name and Title:</b><br>Kristen Jones, Communications Director   |
| <b>Phone:</b> (804) 358-2200<br><b>Fax:</b>   | <b>Email:</b><br>kjones@joelbieber.com   |
| <b>Project:</b> Digital ad creation, placement, reporting and management  |  |
| <b>Dates of Service:</b> January 2016 - Present   | <b>\$ Value:</b> \$ 2,100,000.00   |

## B2. Qualifications and Relevant Experience / References - Attachment D

|  |  |
|--|--|
| <b>3) Company:</b><br>MEAC   | <b>Contact Name and Title:</b><br>Marquis Bryant, Director of Multimedia & Marketing |
| <b>Phone:</b> (757) 274-6366<br><b>Fax:</b>  | <b>Email:</b><br>bryantm@meacsports.onmicrosoft.com                                  |
| <b>Project:</b> Concepted, shot, production and trafficked for video; video projects for various event including Brand Awareness; placed TV and OTT media; social media creation and management                  |  |
| <b>Dates of Service:</b> July 2014 - Present   | <b>\$ Value:</b> \$ 252,000.00   |
| <b>4) Company:</b><br>Beach FC   | <b>Contact Name and Title:</b><br>Steve Danbusky, Executive Director                 |
| <b>Phone:</b> (757) 689-2154<br><b>Fax:</b>  | <b>Email:</b> execdirector@beachfc.com   |
| <b>Project:</b> Video production; still photography; website creation and management; social media creation and management; eblast creation and deployment; digital ad creation, placement, reporting management |  |
| <b>Dates of Service:</b> March 2017 - Present  | <b>\$ Value:</b> \$ 62,000.00  |

**5. Company**

Gourmet Gang

**Contact Name and Title:**

Mia Guinan, Owner

**Phone:** (757) 617-0033

**Email:** mia@gourmetgang.com

**Project:** Website creation and maintenance; social media creation and management; still photography; video production

**Dates of Service:** January 2015 - Present

**\$ Value:** \$ 52,000.00

**6. Company**

Baker's Crust

**Contact Name and Title**

John Stein, Owner

**Phone:** (757) 450-2961

**Email:** johnstein@bakerscrust.com

**Project:** Video concept and production; radio concept and production; social media creation and management; still photography; radio media planning and placement

**Dates of Service:** May 2015 - Present

**\$ Value:** \$ 750,000.00

# B2. Qualifications and Relevant Experience / References - Attachment D

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RFP # R20-008  
Marketing Strategy and Media Placement

**7. Company**

Old Dominion University

**Phone:** (757) 683-3410

**Project:** Video production; still photography; media placement

**Dates of Service:** May 2015 - Present

**Contact Name and Title**

Jennifer George, Creative Director

**Email:** jgeorge@odu.edu

**\$ Value:** \$ 500,000.00

## **B3. Capabilities and Capacity /** **Awareness of Needs**

---

Radford University is looking for an experienced partner to develop a comprehensive annual media and marketing plan using:

- Traditional Channels
- Digital / Social Media Channels
- Emerging Engagement and Messaging Channels
- Employ best practices and a strategic approach
- Execute and track all marketing and media placement and trafficking once the plan has been approved by Radford
- Providing detailed comprehensive analytics and recurring reports
- Development of and access to an online platform providing real-time analytics

## B3. Capabilities and Capacity / Digital Strategy

---

Studio Center in-house capabilities allow us to work as a team to construct an overall comprehensive campaign that implements both digital media and traditional media approaches. This includes the placement, analytics, and strategy optimization for all platforms.

When developing the digital strategy for this campaign we will consider to reach our audience with tactics that include:

- Programmatic Advertising
- Geo-fencing
- Ad Sequencing
- Video Remarketing
- RLSA
- Similar & Lookalike Audience Targeting

While Radford University has an in-house creative team to create ads, Studio Center can be a valuable resource to review ads prior to launch. Recommended digital ads as part of the strategy include:

- Interactive HTML5 ads, including Rich Media ads
- Discovery ads
- Engaging social media ads
- Social media ads with influencers support
- Story placement polls
- Responsive image ads
- Search network gallery ads
- Creative text ads
- Video sequence ads

## **B3. Capabilities and Capacity /**

### **Digital Analytics**

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Studio Center will provide Radford University with full access to detailed analytics via real-time platforms (e.g. Google Data Studio, Analytics 360, Tableau, Funnel, or Grow). With the help of such platforms Studio Center will implement 24/7 reporting as well as monthly and weekly recurring reports.

Studio Center is currently using several real-time dashboards that cover such metrics as:

- Clicks
- Impressions
- Cost
- CPC
- CPM
- CTR
- Conversions
- Conversion Rate
- Cost Per Conversion
- Bounce Rate
- Website Engagement Rate
- Gmail Clicks to the Website and Gmail Forwards

## **B3. Capabilities and Capacity /** **Digital Tracking**

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Studio Center has the capabilities to track previously mentioned metrics that are selected to be a part of the comprehensive annual media and marketing plan for Radford University. Reports and real-time dashboards can provide an overview of strategy, media placement, and creative effectiveness. Recurring reports can contain both online and offline metrics for a more convenient and effective data exploration.

- We will create and test a dashboard that can be accessed 24/7 by Radford University staff accessible from a desktop computer, laptop, tablet, and mobile phones.
- We have the capability to work with third party campaign analytics and management tools such as
  - WordStream
  - White Shark Media Optimizer & Ad Insights
  - SEMrush
  - SpyFu

With the assistance of these tools we are better able to track performance and make quicker adjustments to strategies and placements.

- We will build an acquisition funnel to help both Studio Center and Radford University track user behavior flow. Such a funnel would show the various stages of student enrollment.
- We have the capacity to track all incoming calls, texts, and submitted contact forms to Radford University via CallRail, whether they are submitted organically or through paid digital ads. Using this tool allows us to not only track where the conversions (calls, texts, form submissions) are specifically coming from, but also allows us to review and analyze the contents to see if conversions are qualified.
- The CrazyEgg tool will assist by providing behaviour feedback via snapshots showing heatmaps, scrollmaps, recorded sessions, and other metrics. This will provide essential information to understand how different user groups see our clients' website and make necessary changes to improve the efficiency.

The tracking tools and analysis reports will provide us with the information needed to make necessary changes to the overall strategy in order to maximize reach for student recruitment and general University awareness.

## B3. Capabilities and Capacity / Traditional Media Strategy / Analytics

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Traditional media data is collected to build buys based on GRPs (Gross Rating Points). We will use GRPs to establish a solid offline media buy that will provide a balance of reach and frequency of commercial ads throughout the desired target markets. Tools used to research offline media data include the following:

- Nielsen data
- Scarborough data
- Nielsen Ratings
- Media Audit
- Station One-Sheets

These tools enable Studio Center to take a deeper look into target audience behaviors as well as the following information:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>● TV           <ul style="list-style-type: none"> <li>○ Number of days watched</li> <li>○ Types of programs watched</li> <li>○ Dayparts watched</li> <li>○ Avg. Number of hours watched</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>● Radio           <ul style="list-style-type: none"> <li>○ Number of days listened</li> <li>○ Format of stations listened to</li> <li>○ Avg. Number of hours listened</li> </ul> </li> </ul> |
|---|---|

## Higher Education Advertising Fast Facts

72% of US Adults Seeking Higher Education are influenced to take action after seeing a cable TV or online video ad<sup>1</sup>



<sup>1</sup>Scarborough USA Plus - MRI/Mosaic, De15-Apr17. Total Survey Area A18+. Target: Lifestyle Changes/Events Planned in Next Year: Go back to school - Degree/Certificate. Data and Reports quoted therein are copyrighted by Scarborough and are subject to any limitations and qualifications disclosed in the Report. ADMall; 2017 AudienceScan.



## B3. Capabilities and Capacity / Traditional Media Tracking

While tracking traditional media (broadcast TV and radio) cannot be tracked via a real-time dashboard, we will use media posting capabilities to provide feedback to Radford University. Monthly spreadsheets will detail GRP breakdowns and delivery weight. Through posting we are able to guarantee all partners deliver on agreed media to run and fulfill any under delivery weight owed throughout the entirety of the campaign.

### Post Buy Analysis

Example:

- Client X
- Q3 2019 TV

Planned Spend: \$191,005

Actual Spend: \$191,005

Planned Spots: 386

Actual Spots: 386 – 100% delivered

+ Bonus Spots: 21

Total Spots: 407 – 105% delivered

| Spots                 |            |            |             |
|-----------------------|------------|------------|-------------|
| Daypart               | Planned    | Actual     | Delivered   |
| EM                    | 71         | 69         | 99%         |
| EN                    | 56         | 58         | 104%        |
| PA                    | 32         | 32         | 100%        |
| PT                    | 85         | 84         | 99%         |
| LN                    | 68         | 67         | 101%        |
| LF                    | 74         | 76         | 97%         |
| <b>TOTAL</b>          | <b>386</b> | <b>386</b> | <b>100%</b> |
| BN                    |            | 21         |             |
| <b>TOTAL w/ Bonus</b> | <b>386</b> | <b>407</b> | <b>105%</b> |

Planned GRPs: 100

Actual GRPs: 100.4 – 100% delivered

+ Bonus GRPs: 2.7

Total GRPs: 103.1 – 103% delivered

| GRPs                  |              |              |             |
|-----------------------|--------------|--------------|-------------|
| Daypart               | Planned      | Actual       | Delivered   |
| EM                    | 18.6         | 15.7         | 99%         |
| EN                    | 7.8          | 6.8          | 99%         |
| PA                    | 13.4         | 12.0         | 99%         |
| PT                    | 31.1         | 31.5         | 99%         |
| LN                    | 17.8         | 19.8         | 90%         |
| LF                    | 11.3         | 14.6         | 129%        |
| <b>TOTAL</b>          | <b>100.0</b> | <b>100.4</b> | <b>100%</b> |
| BN                    |              | 2.7          |             |
| <b>TOTAL w/ Bonus</b> | <b>100.0</b> | <b>103.1</b> | <b>103%</b> |

**Under Delivery (UD) Owed for Q4: 0.0**

## B3. Capabilities and Capacity / Placement of Media

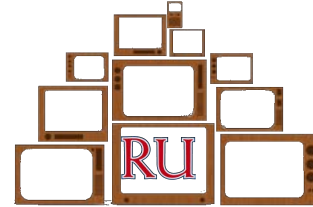
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### Options We Will Consider in Placing Digital and Traditional Media



#### Digital Ad Placement:

- Google Search Network
- Google Display Network
- Professional educational websites (quizlet.com, chegg.com, brainly.com, etc.)
- Snapchat
- Instagram (including influencer marketing)
- TikTok (influencer marketing)
- Facebook & Messenger
- YouTube
- OTT/CTV (e.g. Hulu)
- Twitch
- Reddit
- Spotify
- SoundCloud
- Bing Search Network



#### Traditional TV Programs:

- Good Morning America
- Today Show
- Ellen
- The Tonight Show Starring Jimmy Fallon
- Saturday Night Live
- Morning and Late news
- The Voice
- Riverdale
- Grey's Anatomy
- This is Us
- Bull
- Manifest
- The Good Doctor
- NFL Football
- College Football
- NBA Basketball



#### Streaming Audio:

- Spotify
- Pandora

## **B4. Approach and Methodology /** **Office of University Relations Support**

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One of Studio Center's goals when working with Radford University is to provide a comprehensive and responsive marketing plan that can be easily adjusted based on our insights gained from ongoing analytics. This will ensure we are on track to exceed the goals set forth in the approved marketing plan.

Studio Center's approach during the development of the University's marketing plan will consist of:

1. Meeting with Radford University's team to gather additional branding, creative, and marketing information. Outside of what's been provided in this RFP, Radford University's 2018-2023 Strategic Plan and the Radford University's Electronic Fact Book.
2. Execute a competitive analysis, including a SWOT analysis, and an overall competition review.
3. Determine goals and KPIs that we can look at to see how effective the media and marketing plan is throughout FY 2021 and if those KPIs were successful.
4. Work with the Radford team to come up with creative concepts for each platform.
5. Develop personas that our marketing and media plan will be covering.
6. Select online and offline platforms to best communicate with selected personas.
7. Come up with creative tactics to reach each persona via different media placements.
8. Customize, test, and publish a real time, user-friendly online dashboard that Radford University can access 24/7.
9. Provide weekly and monthly analytical reports.
10. Review ongoing strategy and analytics with the goal to modify the approaches and deliveries based on actionable and measurable outcomes.

## B4. Approach and Methodology / Media Utilization

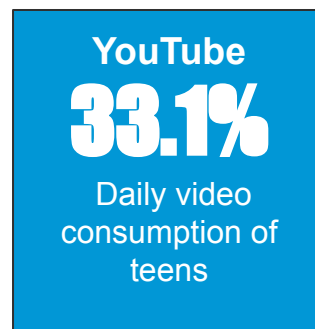
While having a digital presence is key to reaching our targeted Radford University audience, it is still important, to mix in traditional media. While traditional TV and Radio buys may not be attainable in all markets (like the Washington, D.C. DMA) due to budget constraints, we can utilize platforms such as streaming TV (YouTube) and streaming radio (Pandora, Spotify) to reach students and parents.

Digital and media platform placement is important but, it's an effective ad messaging mix that drives the success of getting people to apply and visit Radford University. To help with messaging, Studio Center will provide Radford University's creative team, concept recommendations that are relevant and authentic and that will encourage the audience to take action.



Methodology to achieve this:

- Work with the Radford team to have a clear view of all types of personas that we want to reach with traditional and digital media.
- Look at trends for traditional and digital media and emerging, engaging, and messaging platforms for selected targeted personas.
- Track the platform and creative effectiveness via online dashboards and comprehensive reporting.
- Make necessary changes to ongoing campaigns based on insights found in online dashboards and reporting.



Source:  
<https://www.businessinsider.com/teens-watch-more-than-twice-as-much-netflix-as-cable-tv-2018-10>



Source:  
<https://www.statista.com/statistics/475821/spotify-users-age-usa/>

## B4. Approach and Methodology / Media Utilization

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Media utilization can include various platform approaches that Studio Center can implement to drive brand awareness. Examples:

- **Platform Placement: YouTube**
  - **Target:** Virginia high school students interested in Radford's Physical Education program.
  - **Goal:** Bring effective brand awareness and influencing decision intent.
  - **Approach:** Build a narrative via YouTube ad sequencing showing three ads to the same person based on their interests and behavior. Studio Center would test the sequence of two short bumper ads and one longer in-stream ad to see how effective the ads are in a sequence.
- **Platform Placement: TikTok**
  - **Target:** Male & Females, 17-19 years of age, live in Virginia.
  - **Goal:** Increasing Radford's brand awareness and image.
  - **Approach:** Use a broader brand message rather than something specific like a degree program to reach a larger audience. We would collaborate with several TikTok influencers to help promote Radford's message to save on TikTok's high costs.
- **Platform Placement: Facebook**
  - **Target:** Parents interested in their kids' education.
  - **Goal:** Reach parents with potential applicant aged kids interested in Radford.
  - **Approach:** Upload to Facebook's Audience Manager a phone or email list of parents who previously contacted Radford. With the help of this list we would create a lookalike audience to target. We would then narrow down the audience by age and by location.
- **Platform Placement: Google Search**
  - **Target:** People who are interested in transferring from their university.
  - **Goal:** Be at the top of university transfer Google search results.
  - **Approach:** Implement remarketing lists for search ads to adjust bids for people who are already interested in Radford and using keywords that are relevant to student transfer. We will adjust the bids with the help of remarketing lists.
- **Platform Placement: TV and streaming radio**
  - **Target:** Moms and the older half of the Gen Z population.
  - **Goal:** Create awareness of the RU brand and highlight the major enrollment timeframes.
  - **Approach:** Emphasize TV and complement it with some streaming radio. Knowing that 2020 is a political year our tactic would be to secure aggressive rates as early as possible to compete with the upcoming election advertisements.

## B4. Approach and Methodology / Media Utilization



### TARGET AUDIENCE

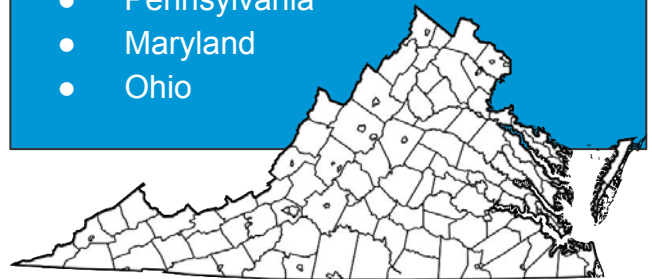
- Mothers with high school aged children that are making decisions of where they want to attend college. In-state and top 5 out-of-state markets.
- Gen Z Adults. Soon-to-be, and recent high school graduates who are looking to take the next step in life by going to college and establishing a career path. In-state and top 5 out-of-state markets.
- Gen Z Adults. Completed their associates at a two-year community college and want to transfer to a four-year institution to obtain their bachelors.

### IN-STATE TARGET MARKETS

- Hampton Roads DMA
- Richmond DMA
- Roanoke DMA
- Washington, D.C. DMA

### OUT-OF-STATE TARGET MARKETS\*

- West Virginia
- North Carolina
- Pennsylvania
- Maryland
- Ohio



\*Based on data from Radford's Electronic Fact Book



### TARGETING TACTICS

During the campaign we'll be targeting many custom audience types on various advertising platforms:

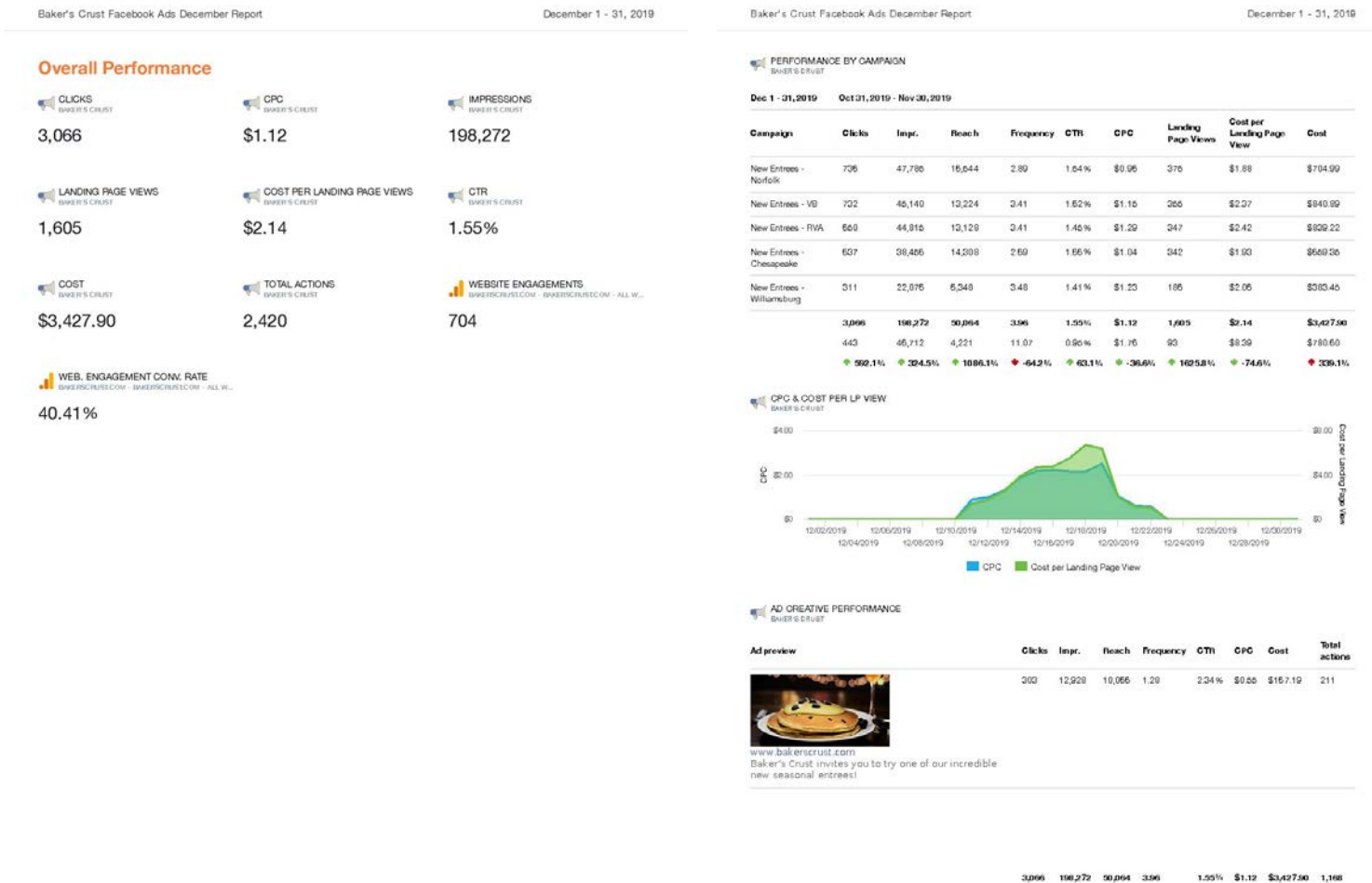
- Interests-based audiences
- Custom-intent audiences
- Remarketing audiences
- Lookalike audiences
- In-market audiences
- Customer list custom audiences
- Social engagement audiences

# B4. Approach and Methodology / Comprehensive Reporting

Studio Center will provide Radford University with weekly and monthly comprehensive reports for all active campaigns. Reports will be easy to read and include information for strategy review.







1. To start, we will review all data and reports received by Radford University from their previous agency.
2. Collaborate with the Radford University team to come up with metrics and KPIs to include in weekly and monthly reports.
3. Studio Center will select analytical tools that will provide expanded data than what is provided through the real-time analytic platform selected.
4. We'll meet with Radford to go over the initial report to answer any questions that you may have in regards to the analytics provided.
5. We'll make report content changes to ensure the client receives the most pertinent information to facilitate any strategy changes.


## EXAMPLE OF A STUDIO CENTER COMPREHENSIVE FACEBOOK CAMPAIGN REPORT



# B4. Approach and Methodology / Comprehensive Reporting

## EXAMPLE OF A STUDIO CENTER COMPREHENSIVE FACEBOOK CAMPAIGN REPORT - CONTINUED

| Baker's Crust Facebook Ads December Report   |              | December 1 - 31, 2019 |               |             |              |               |                   |               |
|--|--------------|-----------------------|---------------|-------------|--------------|---------------|-------------------|---------------|
| Ad preview   | Clicks       | Imp.                  | Reach         | Frequency   | CTR          | CPC           | Cost              | Total actions |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees!   | 262          | 10,603                | 8,548         | 1.24        | 2.47%        | \$0.07        | \$100.11          | 184           |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees!   | 347          | 11,218                | 8,394         | 1.34        | 2.2%         | \$0.47        | \$117.20          | 156           |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees!   | 194          | 9,600                 | 7,662         | 1.28        | 2.01%        | \$0.67        | \$110.62          | 103           |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees!   | 129          | 7,967                 | 4,374         | 1.82        | 1.62%        | \$0.92        | \$119.16          | 96            |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees!  | 102          | 7,106                 | 1,867         | 2.80        | 1.44%        | \$0.82        | \$94.09           | 79            |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees! | 93           | 6,919                 | 1,621         | 3.80        | 1.07%        | \$2.11        | \$196.66          | 80            |
|  | <b>3,096</b> | <b>196,272</b>        | <b>50,094</b> | <b>3.96</b> | <b>1.55%</b> | <b>\$1.12</b> | <b>\$3,427.90</b> | <b>1,168</b>  |

| Baker's Crust Facebook Ads December Report  |              | December 1 - 31, 2019 |               |             |              |               |                   |               |
|---|--------------|-----------------------|---------------|-------------|--------------|---------------|-------------------|---------------|
| Ad preview  | Clicks       | Imp.                  | Reach         | Frequency   | CTR          | CPC           | Cost              | Total actions |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees! | 84           | 6,636                 | 1,591         | 3.64        | 1.49%        | \$0.96        | \$80.76           | 68            |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees! | 72           | 6,260                 | 1,261         | 3.89        | 1.37%        | \$1.09        | \$78.14           | 67            |
| <br>www.bakerscrust.com<br>Baker's Crust invites you to try one of our incredible new seasonal entrees! | 70           | 6,633                 | 1,896         | 2.92        | 1.27%        | \$1.53        | \$113.91          | 66            |
|   | <b>3,096</b> | <b>196,272</b>        | <b>50,094</b> | <b>3.96</b> | <b>1.55%</b> | <b>\$1.12</b> | <b>\$3,427.90</b> | <b>1,168</b>  |



## **B4. Approach and Methodology /** **Online Platforms / Real-Time Analytics**

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Studio Center's goal is to have online dashboards that would be transparent, user-friendly and accessible 24/7 from any device. Our methodology for building a real-time analytics system would be similar to the comprehensive reporting one:

1. Review all data and reports received by Radford University from their previous agency.
2. Collaborate with the Radford University team to come up with trackable metrics and KPIs via the real time dashboard.
3. Select the best real-time analytics platform to meet Radford University's requirements
4. Build real-time dashboard template(s).
5. Apply the approved dashboard template to all campaigns.
6. To ensure transparency, Studio Center will train all members of the Radford University team how to access, read and use the real-time analytics dashboard.
7. During FY 2021, we'll make necessary changes to the dashboards functionality based on the client's needs and insights from use.
8. Give the client continued recommendations on media placements, creative, online platforms, etc. backed by analytics.
9. Optimize all dashboard templates in accordance with the marketing plan for the FY 2022.

## B5. Financial Proposal / Fee Structure

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Provide a fee structure associated with goods and services proposed to fulfill requirements. This should incorporate financial considerations such as labor costs, overhead, contingency budgets, etc. See Attachment G. This is a template for your use; however, you can provide your own financial document.

### HAMPTON ROADS

TV

RADIO

DIGITAL

**FY-21 TOTAL: \$ 235,855**

### RICHMOND

TV

RADIO

DIGITAL

**FY-21 TOTAL: \$ 235,855**

### ROANOKE

TV

DIGITAL

**FY-21 TOTAL: \$ 147,250**

### NORTHERN VIRGINIA

DIGITAL

**FY-21 TOTAL: \$ 86,000**

### OUT-OF-STATE (West Virginia, North Carolina, Pennsylvania, Maryland, Ohio)

TV

RADIO

DIGITAL

**FY-21 TOTAL: \$ 45,600**

**OFFLINE GRAND TOTAL: \$ 350,460**

**DIGITAL GRAND TOTAL: \$ 400,100**

**FY-21 BUDGET\*: \$ 750,560**

(\*Budget includes Studio Center compensation)

# STUDIO CENTER CONTACT

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Thank You.

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