

Sub-Agreement – Scope of Work

Document Purpose: *This document is identified as the template referenced in **Exhibit E**, as the sub-agreement template to be utilized for adding additional scope of work during the contract period and shall provide a template that shall be completed by the Agency for the purpose of formality and confirmation of the expectations for the agency scope of work. The final version of this document shall be approved by the Agency, the Contractor, and the State, as part of this contract.*

This Sub-agreement Scope of Work (“this SOW”), entered into by and between the [Indiana Utility Regulatory Commission](#) (the “State Agency”) and [Williams Randall Marketing](#) (the “Contractor”), and reviewed for approval by Indiana Department of Administration on behalf of All State Agencies (the “State”), in consideration of those mutual undertakings and covenants, the parties agree as follows:

State Agency Department(s):

[Indiana Utility Regulatory Commission, Underground Plant Protection Account \(UPPA\)](#)

State Agency Address:

[101 W. Washington St., Suite 1500 East
Indianapolis, IN 46204](#)

State Agency Designee Name:

[Darby Miller](#)

State Agency Designee phone number(s), email, etc.:

[Office: \(317\) 234-5157
Email: \[DarbMiller@urc.in.gov\]\(mailto:DarbMiller@urc.in.gov\)](#)

Vendor Project Manager or Account Manager Name:

[Emiley Matherly](#)

Vendor Project Manager or Account Manager phone number(s), email, etc.:

[Cell: 317-775-2635
Email: \[emiley.matherly@willran.com\]\(mailto:emiley.matherly@willran.com\)](#)

Skill levels / job titles required:

[See attached Budget Quotation Sheet](#)

Duties Summary:

[See attached Proposal developed from Creative Brief](#)

Scope of Work Start and End Date:

[August 1, 2022 - November 3, 2023](#)

Non-Collusion and Acceptance

The undersigned attests, subject to the penalties for perjury, that the undersigned is the Contractor, or that the undersigned is the properly authorized representative, agent, member or officer of the Contractor. Further, to the undersigned's knowledge, neither the undersigned nor any other member, employee, representative, agent or officer of the Contractor, directly or indirectly, has entered into or been offered any sum of money or other consideration for the execution of this Contract other than that which appears upon the face hereof. Furthermore, if the undersigned has knowledge that a state officer, employee, or special state appointee, as those terms are defined in IC 4-2-6-1, has a financial interest in the Contract, the Contractor attests to compliance with the disclosure requirements in IC 4-2-6-10.5.

In Witness Whereof, Contractor and the State have, through their duly authorized representatives, entered into this Sub-agreement Scope of Work, as represented from the Master Services Agreement for QPA 38033. The parties, having read and understood the foregoing terms of this agreement, do by their respective signatures dated below hereby agree to the requirements thereof.

Agreement to Use Electronic Signatures

I agree, and it is my intent, to sign this Scope of Work by electronically submitting this Scope of Work to the State of Indiana. I understand that my signing and submitting this Scope of Work in this fashion is the legal equivalent of having placed my handwritten signature on the submitted Scope of Work and this affirmation. I understand and agree that by electronically signing and submitting this Scope of Work in this fashion I am affirming to the truth of the information contained therein. I understand that this Scope of Work will not become binding on the State until it has been signed by the agency designee and the IDOA Vendor Contract Manager.

Contractor:

Williams Randall Marketing

Signature: Emiley Matherly

Printed Name: Emiley A Matherly

Title: President

Date: August 29, 2023

State of Indiana Agency:

Indiana Utility Regulatory Commission

Signature: _____

Printed Name: _____

Title: _____

Date: _____

Indiana Department of Administration

Vendor Contract Manager

Date: _____



STATE OF INDIANA

VENDOR NAME

BUDGET QUOTATION SHEET

| 2019

Program/Project/Campaign:

Date:

Submitted to: (State Agency) _____ Quote #: _____

Agency Contact: _____ E-mail: _____ Phone: _____

Vendor Contact: _____ E-mail: _____ Phone: _____

This Budget Quotation Sheet shall be used for all quotes provided to State Agencies under this contract. If line is not applicable, mark as N/A.

TOTAL QUOTE: _____ (Total Quote should equal Total Quote from end of document)

Please enter any other applicable hourly rates in the space provided at the end of the table.

LABOR COSTS

	Job Title	Contractual Hourly Rate	Hours Allocated to Job	Extended Cost
1.	Partner			
2.	President			
3.	Comptroller/Accounting Manager			
4.	Account Director/Supervisor			
5.	Account Executive			
6.	Account Manager			
7.	Project Manager			
8.	Creative Director/Copy			

9.	Creative Director/Art			
10.	Senior Art Director			
11.	Art Director			
12.	Senior Copywriter			
13.	Junior Copywriter			
14.	Production Director/Print			
15.	Production Director/Art			
16.	Production Director/Media			
17.	Producer			
18.	Researcher			
19.	Studio Manager			
20.	Media Planner			
21.	Interactive Specialist (Web – DVD)			
22.	Web-Traffic Analyst			
23.	Administrative Assistant			
24.	Clerical			
25.	Graphic Designer			
26.	Photographer			
27.	Videographer			

			CREATIVE LABOR QUOTE:	

MEDIA BUY COSTS (IF APPLICABLE)

Please enter the total media buy quote determined in response to the Media Brief submitted by the state agency. This quote should be inclusive of % markup and trafficking fee (if applicable), and another other fees.

MEDIA BUY QUOTE: _____

PASS THROUGH COSTS: NON-MEDIA PLACEMENT (Non-Labor)

ITEM	COST
Audio production fees	\$6,484.32
Stock photography fees	\$269.18
Video production fees	\$211,165.98
2024 Talent renewal fees	\$31,100
PASS THROUGH QUOTE:	\$249,019.48

CREATIVE LABOR QUOTE: _____

MEDIA BUY QUOTE: _____

PASS THROUGH QUOTE: _____

TOTAL QUOTE: _____

*This form is the minimum information required for quotes. Agencies may request more budget summary data and documents upon request. All quotes must be numbered.

Indiana Utility Regulatory Commission
INDIANA 811 CAMPAIGN



WILLIAMS RANDALL

prepared by
WILLIAMS RANDALL ADVERTISING
JUNE 10, 2022

Table of Contents

<i>Proposal Overview</i>	3
<i>Williams Randall Approach & Indiana 811 Program Background</i>	5
<i>Campaign Plan & Execution Process</i>	8
<i>Fee Structure & Estimates</i>	19
<i>Contact Information</i>	21

This document has been prepared for limited distribution within the Indiana Utility Regulatory Commission. This document contains materials and information that Williams Randall Advertising considers confidential, proprietary, and significant for the protection of its business. Distribution of this document is limited solely to those full-time employees involved with the program described within and others, such as partner state agencies, whose evaluation of the statement of work is required.

Proposal Overview

Thank you for including Williams Randall Advertising in this RFP. We understand that you are seeking a partner to maintain the high awareness of 811 in Indiana as well as to educate the target audience on the benefits of white lining. You need a partner who understands how to develop high-impact, effective creative as a means of increasing message recall and motivating an audience to act.

OUR COMMITMENT TO IURC:

As an advertising partner for the Indiana Utility Regulatory Commission, Williams Randall is committed to executing all services, including media and creative executions, using its senior-level, internal teams. While we often expand our team to include specialized services such as video production and sound design, the Williams Randall team will closely monitor and oversee those individual services as a part of our overall deliverables to IURC. Likewise, Emiley Matherly, Williams Randall's director of client services, will serve as the account's manager throughout the campaign.

In this document, we have defined our campaign approach, recommended a scope of work, and made various tactical recommendations.

Our proposal works to achieve the following:

PROJECT GOALS

- Maintain the already high awareness of 811 in Indiana
- Communicate that 811 is a service that should be used EVERY TIME you dig
- Create awareness of white lining and the benefits of white lining to homeowners
- Increase the percentage of homeowners and professionals who indicate they will white line their project area prior to public utilities marking the underground lines

We look forward to beginning work on this very important campaign and are dedicated to providing an all-hands-on-deck approach from our leaders in account service, creative, online, media and analytics to execute this plan at a high level.

WE LOOK FORWARD TO PARTNERING WITH YOU ON THIS CAMPAIGN.



WR Approach
&
Program Background

Approach: The Williams Randall Way

BE THE SMARTEST MARKETER YOU CAN BE

Are you a planner? Someone who needs to analyze what you're about to do as well as measure and learn from what you just did? Someone who thinks that starting a job without a clearly mapped-out strategy is akin to boarding the first airplane in the terminal, regardless of where it's going?

If so, we're going to get along just fine.

Because as Abe Lincoln said,

GIVE ME SIX HOURS TO CHOP DOWN A TREE, AND I WILL SPEND
THE FIRST FOUR SHARPENING THE AXE.

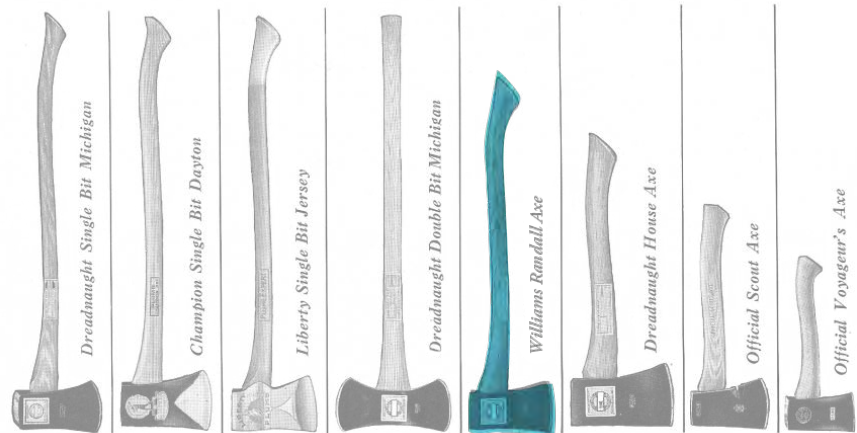
HOW DO WE DO IT? LEFT-BRAIN CREATIVITY

This means that our clients get the creative, right-brained thinking you expect from an advertising agency, but it's infused with analytical, right-brain insights.

In other words, you get creativity that's as accountable as it is original.

For a client that means three things:

- *Strategic leadership* – You'll get goal-driven recommendations based on insights.
- *Bold creativity* – We'll deliver fresh ideas designed to break through and maximize impact.
- *Measurable results* – You won't be left wondering what worked because we track, measure, analyze and tell you.



Indiana 811 Program Background

The Indiana Utility Regulatory Commission (IURC) acts in the public's interest to ensure that utilities provide safe and reliable service at just and reasonable rates. As a part of that mission, IURC investigates violations of Indiana's 811 law; violations are forwarded to the Underground Plant Protection Advisory Committee (UPPAC); and upheld monetary penalties are used to fund Indiana's public awareness programs concerning Indiana's 811 law and underground plant protection, among other priorities.

What is the 811 law?

Indiana's 811 law requires everyone who digs to contact Indiana 811 at least two full working days before starting their project. Public utilities are then required to mark underground lines, helping residents and professionals avoid hitting an underground utility line while digging, which could cause injury and disrupt service.

When should 811 be used?

The 811 service should be used every time someone digs. There is NO ALLOTTED DEPTH before a person should call 811. Whether planting shrubs or installing fences, 811 should be contacted any time a shovel goes into the ground.

CAMPAIGN PURPOSE AND GOALS

The purpose of this campaign is to maintain Indiana's high awareness of 811. Specifically, the campaign will:

- Create awareness that, whether you are a homeowner doing a DIY project or a professional contractor executing a paid job, 811 should be contacted for every project – every time a shovel is put in the ground
- Educate the public and professional contractors on white lining and the benefits of white lining prior to utilities marking underground lines.

CAMPAIGN KEY PERFORMANCE INDICATORS

Awareness of 811

Maintain or increase the following KPIs, as reported by Common Ground Alliance's 811 awareness research study:

- General awareness of call-before-you-dig services
- Unaided and aided awareness of 811
- Awareness of 811 advertising
- Prior use and future intent to use call-before-you-dig services

Intent to white line project area

Increase the percentage of 811 tickets that indicate the homeowner will white line prior to underground lines being marked by public utilities (currently at 10-12 percent)

OTHER SUCCESS METRICS

Throughout the campaign, additional metrics will be tracked, measured and reported upon so that improvements can be made throughout the campaign. Those metrics include, but are not limited to:

- Media impressions
- Video completions
- Click through rate
- Cost per click
- Landing page engagements: learning more about white lining and clicks to convert (submitting a ticket)



Campaign Plan &
Execution Process

Campaign Plan & Execution Process

The following outlines Williams Randall's recommended scope of work to accomplish the goals described on the previous pages. This scope of work also depicts the process that Williams Randall uses to execute its strategies at a high level and explains the goals of each step in that process. The scope of work has been broken out into three sections: media strategy, creative development, and analytics implementation and campaign launch.

SECTION 1: MEDIA STRATEGY

Consumers are multi-taskers, second-screen users and often influenced by social media. Therefore, it's important to have multiple touch points across various mediums when creating a media strategy. Our goal is to reach your audience wherever they may be when they are thinking about their projects and steps required to make it a reality. Our media plan will include multiple creative messages to make white lining and contacting 811 top-of-mind when planning begins.

AUDIENCE ANALYSIS

The primary target audience for this campaign is homeowners within the state of Indiana who are planning an upcoming outdoor project that requires digging. Members of this target audience, generally speaking, have a propensity to have discretionary income to complete mid to large scale projects outdoors that require digging and the services of 811.

With a specific focus placed on increasing awareness of and intent to white line, the audience has skewed to homeowners. However, as a secondary audience, professionals and contractors will be reached by the awareness advertising – both traditional and online.

Top Reaching Mediums with Homeowners planning a landscape project in the next 12 months:

- **Google**
- Amazon
- **YouTube**
- **Facebook**
- **Pinterest**
- Netflix

Items in bold appear in the tactical recommendations beginning on page 9.

Qualitative research is also referenced when media planning to learn more about the target audience's consumer habits and online behaviors. Homeowners planning a project in the next 12 months index high in the following areas.

- Own 3+ smart speakers
- Shop at Chewy.com
- Places bets on college and professional sports
- Consumes sports drinks

MEDIA OBJECTIVE

The next sections detail the recommended media mix for delivering strongest initial reach to the target audience and then holding a sustainable recall in order to achieve the campaign's two objectives.

1. Create awareness that 811 should be contacted for every project – every time a shovel is put in the ground.
2. Educate the public, professionals and contractors on white lining and the benefits of white lining prior to utilities marking underground lines.

Online media options provide strong targeting and limited waste. This plan includes online media recommendations that will complement the traditional media that will be seen with PEP media placement. Together, the mix will deliver the strongest initial reach to the target audience and then hold a sustainable recall.

Media recommendations include:

- Search Engine Marketing
- Online Display
- Facebook
- Pinterest
- Audio Streaming
- Online Video/YouTube

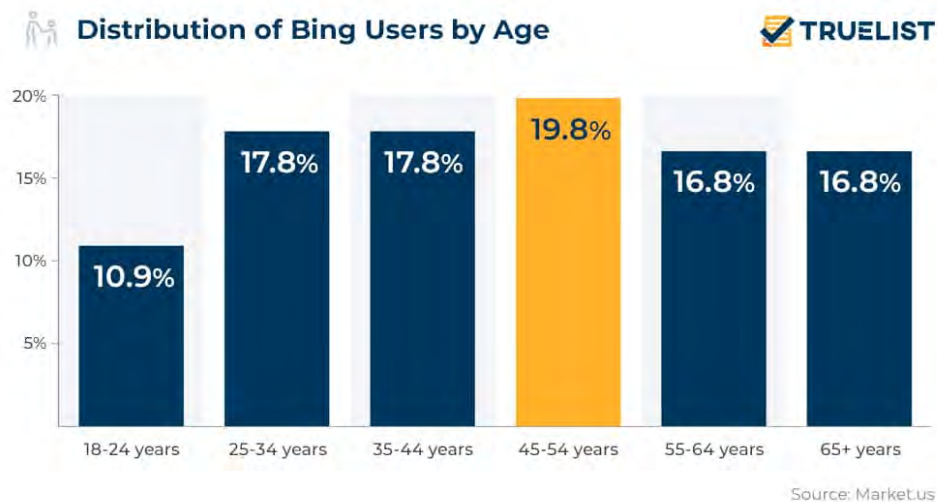
See Attachment A to review the full media calendar, including flight dates, tactics and related budgets.

TACTICAL RECOMMENDATIONS

Search Engine Marketing (SEM)

SEM is the acquisition media tactic often found at the bottom of the messaging funnel, though we use it as a tool to inform the audience at any stage of their journey. For this tactic we will be using a blend of Google Search & Bing Search.

- **Use of responsive ads:** Our ability to hone responsive ads allows us to address messaging according to the stages of the target’s journey. For audience members who have a current need to dig for a project, SEM can direct the user to conversion. For audience members such as contractors who are setting project timelines, planning and preparedness language can be used to help the audience plan and prepare to white line.
- **Keyword strategy used as a targeting method:** We will use a large majority of broad match keywords at first to widen our search-result potential while turning off keywords & adding negative keywords if the cost per conversion is too high or if the keyword isn’t relevant. Additionally, we will begin the campaign with a negative keyword list that we create in collaboration with IURC to ensure that ad dollars aren’t wasted on keywords that are known for certain to be ineffective or off topic, e.g. private utility locating.
- **Bing:** This is the second largest search engine in terms of market share. According to HubSpot, bids on Bing tend to be lower due to lower competition for keywords. Additionally, Bing searchers, for the most part, are 35+ in age and over one third of Bing users have a household income that exceeds \$100,000.



Online Display Ads

Targeting capabilities for online display ads continue to improve. With a narrow and specific audience, a granular approach with a mix of targeting options will maximize efficiency and minimize waste.

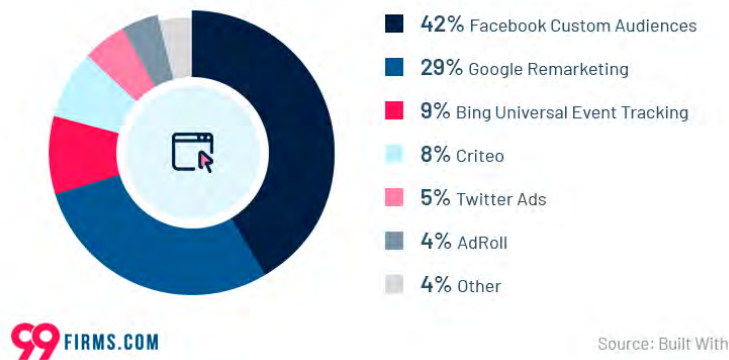
- **Building custom audiences using online behaviors and lists:** Our media team can build custom audiences based on online behaviors (for example, sites that someone would be on if they were planning a home improvement project). Additionally, we can target a homeowner segment while layering on other targeting to ensure that every display ad we have in-market will be to a homeowner. If we can secure an audience list of professionals who have submitted a ticket, we can build a lookalike list to reach those with similar online behaviors, but not directly target those on the audience list.
- **Minimizing waste:** Geographic and demographic targeting allows advertising to reach the specific audience. We can exclude targeting certain age groups and income brackets that don't fit into our target audience.
- **Retargeting:** Via tracking data, once a target audience member reaches the campaign landing page (see more on this recommendation on page 16), we will serve relevant ads back to those individuals encouraging them to take the next step in the customer journey. We can also develop lookalike audiences based on people who have engaged with content.
- **Google Responsive Ads:** We will have a portion of our media spend fully dedicated to Google Responsive ads. Responsive display ads are used more than traditional image ads in Google, and SEMrush has performed studies showing 72% of all Google display ads are responsive (with the remaining 28% being pre-designed image ads). Responsive display ads use many assets such as images, headlines, logos, videos, and descriptions - all selected and written by the Williams Randall creative team - to automatically create ad combinations that can be seen on websites, apps, YouTube, and Gmail. Using responsive display ads opens up the ad inventory possibilities giving us broader reach within our audience.

Social Media Advertising

This audience has a higher propensity to use these two social media platforms listed below due to their homeownership status and their higher discretionary income.

- **Facebook/Instagram:** These are two very different platforms for the user, but are grouped together because they use the same ad placement platform. This is helpful for us as we can identify trends between the two and use that to inform optimization for both. Both platforms allow the same targeting parameters and our targeting will focus on specific age demographics and users who are interested in home improvement projects. We are unable to target homeowners directly on Facebook due to platform privacy concerns. These ads would run in newsfeeds, "Stories" and in the messaging platforms using video and static ads.
- **Facebook/Instagram Retargeting:** While Facebook/Instagram ads are intended to generate audience awareness, Facebook will also be our primary retargeting channel and be used as a decision-making objective. Retargeting on Facebook/Instagram is a great, cost-effective tactic to reach out to users who have already been on the 811 site, but did not convert. We also limit the retention window to the last 60 days, rather than maximizing the lookback window of 180 days, to ensure not only that someone went on the website, but that they went on the website recently.

Retargeting Usage Distribution Among The Top One Million Websites



Pinterest: Nearly 85% of Pinterest users say that Pinterest is their go-to social platform to visit when they start a new project. Additionally, 45% of people in the US with a household income over \$100K are on Pinterest. Targeting options on Pinterest range from automated options (picked based on details from the Pin), demographics, interested, keywords, customer lists, and “actalikes”.

<p>60%</p> <p>Women make up more than 60% of our global audience²</p>	<p>40%</p> <p>Male Pinners and Gen Z Pinners are up 40% year over year³</p>	<p>35%</p> <p>US Millennial Pinners are up 35% year over year²</p>	<p>45%</p> <p>of people in the US with a household income over \$100K are on Pinterest⁴</p>
---	---	--	---

Audio Streaming

Streaming audio includes geographic targeting capabilities and a unique ad-listening experience that provides more value than its traditional counterpart, terrestrial radio. Streaming audio for this campaign will be placed with Pandora & Spotify. The streaming audio campaign will be flighted to complement the other tactics, but with a high enough frequency across the state to ensure our message stays top of mind.

Streaming audio consists of :15 and/or :30 audio ads that run with a companion display banner in an uninterrupted commercial break that includes no more than two ad spots and occurs only a few times in an hour of listening. These ads are unable to be skipped, so delivery of the ads is 100% to the target audience.

Online Video

Online video usage continues to rise. The average person watches 100 minute of online video per day (up from 84 minutes in 2020).

- **YouTube:** The largest video platform by leaps and bounds, YouTube offers the most content and the most targeting ability. We will leverage the following to reach our audiences:
 - :15, non-skippable spots that run in-stream during a video as well as :06 non-skippable “bumper” ads that run as a pre-roll spot before the selected video. Both offer the opportunity to pay only for those videos viewed in their entirety.
 - : 30, skippable in-stream placement with a :30 video. This unit will play before, during, or after other videos and after 5 seconds the viewer has an option to skip the ad. This option is more cost-efficient and has more inventory to build awareness.

- **Online Video (non-YouTube):** We will also direct :30 and :15 video to audiences via various websites, reachable by mobile, desktop, and tablet viewers. Targeting with this tactic will be similar to our online display ad targeting, reaching homeowners with an interest in upcoming home renovation projects.

COMPREHENSIVE MEDIA IMPACT

This combination of media tactics will generate extensive awareness with your target audiences. Our campaigns will deliver millions of impressions but, more importantly, those impressions will be delivered to a qualified audience which will result in more actions taken as a result of these campaigns.

FINALIZE MEDIA PLAN

Goal: Finalize media plans and execution strategy based on IURC input

We recognize that the media plan outlined above will likely require adjustments once your team has had a chance to review it and provide additional guidance and feedback. We plan to meet with you as soon as our official engagement with IURC begins, to gather input on our proposal and revise the plan accordingly. This step gets Williams Randall and IURC on the same page about approved scope of work and budget, areas of emphasis, and expectations for delivery.

- Deliverables: Final media plan and calendar and timeline for execution

WILLIAMS RANDALL DIGITAL MEDIA PARTNERS

Proud partners with the best in the industry

We take pride in our longstanding relationships with top digital companies in the industry, especially our Google Partner status for 6+ years. These relationships give us access to exclusive beta products, special deals, industry insights, competitive intelligence, and innovative opportunities. The Google Premier status also gives us direct access to experts on staff at Google, which helps us create stronger, more efficient campaigns for our clients.



SECTION TWO: CREATIVE DEVELOPMENT

Upon determining who the target audience is and how to best deliver our messages, it's time to develop the overall campaign concept and apply it to the traditional and online creative executions needed to cut through other messaging, generate recall and motivate action.

THE CREATIVE PROCESS

Goal: Execute beautiful, memorable, believable creative executions that stand out to the target audience and motivate action

The Williams Randall creative process is well suited to utilize audience insights and research to develop creative executions that effectively address obstacles, change attitudes and motivate behaviors. Nearly all creative development at Williams Randall follows a similar path, which includes the following steps:

- **Development of creative briefs** – A well-crafted creative brief plays a key role in generating successful and effective creative executions. It defines items such as the intended audience, audience current perceptions, the key consumer takeaway or “key thought” of the advertising (what we want them to understand), and what action(s) we want them to take next. Creative briefs are reviewed and approved by your team prior to the Williams Randall creative team kick-off meeting.
- **Creative concepting** – Your WR writer and art director work together to develop campaign concept options that grab the attention of the target audience, maximize the mediums, and, most importantly, achieve the objectives set forth in the creative brief. Multiple creative concepts are developed for consideration.
- **Presentation of creative concepts** – Typically during face-to-face meetings, the Williams Randall creative team will present the creative concepts for your review, placing specific emphasis on why the design and messaging choices were made and how the executions will help reach your goals. In these meetings, or within a few days, we receive your feedback and select a single creative concept to move forward into production.
- **Development of the final creative** – The selected concept is revised as needed and then executed to meet the various needs of the media plan. This includes the production of videos in different lengths or formatting for streaming video or social media, multiple online display ad sizes, or outdoor billboard formats (if included in the final media plan). This phase also includes ongoing approvals from your team to ensure accuracy.
- **Ongoing analysis** – Williams Randall campaigns undergo regular review by our team. At various points in the campaign, all team members will come together and assess how the campaign is performing as compared to expectations and discuss if changes should be made. For example, challenger creative could be introduced to the campaign or adjustments might be made to existing creative to improve effectiveness.

CREATIVE CONCEPTS

As a part of this proposal, we are presenting four possible campaign directions. (Can you tell we love to concept?) Please note that we have included stock images in this presentation; for the actual campaigns, we would contract with a photographer/videographer and/or illustrator to produce original photographs or illustrations for use in the campaign.

As you review the concepts in Attachment B, you will see what we call “mood boards” supplied for each campaign. The mood boards show sample images and the intended tone of the campaign, including casting or illustrative styles.

For the TV commercials, you will see this same “mood board” presentation style rather than scene-by-scene storyboards. Each has a description of what we have in mind, including what the audio would say. Once a concept is chosen, we would seek the best director and producer to create the spots for us on your behalf, so some details such as camera angles, lighting, and other video necessities would be determined later.

In other words, these are the big ideas for you to consider. Just note that all the important details will be carefully planned and executed as the campaign work progresses.

See Attachment B to review the four creative concepts.

CREATIVE EXECUTIONS

As previously outlined, the Williams Randall media team has developed a plan that will deliver your messaging to the right target audiences utilizing the mediums that they most frequently use. Once the concepts are revised and approved, the executions will be developed. Below is a list of creative executions that match the needs of the media plan and are included in the estimate on page 19.

Video for Broadcast Television, Streaming Video, OOT, CTV and Social Media

As indicated in the Creative Concepts section, the overall creative development process for this campaign will begin with conceiving for video and will then be applied to the assets for the rest of the campaign.

**VIDEO, IN ALL FORMS, ALLOWS A CREATIVE CONCEPT
THE MOST LATITUDE TO UNFOLD, REVEALING THE MESSAGE.**

- **Video deliverables** – A single video concept used to develop two :30 videos and two :15 videos. The 15-second version will be provided in horizontal and vertical formats for use in online video and social media platforms such as Facebook and Instagram. In addition, the same concept will be used to create :06 short videos that will be used on social media and as bumper videos on YouTube.
- **Video scope of services** – Development of all video concepts; extensive searches for the best producers, directors, crew, editors, sound designers, and voiceover and on-screen talent available to meet your production budget; and working side-by-side with producers, directors and editors throughout the video production process to ensure the vision outlined in the storyboard and concept match the final delivery.
- **Video production budget** – The proposed net outside costs outlined on page 19 for video production includes all costs related to production, including producer, director and crew fees, talent, wardrobe/hair/makeup, site rental fees, equipment rental, insurance, post production editing, sound design, voiceover talent fees and color correction. Specific outside costs will be estimated based on the selected video concept.
- **Year two of talent rights** – The proposed budget also includes fees for a second year of talent rights on all videos.

VISIT WILLIAMS RANDALL'S BROADCAST REEL

Our broadcast television reel represents our best TV work samples. But don't be fooled by the term "broadcast television" – each of these productions resulted in high-quality, engaging, and motivating online and streaming video with executions developed for social media use as well.

Check out the reel: <https://williamsrandall.com/work/?showbroadcast>

Radio & Streaming Audio

To maximize the reach, frequency, and targeting that is provided by radio and streaming audio, Williams Randall recommends producing two audio concepts. Additionally, the call to action for the traditional radio spots will direct listeners to the campaign landing page. The streaming audio spots will have a call to action (CTA) of "click now", directing those listeners to the campaign landing page as well.

Radio and streaming audio production budget: The proposed net outside costs outlined on page 19 include all costs related to production, including producer, talent, sound design, music, ISDN line charges, studio time, and spot distribution

- Deliverables: four audio spots total – two :30 spots with two different CTAs

Display Ads

For the customized tactics recommended in the media strategy, we suggest development of two different display ad concepts that are executed in 7 sizes each. Both concepts will work within the overall campaign concept, but will feature the two key messages – “use 811 EVERY time you dig” and messaging about the benefits of white lining. Additionally, we will develop assets for responsive display ad placement with Google.

- Deliverables: two display ad concepts executed in 7 different sizes, plus responsive display materials for both concepts

Social Media Ads

Social media advertising gives IURC the opportunity to create awareness in highly frequented mediums. For Facebook and Instagram, we recommend a combined use of video (included in the online video description and scope of work) and static content, such as newsfeed static ads and carousel ads. Pinterest uses vertical static executions to generate awareness.

- Deliverables: Facebook, Instagram and Pinterest static ads and carousel ad – two each that deliver both key messages (in addition to the social media video production previously outlined)

Campaign Landing Page

Williams Randall recommends developing a campaign landing page to serve as a target for the paid advertising and other campaign communications efforts. The page will aim to pay off the advertising and also deliver more in-depth information about white lining and its benefits.

DUE TO THE INTRODUCTION OF A NEW DESIRED BEHAVIOR, IT IS IMPERATIVE THAT THE LANDING PAGE EXPLAINS WHITE LINING THROUGH VIDEO CONTENT.

Based on best practices and past experience, we will depict for the audience exactly how and where they will indicate their intent to white line. Because IURC has no control over the Indiana 811 form, it is imperative that we prepare the user to fill out the form in order to prevent any potential confusion.

Williams Randall’s information architect will develop page wireframes to illustrate the strategy and content direction for the landing page and present those to your team for review and approval. Then, Williams Randall’s online design team will apply the campaign’s design, style and photography to the page and present the design comp for review. Once approved, our programmers will build out the page and our analytics specialists will supply the pixels and tracking code necessary to measure and report on the activity that occurs on the page.

- Deliverables: a single landing page, including information architecture, writing, design, programming, hosting and analytics implementation

Indiana 811 Sign-in Page

To intercept users who visit Indiana 811’s website to submit a request, we recommend placing a white-lining educational video on the site’s [sign-in page](#) as a final reminder, especially for those who never made it to the landing page or saw our ads, to select their intentions to white line from within the form.

SECTION THREE: ANALYTICS IMPLEMENTATION & CAMPAIGN LAUNCH

DISCOVERY AND TRACKING IMPLEMENTATION

Goal: Develop a tracking plan and implement campaign tracking

Analytics implementation and tracking strategy begin with goal discovery. From our initial discussions, we understand that maintaining high awareness of Indiana 811 and increasing intent to white line are top priorities. In this first step, we identify what the key measurements of success will be. To do this, we document your existing KPIs, seek to understand past successes and failures, and help to set realistic KPI goals for improvement. The analytics team also confirms expectations for the reporting schedule, format and sharing requirements and establish goals and implementation parameters for any planned A/B ad or landing page testing.

TRACKING IMPLEMENTATION AND TESTING

Goal: Plan use of tracking tools and ensure analytics have been implemented correctly

Effective analytics reporting for media campaigns and landing page performance can only be achieved with deliberate planning and organization. Williams Randall will create the necessary tracking pixels for media campaign and landing page performance. Your analytics specialist will ensure that tracking pixels are in place for each advertising medium and that relevant landing page event actions have been created within Google Analytics. Once pixels and event tracking are set up and confirmed in place, we test to ensure they are firing correctly.

CAMPAIGN LAUNCH

Goal: Successfully launch all media tactics accurately and on time

Campaign implementation may seem like an obvious step, and it is. But the Williams Randall checklist for campaign launch is an important tool. All tasks, from trafficking final creative to placement of third-party pixels on the landing page for tracking purposes, play a critical role in making sure the campaign is as effective as possible. These tasks are executed and double-checked for accuracy.

ANALYZING, REPORTING & CONTINUOUS IMPROVEMENT

Goal: Monitor campaign performance and make recommendations for optimization of campaign elements

Our dedicated analytics team develops dozens of campaign performance reports for our clients each year, all focused on the goal of identifying what's working, what didn't (hey, it happens), and how to make it all work better. This helps us close the loop on our media efforts to ensure we are continuously employing the most efficient and effective strategies.

Your Williams Randall analyst and media team will take a deep dive into the media metrics and real-time dashboard in order to evaluate performance and make recommendations for changes in media and landing-page strategy to improve upon metrics. The dashboard will be developed and launch within three weeks of campaign launch and evaluations will take place at the six-week mark and again each quarter through June of 2023. Additionally, the Williams Randall media and analytics team will meet with IURC as necessary to discuss performance and potential market or campaign shifts.

- Deliverables: online metrics dashboard, reviewed by the WR analytics, media and account service team at four intervals throughout the campaign with recommendations and insights provided to IURC



Fee Structure & *Estimates*

Fee Structure and Estimates

FEE STRUCTURE

As a part of our participation in the Indiana Department of Administration's QPA, we continue to offer all state agencies a blended hourly rate of \$120 per hour. The estimates listed below are based on the scopes of work and deliverables defined in this proposal. This hourly rate is 29% below our standard hourly rate and 33% below our rate for senior-level strategists and specialists. We offer this rate to state agencies as a means of maximizing tax- and grant-funded campaigns and as responsible stewards of public funds.

Likewise, we propose a media commission of 12% for this campaign, which is 20% below our normal commission.

ESTIMATES

Category	Deliverable	Agency Fees	Outside Costs
Strategy & Analytics			
	Account service & strategy	\$8,640	
	Analytics implementation, dashboard development & reporting	\$9,180	
Media			
	Planning, buying & implementation		\$296,000
Creative			
	Video development	\$56,600	\$211,165.98
	Second year of talent rights		\$31,100
	Display & social media ads	\$13,950	\$125
	Landing page development & design	\$24,940	\$144.18
	Audio spot development	\$7,190	\$6,484.32
<i>Subtotals</i>		<i>\$120,500</i>	<i>\$545,019.48</i>
<i>Grand Total</i>			<i>\$665,519.48</i>



Contact Information
&
Attachments

CONTACT INFORMATION

Emiley Matherly, Director of Client Services

O (317) 972-1234

C (317) 775-2635

emiley.matherly@willran.com

Williams Randall Advertising

21 Virginia Avenue, Suite 400

Indianapolis, IN 46204

williamsrandall.com

