

ATTACHMENT A

Scope of Work

OAG is seeking proposals from qualified advertising agencies to provide comprehensive, integrated marketing and communications services across all divisions with a primary emphasis on a strategic paid media campaign for the Unclaimed Property Division.

The selected respondent(s) will have demonstrated skills and experience in the following areas:

- Account service, strategic planning, research supervision and marketing counsel
- Create concept development, brand identification development, art direction, broadcast production, print production and graphic design
- New media, social media, Website development, database management
- Guerrilla, viral, direct and event marketing
- Media planning, strategic brand positioning, negotiation and buying

OAG is in the beginning stages of some new initiatives that may require new marketing and communications services. OAG also seeks to continue its Unclaimed Property program by moving the existing brand forward. We are looking to partner with a firm to significantly raise the level of education about OAG and the services it provides to Indiana citizens. The selected respondent will have the ability to conduct marketing research to measure the effectiveness of an executed communications campaign.

Qualified respondents will have the ability to oversee and manage accounts payable/receivable for subcontractors, the ability to pay promptly for continuation of services, and the resources for obtaining minority-owned suppliers. OAG reserves the right to approve the selection of any subcontractor employed.