

smarketing®

Response to Request for Proposal

Prepared For: Knox County Health Department Baby & Me – Tobacco Free Program (BMTFP)

Attn: Michael Thomas, Program Manager Michael.Thomas@knoxcounty.org (865) 215-5177



Upon selection by the Knox County Health Department, Smarketing, LLC (Smarketing) will be engaged as Baby & Me – Tobacco Free Program's (BMTFP) Agency of Record. Filling this role, Smarketing will deliver all the marketing expertise and resources to promote the BMTFP's mission and taking the needs of the program to the targeted Knox County population.

Smarketing, LLC.

Marketing Agency

Smarketing is a fully integrated marketing and advertising agency with a twist, we combine experienced business strategists with top tier creatives and extra-disciplinary professionals in order to provide maximum impact to your program by functioning as your marketing department. In doing so, we help to analyze your program's strengths and weaknesses, refine your brand identity, and more effectively engage with your target audience. Our design team develops and launches your creative purpose in a focused way, by taking your ideas and forming them into sellable programs and services and letting them speak to your audience.

Services include:

- Digital Media Production
- Content Creation
- Print Collateral
- Social Media Creation and Management
- Ongoing Analytics and Analysis
- TV, Billboard, Radio Media Placement
- Illustration
- Videography
- Direction and Production
- Web design
- Brand Management





Management Team

I to r: Ben Adams – Creative Director, Samuel Barnes – Content Manager, Fred Hess – President, CEO, Tracy Riggs – Market Specialist, Tara Anders – Marketing Manager

Contact Information

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Smarketing4u.com



Approach & Process

Objective: To increase awareness of the benefits of the BMTFP program in order to decrease the number of women who smoke during and after pregnancy thus improving birth outcomes among babies born to women enrolled in the program.

Our approach is an active collaboration between the KCHD and Smarketing to fuel awareness of the harms of tobacco use during and after pregnancy. Smarketing has contacted media companies to procure estimates (Appendices B, C, and D), and once the RFP response is approved, will secure the October 15th launch date for campaigns to run. Prior to any design or content being created, Smarketing will conduct a discovery session with the KCHD BMTFP team. In this session, collaborative tactics for marketing the program will be established by learning the vision of the BMTFP team. Once key decisions have been made, Smarketing content writers and design team will deliver digital, print, and mass media campaigns, incorporating the use of official logo, to the KCHD for approval. Promotions developed by Smarketing with the KCHD will encourage participation in the BMFTP. Throughout the entire process, Smarketing will provide ongoing management and analysis of the program while remaining in contact with the BMTFP team.



Deliverables Related to Scope of Work

1. BMTFP Partnership & Branding

Smarketing Management Team will begin by conducting an analysis with the BMTFP team at the KCHD to fully develop strategic direction. The goal is to deliver a strong message to pregnant women, new mothers, family, and friends in order to encourage the cessation of smoking. This involves harnessing the voice of the BMTFP, as well as aligning the message to the desired market through avenues that are most frequented.

2. Communication: Messaging and Tools

Smarketing will establish graphic design and content to educate the target market of the BMTFP, incorporating official logo in all media. The creative director will spearhead all designs sent to media companies, while content writers will ensure copy is informative, creative, and conveys the desires of the BMTFP program at the KCHD. Campaign messages will portray emotional, financial, and physical risks associated of smoking and to pull the audience into the campaign.

a. **Creatives:** Design and artistic illustration of a female heroine on her journey as she struggles with the cessation of smoking while pregnant. Second creative is a flowchart to encourage smokers who are pregnant to think about their choices. Third is a big, bold design creation by creative team to evoke emotion. Examples of potential work can be found in Appendix A. These are agency generated ideas to



- facilitate the message of the campaign and are not set in stone, instead they constitute a sampling of ideas.
- b. **Video Production:** Script writing conducted to convey strong messages to pregnant mothers who smoke aligning with the message of the BMTFP. Filming, production, and editing of film by videographers and producer. The goal is to produce several videos of varying lengths of time designed to deliver different messages. Videos could utilize humans or be animated, again utilizing a female heroine figure, or all of the above. The videos can then be used on the campaign landing page, social media, doctor office monitors, You Tube channel, etc.
- c. **Print Collateral**: Posters and rack card created, printed, and mailed and/or delivered to medical facilities, such as OB/GYN, pediatric, and walk-in clinics in targeted market.

3. Media Purchases & Management

Smarketing has secured estimates for the following:

- a. **Lamar Outdoor Posters:** (Appendix B) Three poster locations/8-weeks, changing locations after every 8-week flight (flight is every 4-week billing cycle). The locations for these would be targeting lower income mothers. The estimated total cost for campaign would be \$7,650, including production and installation.
- b. **Over-the-Top TV:** (Appendix C) TV remains one of the top ways to communicate with consumers, especially target market in Knoxville. The



- estimated total cost for campaign would be \$8,000, including production of commercials
- c. **Radio:** (Appendix D) Biweekly spots on Hot 104.5 highlighting BMTFP, education, and incentives, plus providing contact information for the KCHD BMTFP. The total estimated cost for campaign would be \$8,000, including production of commercials.
- 4. Ongoing Evaluation of Program Participation Metrics and Ongoing Consultation/Post-Production Planning

Smarketing will conduct an analysis of each area of the advertising and marketing deliverables utilizing Google Analytics for PPC and Social Media Insights and report these to vested staff of the KCHD. Desired outcomes will be continually readdressed, and management of program will be ongoing.

Smarketing understands that strong brand reputation is critical in that it builds loyalty and, ultimately, positively affects the health of newborn babies as well as any individual who could be exposed to secondhand smoke.



Project Management

Phase 1 – RFP and Selection – August 27, 2019 – October 28, 2019 Smarketing researches, prepares, and presents response to RFP. KCHD BMTFP makes selection.

Phase 2 – Research and Discovery - October 29, 2019 – November 21, 2019 Initial strategies begin with Discovery Session between Smarketing Management Team and KCHD BMTFP Team. Solidify tactics through extensive research and analysis for marketing. Content creation and design process begins. Prepare media to send to WBIR, Lamar, Hot 104.5, and others for launch date, create campaigns, videos, and print collateral.

Phase 2b - Soft Launch - November 1, 2019

Corresponding to the Great American Smokeout date, first teaser publications and videos will launch, engaging targeted audience at what is to come with the campaign.

Phase 3 – Launch – January 1, 2020

Get excited! The launch of the BMTFP will be exciting! OTT, radio, billboards, posters, and all else go live.

Phase 4 – Ongoing Management – October 29, 2019 – June 30, 2020

Management of all BMTFP marketing will be handled through Smarketing with direct collaboration with the BMTFP Team. Ongoing analysis, meetings, and updates during the campaign.



Schedule & Budget

(Proposed 8-month span for Program Marketing & Advertising)

Tasks	Deliverables	Phase	Timeline	Budget	KCHD Approval Needed
Request for Proposal	Smarketing creates actionable deliverables and marketing campaign to fulfill the RFP set forth by the BMTFP.	1	9/15/19- 10/28/19		Yes
Smarketing Team Development	Content and landing webpage development, graphic design, creation of heroine illustration, print collateral, video direction, and script writing. Ongoing management.	2	9/15/19- 6/30/20	\$11,349	Yes
Video Content Creation	Production, editing, and creation of video material. Options: 1. Animated video shorts 2. Live action videos 3. Inclusion of heroine figure and her struggle to victory	2	10/29/19- 1/1/20	\$10,000	Yes
Print Collateral	Design, print, and mail posters/rack card for local medical facilities within targeted audience.	2	10/29/19- 6/15/20	\$5,000	Yes



Soft Launch of BMTFP Campaign	In conjunction with the Great American Smokeout on November 21, 2019, the BMTFP Campaign with begin with a soft launch as a teaser into the upcoming program.	3	11/21/19		Yes
Promotion of BMTFP	Launch statewide campaign recognition!	3	1/1/20		
Television and streaming commercials	1. Over the Top Television (OTT) spots: Game consoles, Smart TV (in-TV apps like HBO Go and Netflix, Hulu, Sling), Streaming Boxes (Samsung Allshare Cast, Amazon Fire TV, Apple TV), Internetenabled smart blue-ray/DVD players, HDMI sticks (Amazon Fire TV Stick, Chromecast, Roku) 2. Creation and production of spots	4	1/1/20- 6/30/20	\$8,000	Yes
Lamar Poster Product	Three poster locations for 8 weeks, running in 4 cycles throughout the dates.	4	1/6/20- 6/14/20	\$7650	Yes
Radio	Airtime on 104.5, introduce heroine's voice and storyline.	4	1/1/20- 6/15/20	\$8,000	Yes
TOTAL BUDGET				\$49,999	



In Closing

Smarketing would like to thank the Knox County Health Department for the opportunity to respond to this Request for Proposal. Smarketing believes that this program will encourage and support pregnant women, and their families, to cease smoking and tobacco use and positively reduce diseases and long-term effects of secondhand smoke, and thereby promote longevity and a better quality of life.



Appendix A – Creative Examples

Examples of potential creatives may be found below. Please note these are rough examples and drafts to showcase a few of the ideas we had and how they could be taken from concept to reality. You will notice there is not a defined call-to-action on these pieces, but one would be inserted upon approval and decision on messaging.

An effective billboard ad sparks interest while getting the message across quickly. Smarketing proposes that billboard ads have clear and concise messaging that provokes an emotion.









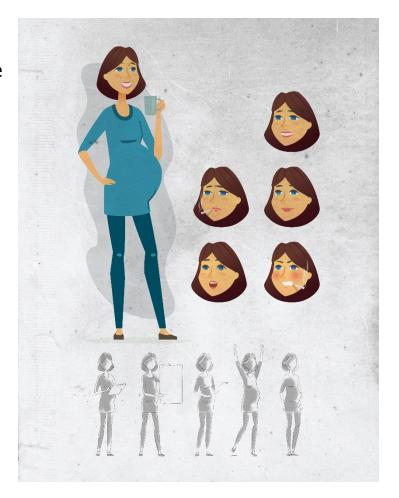


Flyers and/or posters that are eye-catching and interactive for physicians' offices.



A relatable, heroine figurine who is going through the same trials and tribulations as those who would join the program. We would utilize her in video ads, as well as print ads, to portray the journey.

*All creatives in this section are just examples of what could be done. They are not set in stone and could be altered/changed.





Appendix B – Lamar Billboard/Poster Advertising

Billboards and outdoor posters are still highly effective ways to spread your message. The best way to utilize outdoor advertising space in Knox County is going to be with Lamar Outdoor's Poster Product. Smarketing has worked with Lamar to create a campaign where we would contract on 3 poster locations for 8 weeks at a time, changing locations at the end of the 8-week period. This allows for use different creative, if needed or wanted, and to move around Knox County within our campaign dates of 1/6/2020 - 6/30/2020.

The total estimated cost for this campaign would be \$7,650. This includes the space rental(s), as well as production which includes printing, shipping, and installation of the poster vinyl(s).



Appendix C – WBIR Ads

Video and Digital Ads to Impact young women smokers utilizing Over-the-Top TV (OTT) ads.

Video and Digital Ads Make an Impact on Young Smokers

Over-the-Top TV (OTT)

- 98% of Young Smokers watch OTT in an average week
- Young Smokers watch an average of 243 minutes of OTT every day
- 38% say that video ads are the most effective in communicating to them

Services:

Over-the-Top TV (OTT) -Expand your reach by delivering your message specifically to Women 18-34 in Knox County with a Household Income less than \$50k who are consuming content via various streaming services/devices. No matter what, when or where they are watching, OTT will be able to place your message in front of them. These streaming commercials are delivered across 125+ Branded Networks such as A+E, TLC, Fox, HGTV, Discovery and more.





Month	Impressions Available	Investment
10/15/19-10/31/19	23,097	\$1,250
11/1/19-11/30/19	23,097	\$1,250
12/1/19-12/31/19	23,097	\$1,250
1/1/20-1/31/20	23,097	\$1,250
2/1/20-2/29/20	23,097	\$1,250
3/1/20-3/31/20	23,097	\$1,250
4/1/20-4/30/20	23,097	\$1,250
5/1/20-5/31/20	23,097	\$1,250
6/1/20-6/30/20	23,097	\$1,250

98% of Young Smokers watch OTT in an average week

Young Smokers watch an average of **243** minutes of OTT every day

Total Investment: \$8,000 for running ads and production.



Appendix D: Hot 104.5 Radio

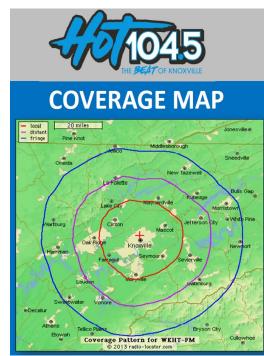
Radio ads pair great with outdoor boards. Think about it - you're in your car driving down the road and see a billboard for a campaign then later on there's a commercial that also about that campaign. Staying in front of your audience is important and enhances your chances of them utilizing your services.

Through research, it became apparent that Hot 104.5 The Beat of Knoxville has the ears of our intended audience.

Listener Profile + About Hot 104.5

- 62% female, 38% male
- 85% of the audience is between the ages of 18 44 years old
- 1 of 5 radio stations in the market with more than 100,000 listeners each week
- Signal reaches more than an hour's drive in every direction of Metro Knoxville.

*Knoxville; Full Survey; Adults 18+; Scarborough R1: Mar17-Mar18





Proposed Schedule and Outline

Daypart	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
6a-10a	1x	1x	1x	1x	1x		
3p- 7p	2x	2x	1x	1 x	1x		
6a- 12m	1x	1x	1 x	1x	1x		
12m- 12m	1 x	1x	1x	1x	1x		

That's twenty-two 30 second Spots per week— Forty-four Total :30 Spots for the 2- Week Schedule— running on HOT 104.5 for and investment of \$8,000 including production.

With this Schedule, Knox County Health Department will be reaching the following:

20,100	Women 18- 34	2.4 Times
54,500	Persons 18-49	2.5 Times

It is proposed ads would run from 1/1/2020 to 6/15/2020. *2 Week Cancellation Policy Applies.





Target Profile Information

Target Profile Report Export from TAPSCAN Web							
Market:	KNOXVILLE						
Geography:	Metro						
Qualitative Survey:	Scarborough R2 2018: Oct17-Sep18						
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Demo	WHO	Qual Pop	Qual Intab				
P18+		664,152	1,371				
P18+	Lifestyle changes/events personally plan	t 25260	38				
		_					
	Lifestyle changes/events personally plan			vents personally	plan to do	next 12 mth	s: Birth of a chi
	Target Persons	% of Target	Index				
Zip code of residence: 37918	4,435						
Zip code of residence: 37921	3,446						
Zip code of residence: 37920	2,641						
Zip code of residence: 37830	1,908						
Zip code of residence: 37924	1,790						
Zip code of residence: 37917	1,404	5.60%	203				
Zip code of residence: 37938	1,340	5.30%	189				
Zip code of residence: 37922	1,320	5.20%	184				
Zip code of residence: 37919	1,302	5.20%	151				
Zip code of residence: 37931	1,273	5.00%	176				
Zip code of residence: 37912	1,102	4.40%	123				
Zip code of residence: 37934	1,012	4.00%	197				
Zip code of residence: 37909	840	3.30%	196				
Zip code of residence: 37923	684	2.70%	119				
Zip code of residence: 37804	343	1.40%	72				
Zip code of residence: 37754	210	0.80%	110				
Zip code of residence: 37774	67	0.30%	16				
Zip code of residence: 37710	55	0.20%	572				
Zip code of residence: 37865	49	0.20%	8				
Zip code of residence: 37771	39	0.20%	7				