



**CITY OF COLUMBUS: PAY EQUITY**

# **MARKETING & OUTREACH SERVICES**

**RFQ #: RFQ024928**

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To the inspiring team at the City of Columbus,

As a woman-owned and -led marketing agency based in the heart of downtown Columbus, we are passionate about the advancement of women in our industry and region. Part of what drives our continued growth is the desire to close the staggering gender gap that exists within our own industry. **Only 0.1 percent of creative agencies are founded by women, and only 3 percent of agencies have female creative directors.** That means that for every 1,000 agencies, just one of them is owned by a woman.

Hunter is proud to be a one in 1,000 agency. This perspective, coupled with our strong marketing and media experience in Central Ohio, makes Hunter the perfect candidate for marketing and outreach services surrounding the upcoming salary history ban. We understand the extraordinary opportunity that lies ahead to uplift and empower the women of Columbus because we walk in their shoes.

Our mission is to offer extraordinary work delivered with joy, which necessitates an environment where we truly care about our clients, work and impact in the community. When we follow our core values and pursue work that creates a more equitable, sustainable and prosperous future, then joy follows naturally. Collaborating with the City on this pay equity campaign would be a joy, and we can't wait to get started.

*Let's get to work!*



**Elspeth "Elle" Paige-Sack**

Founder, CEO

(614) 530-5990

elspeth@huntermarketing.us

15 East Gay St.

Columbus, OH 43215





We are

# DYNAMIC MARKETERS & ADVENTUROUS CREATIVES WHO INSPIRE ACTION AND GET RESULTS.

Founded by Elspeth “Elle” Paige-Sack, Hunter is proud to be a woman-owned and -led firm that offers a media buying powerhouse, video production studio and full-service creative agency together under one roof. Since opening our doors during the onset of a global pandemic, Hunter has gracefully grown to a multi-million dollar agency with more than 30 happy clients, which is a testament to our dynamic company culture and impactful results.

## OUR AWARDS



Since 1983, the REGGIE Awards have been the premier industry awards program recognizing the best marketing campaigns activated by brands and agencies. Hunter won a 2023 REGGIE in Travel & Tourism Marketing, joining the league of world-renowned agencies like Grey, Barkley and McCann.



In the mobility sector, Hunter has earned multiple AdWheel awards for categories including Best Social Media on Workforce Development, Best Social Media to Increase Ridership and Best Partnership to Increase Ridership.



Hunter was a 2022 Content Marketing Awards finalist in the editorial category for Best Annual Report. This award recognized Hunter’s compelling storytelling and intelligent design for COTA’s 2020 Annual Report.





## ELLE PAIGE-SACK

HUNTER FOUNDER & CEO

Elle started Hunter Marketing to make a positive impact in our community. As a marketer with a passion for public service, Elle is tirelessly dedicated to empowering organizations and businesses through authentic storytelling and impactful strategy.

Elle will serve as the strategic lead for this scope of work, providing high-level oversight and marketing expertise. Elle boasts an award-winning track record of consistently exceeding strategic goals in marketing, sales and engagement for all of her clients. In her more than two decades of experience, Elle has worked with notable brands and organizations such as the City of Columbus, Cardinal Health, Papa Johns, MI Homes, OhioHealth, The Ohio Lottery, Nationwide Children's Hospital, The Ohio State University, Kroger, Giant Eagle and BMW. In partnership marketing, Elle has successfully negotiated sports marketing contracts with the Dallas Cowboys, Texas Rangers, New York Yankees, Cincinnati Bengals, Cincinnati Reds, Cleveland Browns, Columbus Crew and the Columbus Blue Jackets.

### EDUCATION

**Hondros College of Real Estate**  
Columbus, OH | 2016

**Bachelor of Arts, Communications**  
Lake Forest College  
Lake Forest, IL | 2002

**Lawrence Academy**  
Groton, MA | 1995

### COMMUNITY AFFILIATIONS

**Red Shoe Society**  
Ronald McDonald House

**Columbus Chamber of Commerce**  
Small Business  
Committee Member

**American Advertising Federation**  
Member

**National Association of Women Business Owners (NAWBO)**  
Member

**Association of National Advertisers (ANA)**  
Member

### AWARDS & ACHIEVEMENTS

**REGGIE Award**  
Association of National Advertisers (ANA) | 2023

**AdWheel Awards**  
APTA | 2023

**Best Annual Report Finalist**  
Content Marketing Awards | 2022

**AdWheel Award**  
APTA | 2021

**Addy Awards**  
AAF Columbus | 2019

**Addy Award**  
AAF Columbus | 2018



# NORA-KATE WIEWEL

COO

Nora-Kate is a data-driven holistic marketing enthusiast who has experience working with a diverse vertical of clients ranging from start-ups to Fortune 500. She has an award-winning track record of creating powerful work and boasts over 15 years of experience strategically leading multi-disciplinary sales and marketing teams in both agency and corporate environments.

Nora-Kate is a certified Lean Six Sigma Black Belt and uses data-driven approaches to eliminate waste and improve processes, both directly and indirectly increasing profitability. Simply put, she is a ninja at doing more with less and maximizing our clients budgets. Her strategic brand partnerships include Abercrombie, Alliance Data, American Greetings, Cardinal Health, CareWorks, City of Columbus, DSW, Fiserv, Gahanna City Schools, Giant Eagle, HOMAGE, IGS Energy, JPMC, L Brands, Luxottica, McDonald's, Nationwide, NetJets, Ohio Bureau of Workers' Compensation, Ohio Department of Transportation, OhioHealth, Ohio Municipal League, Sbarro, Sedgwick, Thirty-One Gifts and Ulta.

### EDUCATION

**Bachelor of Liberal Studies,  
College of Arts & Sciences**  
Bowling Green State University  
Bowling Green, OH  
Collegiate Athlete

### COMMUNITY AFFILIATIONS

**Columbus Chamber of Commerce**  
Member Engagement Committee  
Member

**American Advertising Federation**  
Member

**NAWBO**  
Member

**Association of National  
Advertisers (ANA)**  
Member

### CERTIFICATIONS AND AWARDS

**Six Sigma  
Lean Black Belt**  
ID #47427077

**SalesForce  
Administrator  
Certification**  
(Exp) 2017-2019

**Addy Awards**  
AAF Columbus  
2013, 2014,  
2015 & 2016



# MAUREEN GALKIN

SENIOR ACCOUNT MANAGER

With over 12 years of experience managing high-profile corporate partnerships, Maureen identifies marketing opportunities and brings them to life through collaboration. She excels at building personal relationships with clients and is the go-to person throughout the production process, providing strategic direction, transparency and mad time-management and organization skills that keep projects running smoothly every step of the way. Maureen has worked with an impressive array of brands, including D.C. United, the Columbus Crew, Nationwide, Nationwide Children's Hospital, Lower.com, OhioHealth, Tipico, Audi and Leidos.

### EDUCATION

**B.S., Family Science,  
Minor in Sport Commerce and Culture**  
University of Maryland  
College Park, MD | 2010

### ACTIVITIES AND SOCIETIES

**NCAA Division I**  
Women's Soccer

**Association of National  
Advertisers (ANA)**  
Member



# ANGELA WARF

CREATIVE DIRECTOR

With more than 13 years of experience in design and creative direction, Angela is a dynamic leader who provides innovative design solutions to elevate marketing communications campaigns. A self-proclaimed "creative chameleon," she easily adapts to different mediums with expertise in print, digital, websites, social media, videos, interactive design, branding and more. She oversees Hunter's creative and content teams, sparking inspiration and guiding the creative process with grace.

### EDUCATION

**Bachelor of Fine Art in  
Advertising & Graphic Design**  
Columbus College of Art and  
Design (CCAD)  
Columbus, OH | 2011

### COMMUNITY AFFILIATIONS

**AAF** Member  
**Urban Scrawl** Participant  
**ANA** Member

### AWARDS & ACHIEVEMENTS

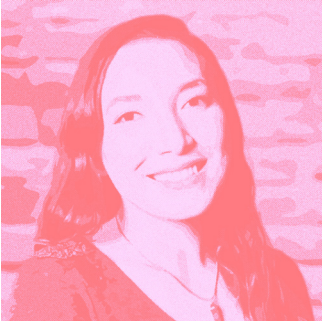
**Addy Award,  
AAF Columbus**  
2019

## MEET THE HUNTERS



### **BETH BURSON** MEDIA DIRECTOR

As Hunter's Media Director, Beth leverages her strong analytical skills and insightful media strategies to create campaigns that inspire action and get results. Prior to joining Hunter, Beth spent the first 12 years of her career selling various media platforms. In 2016, she decided to transition to the other side of the table, following her passion for media strategy, planning and buying. Through her experience both buying and selling paid media, Beth has cultivated a rich network of media relationships.



### **RITA SIPE** SENIOR GRAPHIC DESIGNER

Rita is an experienced graphic designer with over a decade's worth of creative experience under her belt. As a senior graphic designer, Rita acts as creative support for multiple brand partners in Hunter Marketing's portfolio. Rita's creative designs, informed by years of marketing experience, create tangible results for all her clients.



### **SYDNEY SHARPS** JUNIOR GRAPHIC DESIGNER

Sydney is an innovative graphic designer with more than 10 years of experience. A creative problem solver, Sydney loves to test her skills and find resourceful design solutions for client marketing challenges. Her many strengths include branding, animation, social media and illustration.



### **HAILEY STANGEBYE** CONTENT DIRECTOR

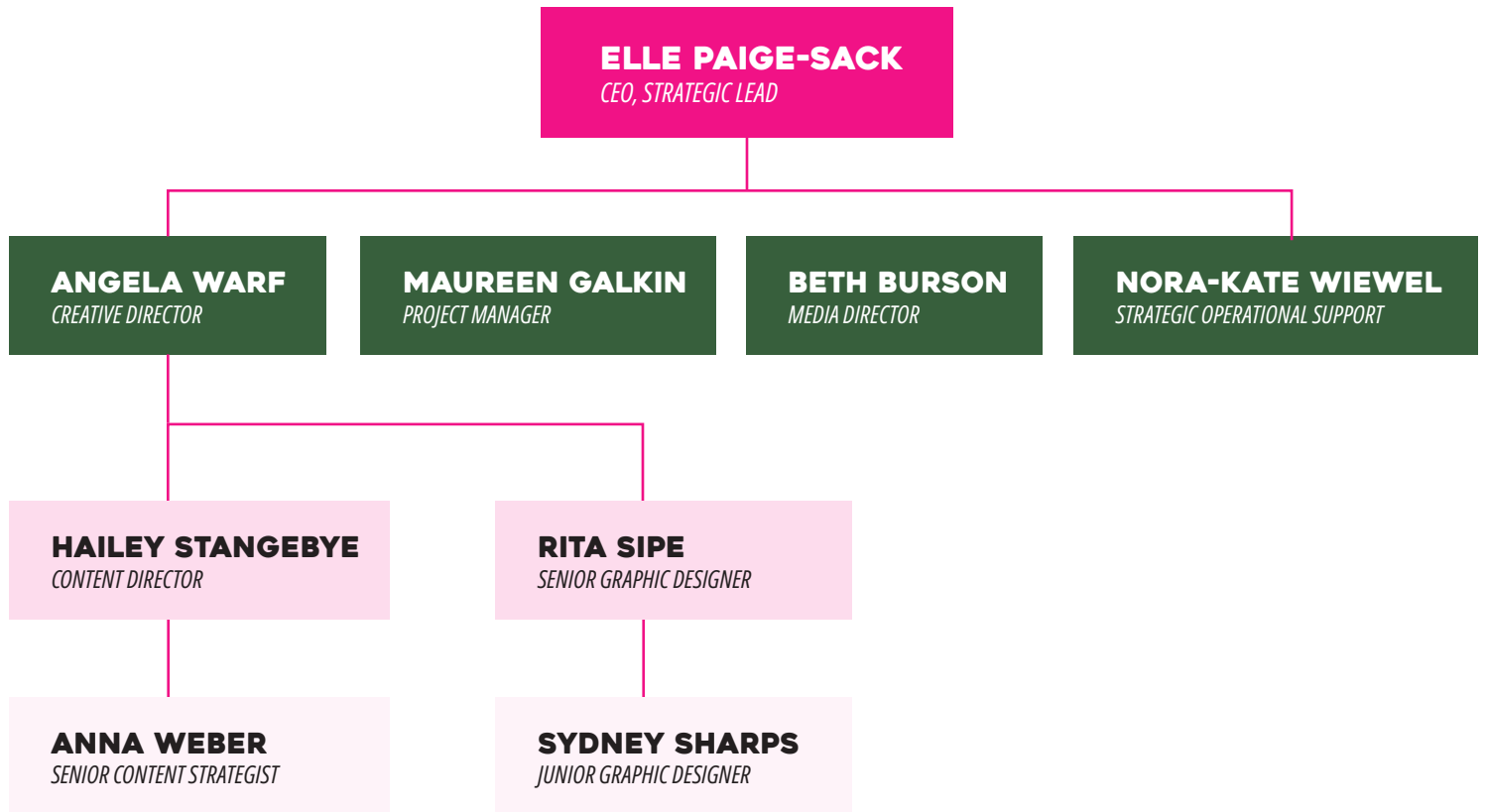
Hailey is a content development expert with a passion for brand voice development and elevation. She collaborates with Hunter's content team on nearly every client, with experience in copywriting, content strategy, reporting, social engagement and business development proposals. Hailey's professional experience includes roles as an editor, content manager, marketing strategy specialist and freelance writer.



### **ANNA WEBER** SENIOR CONTENT STRATEGIST

Anna Weber is a copywriter and an expert on all things content. For Hunter, Anna acts as content support for our ever-growing list of brand partners, crafting beautiful, engaging content for everything from social media copy to proposal decks. Anna's previous role as an agency copywriter gained her experience in a multitude of mediums. From digital and print collateral, to long-form content like blogs and case studies, Anna is an expert at generating captivating and concise copy that perfectly complements creative.

# RFQ024928 ORGANIZATIONAL CHART





## SECTION 2: QUALITY, FEASIBILITY & PROJECT APPROACH

**We understand that the City’s primary objective is to develop an outreach campaign that provides businesses and individual applicants an understanding of the impacts of pay equity legislation. To accomplish goal in an effective, efficient and cost-effective manner, Hunter will employ our three-part project approach. Our streamlined communications style and strong creative processes will ensure that all deliverables — from a toolkit to every campaign touch point — are delivered on time and on budget.**

### ➤ DISCOVER

During discovery, our team hits the ground running to kick off the project and establish communication preferences. As a highly adaptable and nimble team, Hunter will adopt the City’s preferred meeting cadence and approval processes. After level setting with the core team, our accounts team will immediately get to work scheduling a focus group with City-convened HR professionals. Depending on availability, this focus group will be conducted either in person or virtually within two weeks of a finalized contract.

In addition to the City-convened stakeholders, Hunter will also proactively identify any other relevant HR professionals who would add diverse perspectives to this focus group discussion. We recommend leveraging the Society for Human Resource Management (SHRM), both for focus group engagement and for their 51st Annual Ohio Human Resource Conference in September 2023. This tactic is particularly relevant because many national and international companies have branches in Columbus, but not necessarily HR presence within the City. Leveraging SHRM and their annual Ohio conference will expand our reach to more effectively saturate the Columbus market.

In the days leading up to the focus group, Hunter’s content team of research experts will dive deep into any available market research and analyze similar initiatives across the country or internationally. With a thorough understanding of this pay equity legislation and the ways in which it aligns with similar initiatives, Hunter will lead an engaging focus group with HR professionals and key stakeholders. As message development experts, Hunter boasts proven experience in leading fruitful focus group conversations that effectively guide message development. This practice is how we will ensure that the toolkit and campaign we develop will be functional, accessible and actionable for HR professionals.

Immediately following the focus group, Hunter will synthesize the findings and produce a comprehensive creative brief that solidifies the tactics, timelines and strategic approach for the entire campaign moving forward. Once the City has thoroughly reviewed and approved the creative brief, then Hunter proceeds to the next phase of our project approach.

## ➤ DESIGN

Leveraging the approved creative brief, our team of dynamic marketers and adventurous creatives will work in tandem to bring our campaign idea to life. This process moves quickly, as different Hunter departments work independently on their respective scopes of work:

**MEDIA:** Media planning and buying, as well as partnership explorations and negotiations. These partnerships could include the YWCA, Columbus Business First, local media outlets, the Columbus Chamber of Commerce, the Human Resource Association of Central Ohio (HRACO), SHRM, National Association of Women Business Owners (NAWBO) and any others identified in discovery.

**CREATIVE:** Overarching creative direction development to establish a cohesive look and feel for the entire campaign.

**CONTENT:** Overarching message development to ensure that the voice, tone and talking points of this campaign are consistent across tactics.

**ACCOUNT MANAGEMENT:** Smooth facilitation of concept reviews and approval to keep the project on time and on budget.

Hunter will present potential campaign concepts to the City for review, feedback and ultimate approval. Once the City agrees on a concept — or blend of concepts — Hunter immediately gets to work on building the remaining deliverables in the chosen style and voice. At this point, we create the final toolkit, microsite and overarching campaign assets, such as pamphlets and social graphics. Throughout the process, we will remain laser focused on the City's target audiences, taking special consideration to translate ads into Spanish, Somali, Arabic or any other language, as needed. Once Hunter's account manager secures final approvals from the City, we proceed to delivery.

## ➤ DELIVER

By mid-August 2023, our campaign will be ready to deploy. The first tactic to launch will be the microsite, which will synthesize the most salient takeaways from the final toolkit. This website will also allow HR professionals to input their email address to download the entire toolkit. By capturing email addresses at the launch of this campaign, we will be able to use the database of interested HR professionals for future messaging. For example, we propose sending a few mass email campaigns to this list in the weeks leading up to March 1, 2024 to remind HR professionals that the legislation is about to take effect.

Following the successful launch of the microsite, Hunter suggests announcing the website and toolkit via press release and social media. Beyond this press release, Hunter would also provide strategic outreach to the region's major employers, as identified in Columbus' 2020 Factbook, which include: JPMorgan Chase & Co. (20,316), Nationwide (12,862), Honda (11,077), L Brands (7,662), Cardinal Health (5,075), Huntington (4,921), Amazon (4,828), American Electric Power Company (3,627), Alliance Data (3,000), Abercrombie & Fitch (2,598), Safelite (2,551), Whirlpool Corporation (2,519), Discover (2,283), XPO Logistics (2,246), DHL (2,192), Abbott

Nutrition (2,055), Spectrum (2,000), UnitedHealth (1,900), TS Tech (1,789), Teleperformance (1,730), UPS (1,669), Battelle (1,636), Ascena Retail Group (1,635), Worthington Industries (1,625) and Gap (1,508).

In tandem with this announcement, Hunter's media director will expertly traffic the approved campaign assets and messaging to the pre-established media outlets for delivery. Our media team has planned and purchased more than \$100 million in effective paid advertising, which means that we have the experience, connections and expertise to make the most of the City's budget for this campaign. Throughout the campaign lifecycle, Hunter will routinely monitor and optimize our performance to ensure that we effectively reach Columbus HR professionals and workers. Each month or upon request, Hunter will produce robust reporting to demonstrate the effectiveness of our campaign, as well as opportunities to elevate our efforts and partnerships.

In September, Hunter strongly recommends collaborating with SHRM for their 2023 Ohio conference to ensure that the news of the salary history ban reaches local and national employers with a presence in Columbus. SHRM serves more than 12,000 HR professionals in Ohio, and their annual conference typically draws over 1,000 attendees. Conference exhibitors receive a list of registered attendees and their contact information both three weeks before and one week after the conference, which Hunter will leverage to target continued messaging about the salary history ban in Columbus.

## **MEASURING IMPACT**

While exact tactics will be determined during creative brief development in week two of our contract, Hunter anticipates measuring our impact through a holistic variety of metrics, which include:

- Microsite Analytics (pageviews, bounce rate, etc.)
- Major Employer HR Departments Engaged
- Email Subscribers
- Toolkit Downloads
- QR Code Scans on Print Assets
- Earned Media Appearances
- Social Media Performance (reach, impressions, engagements, clicks, etc.)
- Digital Media Performance
- Traditional Media Performance

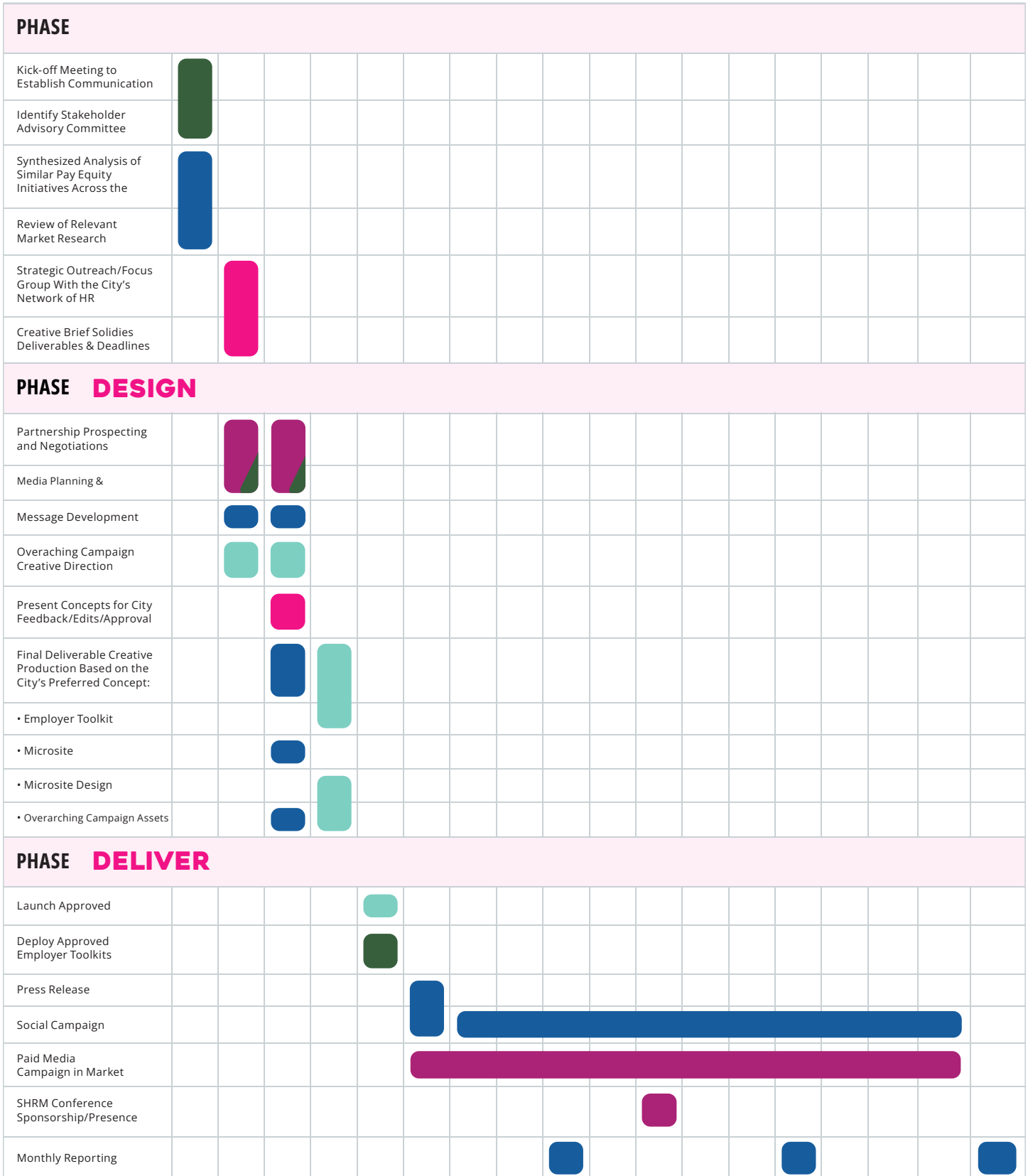
Over the lifecycle of this campaign, we anticipate reaching at least 1,000 HR professionals via SHRM, as well as every HR department for the companies included in Columbus' most recent Factbook (major employers, private sector employers, internationally owned companies with Columbus branches, fast-growing companies, science and technology companies, logistics companies and manufacturers). In addition to this direct outreach, our paid and earned media will increase general awareness across the Central Ohio region for this pay equity legislation.

With regard to scalability, Hunter's campaign will intentionally provide outreach for our city's largest employers and employment sectors. This direct outreach will be reinforced through a strong microsite and highly targeted digital media.

# OUR PROCESS

KEY: All Hunters Accounts Design Content Media

7/10/23 7/17/23 7/24/23 7/31/23 8/7/23 8/14/23 8/21/23 8/28/23 9/4/23 9/11/23 9/18/23 9/25/23 10/2/23 10/9/23 10/16/23 10/23/23 10/30/23 11/6/23



## SECTION 3: ABILITY

### OUR MISSION

Hunter Marketing is the only marketing communications firm that combines heart and data-driven strategy for clients with common values, while exhibiting unwavering integrity and compassion (internally and externally) in an era of rapid change.

**Primary Contact:**

ELLE PAIGE-SACK

*Founder & CEO*

elspeth@huntermarketing.us

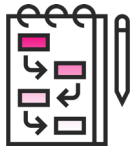
614-530-5990

**Location:**

15 E. Gay St.

Columbus, Ohio 43215

### OUR CAPABILITIES



**Strategic Planning**



**Campaign Development**



**Media Planning & Buying**



**Social Strategy & Engagement**



**Video Storytelling**



**Website Design & Development**



**Brand Management**



**Partnership Marketing**



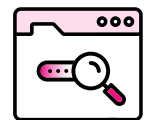
**Marketing Analytics & Reporting**



**Photography**



**Email Marketing**



**SEO & SEM**

**As a tech-savvy agency, Hunter regularly leverages several marketing tools to offer the best value for our clients. Beyond our in-house suite of tools, our team is also highly adaptable and has a strong record of adopting our clients' preferred tools for customer relationship management, project management, social media monitoring, brand health reporting, email marketing and much more.**



Hunter regularly leverages several marketing tools to offer the best value for our clients, including:

**Social media management and monitoring**

- Sprout
- AgoraPulse
- Hootsuite

**Brand management**

- Meltwater
- HubSpot
- SalesForce

**Email Marketing**

- MailChimp
- Send in Blue
- Constant Contact
- ZoomInfo

**Data and file storage**

- SharePoint
- DropBox
- Google Drive

**Search Engine Optimization**

- Moz
- SEM Rush



As an agency rooted in the Central Ohio market, Hunter maintains close connections with a wide array of community institutions, including:

- The Ohio State University
- COSI
- Columbus Blue Jackets
- Columbus Crew
- Columbus Clippers
- Otterbein University
- City of Westerville
- Grove City
- Reeb Avenue Center
- YWCA
- Columbus Zoo & Aquarium
- Columbus Urban League
- GCAC
- King Lincoln Art District
- YMCA
- Columbus State Community College
- Columbus College of Art & Design
- Goodwill
- Special Improvement Districts (Discovery and Capital Crossroads)
- Experience Columbus
- *And many more!*

## SECTION 4: PAST PERFORMANCE AND CAPABILITIES

While Hunter works with a diverse array of clients, one of our primary specialties is public service marketing. Through our experience with the Central Ohio Transit Authority (COTA), Keep Columbus Beautiful, Sustainable Columbus, ParkColumbus and the Downtown Special Improvement Districts (SID), Hunter consistently seeks public service work that aims to uplift and empower our city's residents, increase access to opportunity and foster a more sustainable, healthy and prosperous future for all.

This pay equity campaign directly aligns with our passion to create compelling and highly effective public service messaging. Moreover, as a woman-owned and -led business, we are particularly passionate about closing the wage gap and helping the women of our region access the salaries and benefits they deserve.

With regard to project management experience, Hunter is a multi-million dollar agency with 20 full-time employees who routinely manage projects of this size. We pride ourselves on going above and beyond to create campaigns that exceed target KPIs, spark conversations and engage communities in impactful, memorable ways.

### A HANDFUL OF OUR CLIENTS



# PARK COLUMBUS

The ParkColumbus mobile payment app was launched by the City of Columbus in 2019 with moderate success. In May of 2022, the City made the decision to remove all parking meters from downtown and tasked Hunter with developing a PSA to make people aware of the removal and teach them the new ways to pay.

Hunter developed a campaign that accomplished the seemingly impossible — to make conversations about parking fun. Hunter developed a beloved campaign called “My Buddy Charles,” which was anchored by a series of humorous videos featuring City of Columbus Public Relations Specialist Charles Newman.

Our strategy was to humanize messaging about parking by creating videos that feel like a trusted friend, Charles, teaching viewers the benefits of the new system. Each video unpacked an interesting new feature of the ParkCbus mobile app or the on-street kiosks. We then used the building blocks of these videos to develop photography, social media, signage, logos, print ads, billboards and more as part of a comprehensive marketing campaign with an engaging, retro feel. At the center of the campaign was Charles, a parking pro and employee of the City of Columbus, helping to foster a sense of trust and promote ease of use for the new parking system.

Over the last seven months compared to the three years before, we helped increase transactions by 44 percent, overall users by 52 percent and grew the total database by more than 60 percent. The ParkCbus mobile app’s third-party vendor, Park Mobile, was so happy with Columbus’ adoption of mobile payment that they listed Columbus as a preferred vendor. Park Mobile also shared that Columbus was one of the first three cities across the country to deploy the most advanced version of the mobile app.



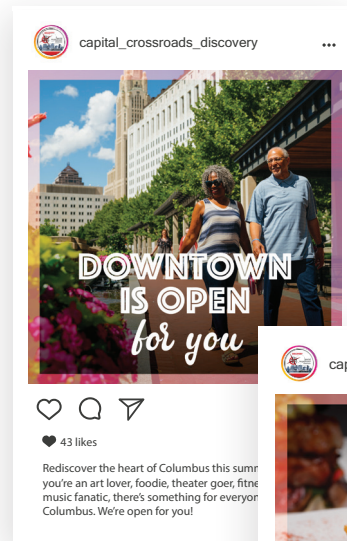
[SEE MORE!](#)



# SPECIAL IMPROVEMENT DISTRICTS

The Capital Crossroads and Discovery Special Improvement Districts (SID) is a nonprofit funded by property owners in Downtown Columbus to provide services that support a safe, clean and vibrant downtown area. The downtown SIDs focus on safety, cleaning, landscaping, homeless outreach and more to support the development of the neighborhood and ensure that Columbus is a welcoming place for all those who live, work and play downtown.

Our first project for the SID was to create a dynamic campaign welcoming residents and visitors back to Downtown Columbus after the pandemic shutdown. Our “Downtown is Open” campaign colored the streets with vibrant window clings encouraging people to patronize our local theaters, restaurants, bars and retailers. Local businesses throughout downtown sported “Welcome Back Downtown” window clings for a cohesive look that brought joy to viewers who had spent much of the previous one to two years in isolation, and eye-catching pins were fan favorites among downtown residents, workers and regulars. Our “Downtown is Open” campaign was so beloved that other organizations, including Nationwide Insurance, Donatos Pizza and Schoedinger Funeral Homes, reached out to contribute media funds and expand our reach. In its first five months in market, the “Welcome Back Downtown” campaign garnered 1,757,954 impressions.



**SEE MORE!**



We are the agency of record and media buyer for the Central Ohio Transit Authority (COTA). Hunter has helped COTA develop a strategic plan, refine and expand their brand guidelines, negotiate professional sports contracts, create and brand employee resource groups, develop total market campaigns and even win their first marketing awards.

Most recently, we developed dynamic creative and content direction for an overarching brand “umbrella” campaign that aims to increase overall positive sentiment for the COTA brand, support COTA’s recruitment efforts, educate COTA customers about the benefits of digital payments and boost ridership. In Q1 of 2023, this bold new direction helped boost several KPIs, including Transit app downloads, usage and social engagement.



## Q1 2023

**5,700+** TRANSIT APP DOWNLOADS

**+104%** INCREASE IN ACTIVE TRANSIT APP SESSIONS

**+150%** INCREASE IN TRANSIT APP “GO” TRIPS

**+21.6%** INCREASE IN INSTAGRAM ENGAGEMENT RATE

**+81.4%** INCREASE IN FACEBOOK ENGAGEMENT RATE

**SEE MORE!**



Hunter was tasked with developing an internal storytelling videography campaign for their Diversity and Inclusion Department that encapsulated what it means for Cardinal Health to embrace diversity. Our team collaborated with the Cardinal Health leaders to identify members of their team who came to the company from diverse backgrounds and walks of life to gather input from real employees.

Our team pitched an innovative video concept that shows, rather than tells, what it means to be inclusive. We cast light on both the professional and personal lives of these featured team members to demonstrate how all of their unique qualities as people are valued in a professional setting.

When our video was presented to Cardinal Health's leadership team, it was so well received that Mike Kaufmann, Cardinal Health CEO, asked that we expand the campaign. Around this same time, Cardinal Health's internal team had refined their old, exhaustive list of more than 20 core values down to five, impactful pillars: inclusivity, integrity, innovation, accountability and mission-driven. Because our team had already created an incredible video to support the "inclusivity" pillar, we were asked to create four additional videos — one for each newly-established core value.



**OUR VIDEOS BECAME A  
GLOBAL INTERNAL  
CAMPAIGN,  
"I AM ESSENTIAL TO CARE."**

**EVERY YEAR, CARDINAL HEALTH  
CONTINUES TO COMMISSION  
HUNTER FOR VIDEOS ON THEIR  
PRESTIGIOUS FOUNDERS  
AWARD WINNERS.**

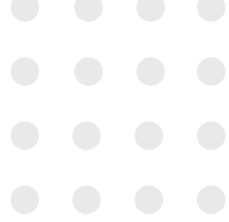
**WATCH VIDEO**

## SECTION 5: BUDGET

To most effectively leverage the City’s available budget of \$75,000, Hunter recommends allocating 65 percent to paid media and 35 percent to agency services, which include all personnel time, communications, operating expenses and creative development.

**Hunter is proud to offer a blended rate of \$125/hour for all services within this scope of work.**

<p><b>PAID MEDIA</b>            Digital media, traditional media, paid social, sponsorships*</p> <p><i>*The exact breakdown of paid media tactics will be determined during the “Discover” phase of Hunter’s project approach. All media plans will be presented to the City for approval before any ads are placed.</i></p>	<p><b>\$48,500</b></p>
<p><b>AGENCY SERVICES</b>            Personnel, equipment and supplies, communications and operating expenses, which includes strategy development, copywriting, creative direction, graphic design, etc.</p>	<p><b>\$26,500</b></p>
<p><b>PRINTING/COPYING</b>            We propose a digital-forward campaign with minimal printing required.</p>	<p><b>N/A</b></p>
<p><b>TOTAL:</b></p>	<p><b>\$75,000</b></p>



*Thank You*  
**FOR YOUR  
CONSIDERATION**



**HUNTER**  
MARKETING