Media Buying Services

Statewide Contract Webinar – December 7, 2011
Your Presenter

State Purchasing Division – Statewide Contracts

Debra White
Category Manager

Experience
18 Years of state government contract management.

Education
MA Business Administration
CPPO, CPPB, GCPA

Contract Information
Debra.white@doas.ga.gov
404-463-0232
Purpose of this Webinar

State Purchasing Division – Statewide Contracts

1. EXPLAIN the purpose
2. REVIEW the benefits
3. LIST specific details
4. LIST the benefits
5. Meet our vendors
6. FIND on the website
7. DESCRIBE how to get info
Purpose of this Webinar

State Purchasing Division – Statewide Contracts

Purpose:
The purpose is to…..

- Introduce the Media Buying Services SWC
- Review Services Covered
- Introduce our Vendor Partners
- How to access the Media Buying Services SWC
## Statewide Contract Details

### State Purchasing Division – Statewide Contracts

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the Contract Number?</td>
<td>Contract # 99999-001-SPD0000037</td>
</tr>
<tr>
<td>Is it a Renewal?</td>
<td>No</td>
</tr>
<tr>
<td>Does it Replace an Existing Contract?</td>
<td>Yes</td>
</tr>
<tr>
<td>What is the Contract Term?</td>
<td>2 Years, 4 (1) year options for renewal</td>
</tr>
<tr>
<td>What is the Expiration Date?</td>
<td>06-30-2013</td>
</tr>
<tr>
<td>Does it Allow the Use of the P-Card?</td>
<td>Yes or No</td>
</tr>
<tr>
<td>Who is the Person to Contact with Questions:</td>
<td>Debra White <a href="mailto:Debra.White@doas.ga.gov">Debra.White@doas.ga.gov</a> 404.463.0232</td>
</tr>
</tbody>
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Debra White
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404.463.0232
Key Benefits:

- Commission rates generally between 5-7%
- Approximately 5-10% added value on each media buy
- More than one vendor to choose from
- Single source for multi media services
- Ability to accept standard industry file formats
- Statewide, regional and national presence
- P-Card Acceptance
Key Services

- Television
- Radio
- Print
- Outdoor advertising (i.e. billboards, etc.)
- Internet (as well as social media: Facebook, Twitter, My Space)
- In store (i.e. point of purchase)
Meet Our Vendor Partners

- TG Madison
- The Interconnect Group
TG Madison

- Founded in 1986, TG Madison has spent the last two-and-a-half decades growing into one of the most successful independent, full-service ad agencies in the Southeast. Their diverse staff of 30 professionals offers clients a wealth of experience across a broad range of media campaigns and industries. By planning and buying media for local, regional, and national accounts, they’ve developed loyal relationships, established a coveted reputation, and grown into an agency with annual billings of more than $20 million.

- TG Madison’s media department thoroughly analyzes, plans and purchases media of all kinds. Their experienced staff is equipped with the latest tools and data resources to implement all components of the media buying process — including print, out-of-home and interactive media. TG Madison has already begun to put these tools to work for a number of state agencies including the Department of Public Health and the Department of Community Health.
TG Madison – In Summary

• 25 plus years of experience buying and planning media throughout the state of Georgia, TG Madison has built lasting relationships with virtually every media outlet in the state. These relationships ensure TG Madison receives the best rates, and added value that any advertiser could enjoy.

• TG Madison’s media buying philosophy is based on getting the right message in front of the right people at the right time in the right place. There is no power in simply buying the cheapest spots in order to get the most units. It is much more important to maximize exposure to the target.

• TG Madison is an experienced social marketer. They know how to execute media buys designed to create desired behavior changes. For more than a decade, TGM worked with the American Cancer Society to get people to quit smoking, to get a mammogram or a colonoscopy. They worked with Piedmont Healthcare to encourage healthy heart screening. The strategies and tactics that produce results for these clients will produce similar results for the State of Georgia’s campaigns.
##TG Madison – Commission Rates

<table>
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<tr>
<th>Service Description</th>
<th>Commission Rate</th>
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<tr>
<td>Television (cable, satellite, network)</td>
<td>5%</td>
</tr>
<tr>
<td>Radio (AM, FM, local regional, satellite)</td>
<td>5%</td>
</tr>
<tr>
<td>Print (newspaper, magazines, direct mail)</td>
<td>5%</td>
</tr>
<tr>
<td>Outdoor (billboards, vehicle wraps, digital)</td>
<td>5%</td>
</tr>
<tr>
<td>Online (websites, social sites, streaming)</td>
<td>6.5%</td>
</tr>
<tr>
<td>In-store (point of purchase/sale)</td>
<td>5%</td>
</tr>
<tr>
<td>Third-party (stadium digital crawls, etc)</td>
<td>5%</td>
</tr>
<tr>
<td>Out of Home (gas station pump toppers)</td>
<td>5%</td>
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The Interconnect Group

- The InterConnect Group Inc, was founded in 2001 by Mr. Narayan Swamy who worked with Microsoft, Georgia Pacific, Coca-Cola and Turner Broadcasting in the areas of sales, marketing, media and advertising. TICG was formed to help small to medium advertisers get the same level of service and quality of media as larger advertisers, to maximize exposure and response to their ad campaigns. TICG developed a web based media procurement (customized portal) solution to simplify access to TV, Radio, Cable, Print, OOH, POP and Online media across the state. TICG has contracted with GOHS in 2003 and has worked on the "CLICK IT OR TICKET" campaign and other Highway Safety Campaigns. The seat belt usage increased by 15% and fatalities have been reduced to record levels (despite increased population). TICG has engaged in variety of other campaigns that include DDS, USG, DPS and other agencies. They have access and relationships with most media companies in the state as well as across the country. With its expertise in media planning and buying services along with an advanced media procurement platform and transparent processes, TICG can work collaboratively with state agencies to obtain extended exposure, lower costs and better impact for publicity needs and public service announcements.
The Interconnect Group – in Summary

• The Interconnect Group has extensive experience in identifying targeted audiences and developing compelling messages that change behavior. Through research and other means they are able to identify and construct the media convention suitable to the habits of the targeted audience.

• TICG is able to obtain the lowest possible price by creating competition among vendors. They are able to reach more vendors and select those who are able to provide value to the media campaign.

• TICG will disperse your campaign message by utilizing various media streams. In designing your media campaign they take advantage of unique messaging opportunities and select those partners who are most favorable to pricing and quality.
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Where to Find this Statewide Contract

State Purchasing Division – Statewide Contracts

Where to Find this Statewide Contract

State Purchasing Division – Statewide Contracts

2. Hover over the **State and Local** section of the screen.
3. Click on **State Purchasing**.
Where to Find this Statewide Contract

State Purchasing Division – Statewide Contracts

4. In the Direct Links section, click on Statewide Contracts.
5. To access contract information, click on the Team Georgia Marketplace™ icon to access the Login screen. This User Name and Password is generic and only provides access to contract information.

Use tgmguest as the User Name and the Password.
Statewide Contracts Index

6. When the Login screen displays, use tgmguest as the User Name and the Password. This generic ID and Password allows access to contract information only.
You can also click on the Team Georgia Marketplace™ icon to access the same Login screen, but enter your personal Window Shopper User Name and Password. This allows you to access the Statewide Contract Index as well as to shop for items available from the Statewide Contracts.
SWC for Window Shoppers

If you are a Window Shopper user, you can access the Statewide Contract Index by entering your personal User Name and the Password once the Login screen displays. Then, click on the **Contracts tab**.
Team Georgia Marketplace Contracts

Once you access the system using the generic or your personal User Name and Password, click on the **Contracts** tab to access the Statewide Contracts.
How to use this contract

State Purchasing Division – Statewide Contracts

- Contact Supplier
- Provide supplier with a written media request (include length of media communication, targeted audience, geographic reach, frequency of communication, etc.)
- Supplier will provide customer with a proposed media plan and pricing
- If customer agrees, supplier receives customer approval to proceed
- Supplier provides customer with documentation that media segments have been completed
- Supplier invoices customer
- Customer pays supplier within 30 days
# For more information

*State Purchasing Division – Statewide Contracts*

## Submit Questions To:

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<th><a href="mailto:Debra.White@doas.ga.gov">Debra.White@doas.ga.gov</a></th>
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**Person to Contact:** Debra White  
**Phone Number:** 404-463-0232

## TG Madison

<table>
<thead>
<tr>
<th>Email Address: <a href="mailto:bhackett@tgmadison.com">bhackett@tgmadison.com</a></th>
</tr>
</thead>
</table>

**Person to Contact:** Brendan Hackett  
**Phone Number:** 404-267-4417

## The Interconnect Group

<table>
<thead>
<tr>
<th>Email Address: <a href="mailto:narayan@ticg.us">narayan@ticg.us</a>  web: <a href="http://www.ticg.us">www.ticg.us</a></th>
</tr>
</thead>
</table>

**Person to Contact:** Narayan Swamy  
**Phone Number:** 404-663-8183
A copy of this webinar will be posted on the State Purchasing Division website.