



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

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404-463-0232*

Purpose of this Webinar

State Purchasing Division – Statewide Contracts



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

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What is the Contract Number?	Contract # 99999-001-SPD0000037
Is it a Renewal?	No
Does it Replace an Existing Contract?	Yes
What is the Contract Term?	2 Years, 4 (1) year options for renewal
What is the Expiration Date?	06-30-2013
Does it Allow the Use of the P-Card?	Yes or No
Who is the Person to Contact with Questions:	Debra White Debra.White@doas.ga.gov 404.463.0232

Key Benefits

State Purchasing Division – Statewide Contracts



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



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



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.



The Interconnect Group Commission Rates

Service Description	Commission Rates
Television (cable, satellite, network)	6%
Radio (AM, FM, local regional, satellite)	6%
Print (newspaper, magazines, direct mail)	6%
Outdoor (billboards, vehicle wraps, digital)	6%
Online (websites, social sites, streaming)	7%
In-store (point of purchase/sale)	7%
Third-party (stadium digital crawls, etc)	7%
Out of Home (gas station pump toppers)	7%

Where to Find this Statewide Contract

State Purchasing Division – Statewide Contracts



Georgia
Department of
Administrative Services

Mobile Sitemap Careers Contact

Search GO Font Size: A⁻ A A⁺

Advanced Search

Department of Administrative Services
CUSTOMER FOCUSED. PERFORMANCE DRIVEN

DOAS Home About Us State and Local Suppliers Public and Non-Profit

STATE & LOCAL

Risk & Insurance State Purchasing

SUPPLIER SERVICES

Bids & Contracts Getting Started

PUBLIC & NON-PROFIT

Surplus Property Getting Started

Team Georgia Marketplace
Changing the way we do business!

Features

New Look, Even Better Service . . .

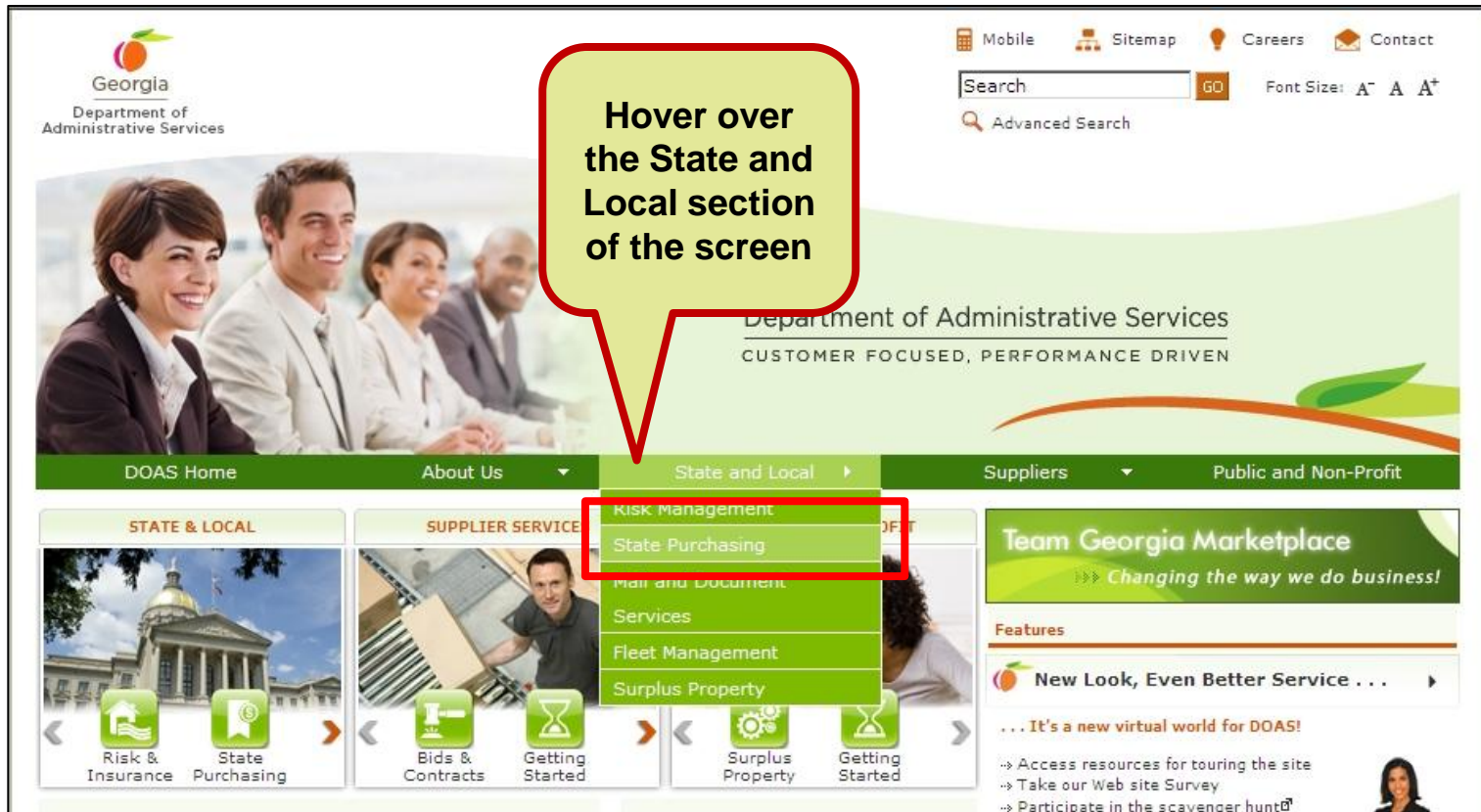
It's a new virtual world for DOAS!

- Access resources for touring the site
- Take our Web site Survey
- Participate in the scavenger hunt!

1. Visit the DOAS website at www.doas.ga.gov.

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



Direct Links

- » Login to GPR for State & Local Entities
- » Bid Notices - GA Procurement Registry
- » Agency & University Procurement Officer List
- » eQuote
- » GA Vendor Manual
- » GA Procurement Manual
- » **Statewide Contracts**
- » State Use Procurement List
- » IKON Document Solutions

Click on Statewide Contracts

4. In the Direct Links section, click on Statewide Contracts.

SWC Index for Public



Team Georgia Marketplace

Statewide Contract Index

Georgia
Department of Administrative Services

DOAS Home About Us State and Local Suppliers Public and Non-Profit

Home > State and Local > State Purchasing > **Statewide Contract Index**

Statewide Contracts

State Purchasing establishes competitive statewide contracts for a wide variety of products, services, and equipment. These contracts cover commonly used commodities such as office supplies, furniture, motor vehicles, natural gas, liquid petroleum, paint, ammunition, asphalt, and much more. In order to find the contract that best fits your needs, you will need to access Team Georgia Marketplace™ using one of the following methods:

- ▶ **State of Georgia Employees**
If you are a State of Georgia employee who has not completed training or has not requested your window shopper login click here to view [Statewide Contracts](#)
- ▶ **General Public**
Click on the Team Georgia Marketplace™ icon and log in using the following guest ID and password. First time users should review the Training Presentation provided below.
 ID: tgmquest
Password: tgmquest
[Click Here](#)
Use tgmquest as the User Name and the Password
View the [Training Presentation](#)
Print and Review the [Quick Reference Guide](#)
- ▶ **Window Shoppers**
Click on the Team Georgia Marketplace™ icon using your Window Shopper ID and navigate to the "Contracts" tab to search or browse available contracts. Additional instructions can be found in the Window Shopper Quick Reference Guide.

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.

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.

SciQuest Applications
Version 10.1

Team Georgia Marketplace

Use tgmguest as the User Name and the Password

User Name

Password

[Forgot your Password?](#)

Note: User Name and Password are case-sensitive.
This application is accessible only to registered users.
If this is your first visit, please register here.

SWC Index for Window Shoppers



Team Georgia Marketplace

Statewide Contract Index

Georgia Department of Administrative Services

DOAS Home About Us State and Local Suppliers Public and Non-Profit

Home > State and Local > State Purchasing > **Statewide Contract Index**


Statewide Contracts

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- ▶ **General Public**

Click on the Team Georgia Marketplace™ icon and log in using the following guest ID and password. First time users should review the Training Presentation provided below.

 ID: tgmquest
Password: tgmquest

[Click Here](#)

View the [Training Presentation](#)

Print and Review the [Quick Reference Guide](#)
- ▶ **Window Shoppers**

Click on the Team Georgia Marketplace™ icon using your Window Shopper ID and navigate to the "Contracts" tab to search or browse available contracts. Additional instructions can be found in the Window Shopper Quick Reference Guide.

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**.

SciQuest Applications
Version 10.1

Team Georgia Marketplace



Use your Window Shopper User Name and Password

User Name

Password

[Forgot your Password?](#)

Note: User Name and Password are case-sensitive.
This application is accessible only to registered users.
[If this is your first visit, please register here.](#)

Team Georgia Marketplace Contracts



A screenshot of the Team Georgia Marketplace website. The page has a blue header with the "Team Georgia Marketplace Home/Shop" logo on the left and a shopping cart icon on the right showing "2010-06-21 tgmguest 01 | 0 item(s), 0.00 USD". Below the header is a navigation bar with tabs for "home/shop", "favorites", "carts", and "contracts". The "contracts" tab is highlighted with a red box. A red callout box with a yellow background and black text points to the "contracts" tab, containing the text "Click on the Contracts tab". The main content area has a light gray background and contains a white box on the left with the text: "Team Georgia Marketplace", "Welcome to Contract Viewer", "The NEW home for the Statewide Contract Index", "Please click on the 'Contracts' tab to search or browses available contracts", and "Quick Reference Guides". At the bottom of the page, there is a "My Resources" section with the email "ProcurementHelp@doas.ga.gov" and phone number "+1 (404) 657-6000".

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

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- **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:

Debra.White@doas.ga.gov

Person to Contact: Debra White

Phone Number: 404-463-0232

TG Madison

Email Address:

bhackett@tgmadison.com

Person to Contact:

Brendan Hackett

Phone Number:

404-267-4417

The Interconnect Group

Email Address:

narayan@ticg.us web: www.ticg.us

Person to Contact:

Narayan Swamy

Phone Number:

404-663-8183

Questions...



A copy of this webinar will be posted on the State Purchasing Division website.



Georgia