



## Statewide Contract Spotlight

### Media Buying and Advertising Services

The **Media Buying and Advertising Services Statewide Contract (99999-SPD-SPD0000202)** was implemented on **February 18, 2022**. The contract aims to provide authorized users with media buying and advertising services which include the placement of traditional media advertising covering television, radio, print, outdoor, online media, in-store, third-party, out of home, digital, web-based, social media, over-the-top, and emerging trends. Additional professional services offered include creative services, marketing services, support services, and community engagement. This is a convenience contract available to be used by state and local government entities. There are two categories under this contract: Media Buying and Advertising Services.

The benefits of the contract include:

- Standardized % Commission rates that average 6.99%.
- New contract hourly pricing that is below the industry standard rates.
- Additional digital media and professional services added to the contract to provide a complete range of campaign needs from conception with focus groups and content development to completion of media buying placement.
- Five new suppliers are available to work throughout the entire state.

The five suppliers listed on this contract are Georgia-Based Small Businesses: Chandley Communications, Inc., Jacobs Eye, LLC, New Fitzco, LLC, Odonnell Company and The Networked Planet, LLC. Below is a brief overview of each company.



It's about trust. At **Chandley Communications, Inc.**, for more than 20 years they've built compelling brands through their full range of advertising and marketing creative and strategic buying services, but more importantly, they build trust. The kind of trust that gives customers total confidence knowing Chandley Communications is just as invested in their success as they are. Operating from their offices in Atlanta, Georgia at Peachtree Corners, everyday Chandley

Communications crew goes to work on the customers' behalf to ensure their story reaches the right audience, at the right time, with a just-right budget. In today's social media, digitally

driven, viral-sensation world, it can be difficult to know the right way forward; thankfully, you just need to know Chandley Communications, Inc. The crew has been working in the industry long enough to see trends come and go, adapt to them, and leverage the most effective ones for your ultimate benefit. When your unique story combines with Chandley's expertise, there's no limit to what can be achieved. For more information, please visit their website at <https://chandleyinc.com>.



**JacobsEye, LLC** is dedicated to doing social good by creating marketing that matters. They are also focused on marketing that works, and here's why: Their award-winning, multicultural, multilingual team of marketing experts bring rich

experience in all aspects of the marketing mix and both traditional and new medias. Government marketing is their primary focus, so they have developed unique procedures and methodologies for working at federal, state, and local levels. Their proprietary Georgia Intelligence Hub empowers clients to reach the right audience with the right message via the right media, making campaigns more successful and media dollars go further. The company is headquartered in Atlanta, with offices in Washington D.C. and Los Angeles. JacobsEye's CEO & Founder, Delano David Massey, is both a retired military veteran and 30+ year marketing leader. Please visit their website at <https://jacobseye.com>.

# FITZCO

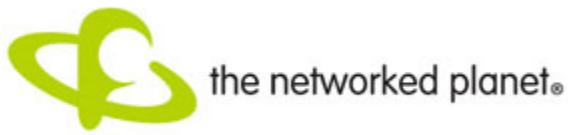
Founded in 1983 in Atlanta, Georgia, **Fitzco** is an independent, award-winning, full-service agency specializing in marketing & brand strategy, media planning & buying, data & analytics, content ideation, production, and design. For over 38 years,

Fitzco has partnered with clients across local, state, and federal government agencies, along with a vast portfolio of private sector brands, that collectively powers their ability to bring unrivaled consumer insights to Georgia state agencies. Fitzco's mission is to help brands find their audience by delivering both conventional and unconventional business solutions for clients, including Hilton, French's Mustard, Cholula Hot Sauce, Fulton County, Southern Company, Buffalo Wild Wings, Synovus, Checkers & Rally's, MedExpress, GAF, Shoe Carnival, and Johnsonville. For more information, visit <https://fitzco.com>.

# odonnell COMPANY

**Odonnell Company** is a full-service agency with more than 25 years of experience working in the public sector. Led by owners and managing partners Eileen and Dan O'Donnell, the firm operates offices in Atlanta, Georgia and New Haven, Connecticut. Odonnell partners with

government agencies and non-profit organizations that benefit people in a concrete way to harness the power of positive change—and transform communities, people, and lives. Through their science-based, proven framework they create campaigns that activate audiences and get real results. The firm provides research, marketing, advertising, creative, media-buying, digital, social media, and consulting services. Learn more: [info@odonnellco.com](mailto:info@odonnellco.com) or <https://odonnellco.com>.



We've got Georgia on our mind! **The Networked Planet** is a full-service marketing agency that can handle a wide variety of marketing needs from complex digital

campaigns to buying billboards, magazines, and television to designing a quick turnaround logo. The Networked Planet has served as an approved vendor to the State of Georgia Economic Development for the past three years. They are really good at building emotional connections to Georgians and developing the strategies to communicate effectively with their audiences. The firm's work with the 2020 Census involved identifying and motivating "hard to count" Georgians to assist the State. Their rebranding work for the USG/Georgia Film Academy showcases the tremendous talent and raw creative energy of Georgia's future film workforce. They'd love to work on any project you have that makes Georgia great. For more information, please visit their website at <http://www.thenetworkedplanet.com>.

#### **How to use the Media Buying and Advertising Services Contract:**

- Login to Team Georgia Marketplace™ and review the awarded suppliers.
- Contact the awarded supplier of your choice once you've determined the desired media buying and advertising services you need.
- Place the order.

If you need additional information concerning the contract, please contact the contract manager, Donnie Treadway, at [Donnie.Treadway@doas.ga.gov](mailto:Donnie.Treadway@doas.ga.gov).