ORIGINAL



JOPLIN, MISSOURI
REQUEST FOR PROPOSAL #2025-RFP-20
MARKETING AND PROMOTIONS DEVELOPMENT FOR JOPLIN REGIONAL RECYCLING OUTREACH PROGRAM
GRANT AWARD PROJECT OF ENVIRONMENTAL PROTECTION ADMINISTRATION (EPA)

SUBMISSION DATE: JULY 11, 2025

AFFIRM 40 YEARS

Submitted by:
AFFIRM
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PROPOSAL FOR THE CITY OF JOPLIN, MISSOURI
MARKETING AND PROMOTIONS DEVELOPMENT FOR JOPLIN REGIONAL RECYCLING OUTREACH PROGRAM, A GRANT AWARD PROJECT OF ENVIRONMENTAL PROTECTION ADMINISTRATION
REQUEST FOR PROPOSAL #2025-RFP-20

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Pewaukee, WI 53072

July 11, 2025

Tony Robyn, Assistant City Manager
City of Joplin – City Hall
602 S. Main Street, 2nd Floor
Joplin, MO 64801

Dear Tony,

AFFIRM is pleased to provide the following proposal to the City of Joplin for Request for Proposal #2025-RFP-20 for Marketing and Promotions Development for Joplin Recycling Outreach Program, a Grant Award Project of the Environmental Protection Administration. At AFFIRM, we specialize in developing behavior change campaigns that deliver measurable results. One of our most celebrated successes is the **RECYCLE FOR GOOD Campaign to Increase Recycling** in the City of Milwaukee, which we designed and executed for the city's Department of Public Works over a 10-year period and is still being used today. **This award-winning initiative exceeded its recycling increase goals among targeted inner-city audiences and gained national recognition as a model public education campaign.**

Therefore, we are excited to be able to offer the City of Joplin **the option of a unique, turnkey opportunity to leverage the proven success of the RECYCLE FOR GOOD Campaign**! With permission from the City of Milwaukee Department of Public Works, AFFIRM is ready to adapt and update this ready-made campaign to fit the needs of the greater Joplin area. **This means the city can bypass the time and expense of developing a campaign from scratch, redirecting significant savings in creative production costs into a more robust media buy.** As a result, your recycling education message will reach and resonate with more households and businesses across the region.

Should the City of Joplin choose not to utilize the turnkey RECYCLE FOR GOOD campaign, **AFFIRM is fully prepared to develop a brand-new creative recycling public education initiative tailored specifically to the needs of the Joplin area**. With 20 years of experience in behavior change marketing, including impactful campaigns for organizations like the Agency for Community Transit - St. Louis RideFinders, Southwest Ohio Regional Transit Authority, and the Suffolk County Water Authority LICAP Drinking Water Conservation campaign, **AFFIRM has a deep understanding of the audiences the City is trying to reach and the strategies that drive engagement.** We will put our expertise to work researching, developing, and implementing an innovative, results-driven campaign that meets and exceeds the City of Joplin's goals. Whether building a campaign from the ground up or adapting a proven solution, AFFIRM is committed to delivering measurable success. AFFIRM agrees to comply with the EPA grant conditions as set forth in the RFP. This proposal will remain in effect for at least 90 days from the submission date.

As the officer authorized to negotiate and agree to the contract, please address questions to:
Danny Mager, Owner/President, AFFIRM, Mobile: 608.212.7840, E-mail: dmager@affirmagency.com

We look forward to the opportunity to work with the City of Joplin on its recycling outreach program!

Sincerely,

Danny Mager, Owner/President - AFFIRM Agency

1. COMPANY PROFILE



Founded in 1985, our agency was known as Staples Marketing, LLC for 30 years. By rebranding as AFFIRM Agency in 2015, we ended any confusion with the office supply chain and can better relay our purpose:

> *To effectively communicate to people how they can make their lives better.*

We're proud of the legacy we built over the years and our mission remains consistent:

> *To help our clients achieve their most ambitious goals through advertising, marketing, and public relations efforts that enhance brand awareness, change behaviors, improve sales, and foster growth.*

AFFIRM is a full-service marketing communications agency that specializes in behavior change marketing campaigns. Among the strengths that differentiate us from other agencies are our **Core Values**. They are the foundation of our culture and serve as the philosophy for how we work with our clients, vendors, and ourselves:



***Always* RESPONSIVE**
Always putting clients first by responding quickly, proactively addressing needs, and anticipating solutions before they're needed.



***Persuasively* CREATIVE**
Creating innovative, award-winning ideas that captivate audiences, inspire action, and drive meaningful change.



***Extremely* RELIABLE**
Consistently delivering high-quality work on time, following through on every commitment, and being a trusted partner that clients can count on – no matter the challenge.



***Amazingly* RESOURCEFUL**
Turning challenges into opportunities with street-smart strategic solutions that deliver real results.



***Openly* COLLABORATIVE**
Working side by side with clients to understand their issues and industries, share insights, and develop the best marketing solutions together.



***Exceptionally* AGILE**
Adapting quickly to challenges and opportunities with strategic thinking, creative problem-solving, and a nimble approach that keeps clients, and ourselves, ahead of the curve.



***Absolutely* POSITIVE**

Bringing positive energy, optimism, and a solutions-focused mindset to every challenge, ensuring measurable success for our clients.



***Super* FUN**

Infusing creativity, enthusiasm, and a sense of humor into everything we do!

AFFIRM's primary office is located at N28W23050 Roundy Drive, Suite 100, Pewaukee, WI 53072. AFFIRM's team is comprised of 19 individuals, 12 of whom work primarily out of our suburban Milwaukee office and the other seven all working remotely. This year, we are celebrating AFFIRM Agency's 40th anniversary.

AFFIRM's in-house resources and capabilities allow us to judiciously manage budgets while supporting marketing initiatives, including:

Account Service	SEM & SEO
Brand Development	Social Media Management
Digital Design and Production	Strategic Marketing Plans
Graphic Design/Layout	Video Production
Market Research	Website Design and Hosting
Media Planning/Buying	…and more, all tailored to achieve results!

To successfully meet all the marketing and promotions development objectives for the City of Joplin, AFFIRM presents the following dedicated team that will do whatever is necessary to fulfill all the responsibilities and tasks assigned to it for the program. All members of the team are long-time agency staffers with extensive marketing experience and the general availability and capacity to take on the work for the duration of the contract. Please see the following concise resumes of the AFFIRM account team. AFFIRM will not need to hire additional staff to satisfy this engagement.



Personnel Assigned to the Joplin Regional Recycling Outreach Program

AFFIRM Agency Principal – President Danny Mager and Director of Account Services Amy Opad will lead the account service team as the project manager and primary contact for the City of Joplin under the contract. All members of the AFFIRM team assigned to the City of Joplin program work out of AFFIRM's headquarters in Pewaukee, WI.



Daniel Mager – Principal Officer/Project Executive, dmager@affirmagency.com

Danny brings more than **30 years of award-winning advertising experience**, specializing in **public sector behavior change marketing communications**. As President of AFFIRM, he oversees all account activities and has extensive experience managing public sector marketing campaigns, including St. Louis RideFinders, City of Milwaukee Department of Public Works, Southwest Ohio Regional Transit Authority, Suffolk County Water Authority, and the Wisconsin Department of Transportation. He is an award-winning advertising copywriter with over 25 years of copywriting experience.

A **strategic thinker and results-driven leader**, Danny has a deep understanding of **behavior change marketing and public awareness campaigns**, making him uniquely qualified to continue to guide the City of Joplin's marketing initiatives. He will lead the City of Joplin account team, ensuring that all **projects are delivered on schedule, within budget, and aligned with strategic objectives**.

Beyond his leadership role, Danny is an **expert copywriter and creative strategist**, developing compelling messaging that **drives awareness, engagement, and community support** for behavior change initiatives. His experience in **navigating complex awareness campaign challenges** will be invaluable in crafting effective, results-oriented campaign materials for the City of Joplin.

YEARS OF RELATED EXPERIENCE: 36

RELEVANT SKILLS

- Extensive print and electronic communication sales skills, including product start-up sales
- Experienced management team member, motivator, and trainer
- Excellent written and verbal communications skills
- Experienced public speaker
- Published writer, including scripts and television commercials
- Budget planning and implementation

WORK HISTORY

AFFIRM – Pewaukee, WI
Principal/Marketing Director

- Oversee all new business development and agency account management
- Implement all project budgeting and billing
- Represent agency in trade and professional organizations
- Project manager on major agency accounts
- Participate in creative process on all managed accounts

Start Renting, Inc. – Madison, WI
Vice President

- Co-founded company that publishes **START RENTING** Magazine and web site.
- Oversee all operations of offices in Madison, Milwaukee, and Appleton, Wisconsin
- Hire and train all sales and management staff
- Develop and implement annual budgets, including all revenue and expense projections for eight corporate divisions
- Write all marketing materials, including media kits and promotional pieces

Immedia Marketing Group, LLC – Madison, WI
Owner/Partner

- Conducted all operations of marketing company specializing in sales and marketing programs for the publication industry, as well as video production
- Sold out all advertising packages for statewide syndicated television programs

Madison Advertising & Publishing – Madison, WI
Senior Account Executive

- New business development and account management for firm specializing in advertising and marketing programs for the home furnishings industry
- Extensive ad copywriting and video script writing

EDUCATION

University of Wisconsin-Madison – Madison, WI Bachelor of Arts in History, 1987

The Lawrenceville School, Lawrenceville, New Jersey, 1983



Amy Opad – Director of Account Services/Project Manager, aopad@affirmagency.com

With over a decade of advertising and marketing experience, Amy is a **highly skilled account manager specializing in public sector behavior change marketing**. She serves as Account Manager on several of the agency's behavior change campaigns, including Long Island Commission for Aquifer Protection, St. Louis RideFinders, Suffolk County STOP-DWI, and Southwest Ohio Regional Transit Authority (SORTA). Her experience coordinating **multifaceted marketing initiatives** across these agencies makes her exceptionally qualified to manage the City of Joplin's recycling outreach program.

For the City of Joplin, Amy will work closely with **agency principal Danny Mager** and the **broader AFFIRM account team** to oversee **strategic planning, client communication, and day-to-day project management**. She will ensure **smooth workflow execution, clear communication, and on-time delivery** of all campaign elements while maintaining a **high level of responsiveness and collaboration** with the City of Joplin and its stakeholders.

YEARS OF RELATED EXPERIENCE: 16

ADDITIONAL

- Account management
- Social media
- Online marketing strategy
- Event planning
- Sales support marketing

WORK HISTORY

AFFIRM – Pewaukee, WI
Director of Account Services/Senior Account Executive/Project Manager

- Manage over 20 client accounts
- Draft and help implement marketing plans for clients
- Collaborate with client and account supervisor on preparing marketing recommendations and strategies for clients
- Develop and maintain marketing budgets for all clients
- Plan, manage, and execute client events

The Friends of Boerner Botanical Gardens – Milwaukee, WI
Manager, Marketing and Fund Development

- Create strong presence for FBBG locally through social and online media channels
- Developed Facebook page and press releases for distribution for events and fundraising initiatives. Construct weekly e-mail blasts to members
- Prepared 2013 marketing, development, and administrative budgets
- Developed a marketing and sales plan for organization's new product
- Supervise Administrative Coordinator in the submission of website updates, including event listings, sponsor listings, and promotions
- Serve as staff liaison on the Marketing Committee to execute and promote new memberships, sponsorships, and build local awareness

EDUCATION

University of Wisconsin-Madison – Madison, WI Bachelor of Science - Retailing and History, 2009



Ryan Quade – Creative Director, rquade@affirmagency.com

As Creative Director at AFFIRM, Ryan brings **over a decade of experience** in developing compelling, results-driven creative solutions for **public sector clients.** Since joining AFFIRM in **2013**, he has led **branding, advertising, and digital media campaigns** for clients including MTA/Long Island Rail Road, Central Indiana Regional Transportation Authority, Wisconsin Department of Health Services 988 Suicide and Crisis Lifeline campaign, and Wisconsin Department of Transportation. **He was also one of the lead designers on the City of Milwaukee RECYCLE FOR GOOD campaign.**

Ryan is highly **conceptual and strategy-driven,** always pushing creative boundaries to find **fresh, engaging ways** to communicate key transit messages. His leadership ensures that all **print, digital, outdoor, and video** materials align with **the City of Joplin's marketing goals and resonate with target audiences.**

For the City of Joplin, Ryan will oversee **creative development, execution, and project management** across all deliverables, ensuring a **consistent, high-quality visual identity** that strengthens public awareness and engagement.

YEARS OF RELATED EXPERIENCE: 17

ADDITIONAL

- Expert in software programs including Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat Professional, Dreamweaver) and Microsoft Office
- Extensive experience creating visual language and design systems across various media
- Able to direct and lead designers, developers, illustrators, copywriters, and photo/video shoots
- Communication + Inspiration: Confident and articulate verbal communication skills presenting to clients, pitching for new business and leadership of small teams
- Generates enthusiasm in others with a positive attitude and sense of humor

WORK HISTORY

AFFIRM – Pewaukee, WI

Creative Director/Art Director/Senior Designer

- Having worked in agency, freelance, and in-house settings, Ryan has had the opportunity to hone his skills in all forms of design for a myriad of companies and industries. Ryan thrives in a fast-paced creative environment where he can be part of a team that values the creative process and can be efficient in producing great work fast.
- Worked his way up through a variety of creative positions during his career, aiding him in team building, communication, and problem-solving.
- Extensive experience in creating visual language and design systems across various digital and print media. Able to direct and lead designers, motion designers, developers, illustrators, copywriters, photographers, and videographers
- Confident and articulate verbal communication skills in presenting to clients, pitching for new business and the leadership of small teams. Generates enthusiasm in others with optimism, a positive attitude, and sense of humor.

Ideas that Evoke - Madison, WI

Art Director

- Managed a creative team of 4 designers, 3 photographers, and 2 videographers.
- Lead creative strategy, direction, and oversight of large- and small-scale print, digital, and social campaigns.

Ryan Quade Creative – Madison, WI

Freelance Designer

- One man design shop specializing in branding, web, print, and interactive design for small and large businesses.

Creative Circle – Chicago, IL

Art Director + Designer

- On-site and off-site freelancer for variety of businesses and projects in Milwaukee and Bay Area markets

Tascet – Madison, WI

Senior Designer, Junior Designer

- Collaborated directly with creative director, design team, account managers, and clients to develop eye-catching, strategic work across all forms of design. Directs/and or executes all phases of creative work from concept through production.

EDUCATION

UW Stevens Point – Stevens Point, WI - BFA Graphic Design & Advertising, Minor in Business Administration



Katie Kadlcek – Associate Media Director, kkadlcek@affirmagency.com

Katie is an accomplished media professional with more than **20 years of strategic media planning and buying experience** for public sector clients nationwide, including in the markets for St. Louis, Columbia/Jefferson City, Springfield, and Kansas City, MO. Her deep expertise spans the **agency, client, and corporate sectors**, giving her valuable insight into complex media landscapes.

As AFFIRM's **Associate Media Director**, Katie has successfully developed and executed strategic media campaigns for multiple behavior change clients, employing rigorous research and leveraging strong partnerships with local and statewide media vendors. Her collaborative, results-driven approach ensures campaigns are both impactful and cost-effective, consistently achieving measurable outcomes for her clients.

For the City of Joplin, Katie will use her extensive background and industry relationships to create targeted, effective media plans, securing the most advantageous placements to **drive awareness, increase program involvement, and maximize collection rates** for the campaign.

YEARS OF RELATED EXPERIENCE: 22

ADDITIONAL

- Media professional with experience in local media plan development and placement for franchisees in a large retail franchise system.
- Experienced in the planning and implementation of all media tactics including broadcast/streaming TV and radio, print, out of home, and digital advertising.
- Planned and placed the local media for over 200 franchise locations in 48 states across the United States.
- Ability to build and maintain strong relationships with clients, co-workers, and third-party vendors.
- Proficient in media buying and media research software including MediaForce.
- Created brand standards and educational materials, enhancing client understanding of marketing and media practices.
- Experienced in coordinating national trade shows, overseeing logistics, preparation, and follow-up for key events.
- Collaborated on writing and production of radio and TV commercials.

WORK HISTORY

AFFIRM – Pewaukee, WI

Associate Media Director

- Develops strong media plans and oversees all media schedules to guarantee campaigns are executed as planned and budgets are fully utilized.
- Reviews and validates media invoices for all client campaigns and resolves any billing inconsistencies or discrepancies.
- Manages media vendor relationships.
- Collaborates with in-house creative and client-facing teams to create media recommendations that will fulfill client campaign goals and guarantee all campaign milestones are achieved on time.

Kohl's Department Stores – Menomonee Falls, WI

Media Strategy Lead

- Designed media plans, determining channel mix, flighting, tactical recommendations, and investment allocation to maximize campaign impact.
- Managed media milestones and led the development of quarterly and annual media strategies aligned with business goals and marketing objectives.
- Analyzed campaign performance and implemented refinements to enhance impact and ROI.
- Partnered with internal teams to track and optimize media investments using MMM data and other analytics.
- Collaborated with finance and channel partners to ensure budget accuracy and efficiency.
- Created performance recaps and reports, providing actionable insights to improve media efficiency and ROI.

Batteries Plus Bulbs, LLC – Hartland, WI

Media Manager / Media Planner Buyer / Marketing Manager / Marketing Specialist / Project Leader

- Research and understand client objectives and target demographics to develop strong media plans with strategic media tactics for new and existing franchisees.
- Directed a team of media professionals, overseeing workload, performance, and professional development.
- Collaborated with franchise owners and corporate teams (franchise development, store operations, event planning, creative, digital, and commercial sales) to design custom media plans tailored to business needs.
- Conducted market research and analysis to develop marketing strategies for new franchise locations.
- Developed comprehensive annual media plans and executed buys across all media tactics.
- Partnered with digital media, brand marketing, and creative to ensure media campaign deliverables were executed and trafficked correctly and on time.
- Negotiated vendor contracts, maintained media budgets, and ensured alignment with franchise objectives.
- Delivered campaign performance reports, securing added value and ensuring optimal media delivery.
- Managed vendor relationships, sourced new vendors, and worked to improve performance
- Scheduled make goods, negotiated under delivery and audited invoices for adherence to the buy guidelines.
- Conducted annual franchise survey to gain insight and understanding of how to improve media services.

EDUCATION

University of Phoenix – Brookfield, WI – Master of Arts in Organizational Management (MAOM)
Carroll University – Waukesha, WI - Bachelor of Science in Business – Marketing & Communication

ADDITIONAL

Proficient in: Microsoft Office Suite (Word, Excel, Power Point), Google Suite (Docs, Sheets, Slides), Asana, Strata, MediaForce Buying Software

- Collaborated on writing and production of radio and TV commercials
- Proficient in Microsoft Office Suite (Word, Excel, Power Point), Google Suite (Docs, Sheets, Slides), Asana, Strata, MediaForce Buying Software



Mark Skowron – Senior Digital Designer & Website Development,
mskowron@affirmagency.com

Mark brings specialized **digital expertise and technical proficiency** as AFFIRM's **front-end web developer and digital strategist.** He is responsible for creating and managing high-performing websites, implementing digital marketing programs, managing client email campaigns, and optimizing database systems.

Mark's recent projects include successful web design, development, and maintenance for high-profile clients such as the **Southwest Ohio Regional Transit Authority, Long Island Commission for Aquifer Protection, Wisconsin Department of Transportation, Long Island Rail Road, and Wisconsin Department of Health Services.**

For the City of Joplin, Mark will leverage his deep understanding of digital trends and technical skills to **design, program, and maintain effective, user-friendly digital platforms** and campaigns, ensuring optimal audience engagement and seamless online interactions aligned with Joplin's strategic objectives.

YEARS OF RELATED EXPERIENCE: 19

RELEVANT SKILLS

- Technical web development skills include HTML5, CSS3, PHP, JQuery, WordPress, App Design, Responsive Design, Bootstrap, Foundation, GIT, SVN, Visual Studio
- Extensive experience with design software applications including Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, and Animate
- Excellent written and verbal communications skills

WORK HISTORY

AFFIRM – Pewaukee, WI
Senior Digital Designer

- Design and develop all agency digital projects from websites to online advertisements and more
- Work with clients directly to understand their needs and perform research for successful digital projects
- Maintain and troubleshoot all client websites

Liturgical Publications. – New Berlin, WI
Senior Web Designer

- Led design team responsible for designing and developing large-scale client-facing web applications
- Developed UI/UX patterns and guidelines for all software
- Worked in HTML/CSS/JS/PHP to develop all front-end code for each application
- Worked with Agile-based development methodologies to manage regular code deployment and updates

Avicom Marketing – Waukesha, WI
Associate Web Designer / Graphic Designer

- Produced large-scale catalogs and other print items
- Provided design and development for client websites

EDUCATION

Waukesha County Technical College – Pewaukee, WI
AAS, Graphic Design, 2006
Continued education, Web Design and Development 2007-2009



Matt Froelich – Social Media Manager, mfroelich@affirmagency.com

Matt brings extensive expertise in **social media management, strategy development, and performance optimization**, helping transportation clients significantly expand their audience reach and engagement. At AFFIRM, Matt successfully develops and implements **paid social media advertising campaigns** that achieve measurable results, notably for behavior change clients including the **Wisconsin Department of Health Services, Southwest Ohio Regional Transit Authority, Dane County Regional Airport, and CommuteWise.**

His skillset includes **strategic campaign planning, content calendar creation, targeted paid media placements**, **and detailed analytics reporting** to continuously improve performance. Matt's ability to align social media strategies with client goals and effectively leverage platforms ensures robust audience growth and increased public awareness.

For the City of Joplin, Matt will apply his proven approach to **create impactful social media programs**, driving engagement, awareness, and positive community interaction across multiple digital platforms.

YEARS OF RELATED EXPERIENCE: 7

WORK HISTORY

AFFIRM Agency - Pewaukee, WI
Copywriter & Social Media Manager

- Writes social media, blog, website, and email copy for public and private sector clients including but not limited to Dane County Regional Airport, American Bolt, Borth Wilson, etc.
- Develops paid and organic social media strategies for clients by analyzing client challenges and desired goals/outcomes.
- Manages agency social media including Facebook, Instagram, LinkedIn, and TikTok.

MCFI - Milwaukee, WI
Communications & Design Coordinator

- Developed and presented comprehensive training resources for First Person Care Consultants IRIS case managers including detailed manuals, work instructions, workflow illustrations, and tip sheets.
- Created video content and informational flyers for use at networking events and transition for disabled adults.

BVK - Milwaukee, WI
Assistant Account Executive (PR & Social Media)

- Assisted with media relations for clients like James Hardie Building Products and Briggs & Stratton to earn coverage in high-reach publications including Builder Online, Buzzfeed, This Old House, etc.
- Worked with account leads and creative department to develop social media content calendars for a diverse portfolio of clients (i.e. Wyoming Office of Tourism, Moffitt Cancer Research Center, University of Louisville).
- Evaluated and reported on monthly performance of social media content and success of media relations tactics.

EDUCATION
Marquette University – Milwaukee, WI Bachelor of Arts - Public Relations, Minor in Marketing

2. EXPERIENCE



UNIQUE QUALIFICATIONS

It would be difficult to find a full-service advertising agency in the Midwest with the depth of recycling education, outreach, and behavior change marketing expertise than AFFIRM brings to the table. For over 20 years, we have proudly provided similar services to the following organizations:

We understand what motivates people and how to engage them with advertising and marketing strategies that change the way they look at recycling. At AFFIRM, we are *perfectly* suited to provide the range of services, breadth of thinking, and collective skill to develop and execute marketing and promotions campaigns that will help the City of Joplin reach its public information, support, and recycling collection objectives. Other agencies may provide some of these areas, but as a marketing firm that can provide them all with a behavior change marketing focus, *with AFFIRM, the City of Joplin gets the best of everything.* That's what truly sets us apart.

RELATED EXPERIENCE

AFFIRM has an extensive portfolio of memorable marketing and promotions efforts on behalf of clients similar in type and scope to the requirements of this RFP. Please see the following condensed list of current and recent clients:

1. City of Milwaukee Department of Public Works– RECYCLE FOR GOOD Campaign to Increase Recycling, tasks included Branding, Market Research, Marketing Plan, Logo Development, Creative Design, Direct Mail Campaign, Advertising Services, Collateral and Materials Development, Website Services

2. Agency for Community Transit – St. Louis RideFinders TDM Program, *tasks include* Market Research, Marketing Plans, Digital Design, Media Planning & Placement, Social Media, Events

3. Wisconsin Department of Health Services, Madison, WI – 988 Suicide & Crisis Lifeline Campaign – Marketing Planning, Media Buying, Video & Audio Production, Market Research, Brand Management, Graphic Design, Social Media Planning, Website Services, Public Relations, Event Planning

4. Wisconsin Department of Justice, Madison, WI - DOSE OF REALITY Opioid Abuse Prevention Campaign – Marketing & Advertising, Media Buying, Video & Audio Production, Market Research, Brand Management, Graphic Design, Social Media Planning, Website Services, Public Relations, Event Planning

5. Suffolk County STOP-DWI – Drunk Driving Enforcement Marketing, tasks include Media Buying, Digital and Graphic Design, Strategic Marketing Planning, Website Design, Mobile App Monitoring

6. Suffolk County Water Authority – LICAP Drinking Water Conservation Campaign, tasks include Media Buying, Digital and Graphic Design, Strategic Marketing Planning, Branding, Website Design

In addition to the examples given throughout this proposal, additional relevant work samples are available for review at: https://affirmagency.com/work/

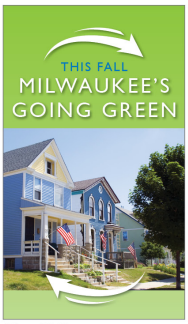
SIMILAR MARKETING AND PROMOTIONS SERVICES FOR BEHAVIOR CHANGE CLIENTS

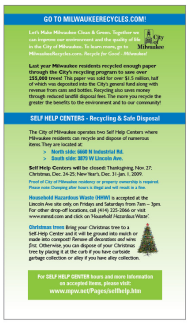
AFFIRM has more than 20 years of experience producing and implementing effective behavior change campaigns, including those targeting diverse audiences. Please see the following case studies representing some of this relevant experience for this RFP.

RECYCLE FOR GOOD! – Target City of Milwaukee households, including Milwaukee's African American and Hispanic populations, encouraging them to change their behavior in order to increase recycling.



Branding





Direct Mail

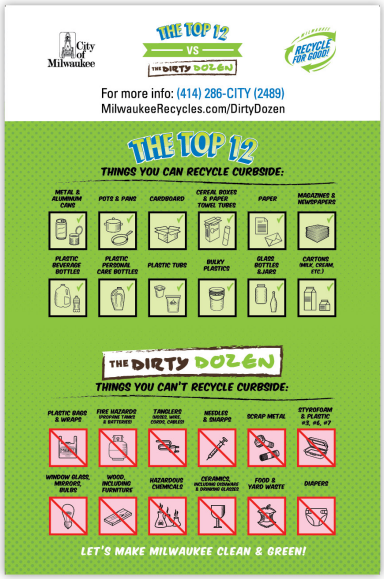


Print Ad



Vehicle Graphics



Magnet



Tabletop Display



Education Center Display Graphics









Online Ads

City of Milwaukee Department of Public Works – RECYCLE FOR GOOD Campaign to Increase Recycling

Client: City of Milwaukee Department of Public Works
Project: RECYCLE FOR GOOD Campaign to Increase Recycling
Time Period: 2007 - 2017
Contact: Rick Meyers, Sanitation Services Manager
Address: 841 North Broadway, Room 501, Milwaukee, WI 53202
Phone Number: 414-286-2332
Email: rick.meyers@milwaukee.gov

1) PLANNING, DESIGN AND DEVELOPMENT OF A CREATIVE RECYCLING EDUCATION AND OUTREACH CAMPAIGN:

To increase recycling among single family to four-unit households within a defined Special Emphasis Area that includes Milwaukee's inner city and near south side, as well as to increase citywide awareness of recyclable items and the City's single-stream recycling program, the City issued an RFP for a comprehensive three-year recycling education and outreach campaign.

In a competitive bidding process, AFFIRM was awarded the contract after submitting a comprehensive grass roots marketing plan that included upfront focus group research to **discover the barriers that exist when it comes to getting people to recycle.**

RESEARCH

AFFIRM conducted **extensive research** prior to commencing the RECYCLE FOR GOOD campaign, including conducting focus groups of city recyclers and a follow-up phone survey to verify results. Utilizing a discussion guide developed by the AFFIRM team and approved by the City of Milwaukee Department of Public Works, the **agency conducted five focus groups to gather information and get resident feedback on the reasons why they do or do not recycle, problems they incur with recycling, assess message influencers and identify messages that resonate with low, medium and high recyclers.**

Among the key recycling research findings and major themes were the following:

- Low recyclers, though they tend not to recycle newspapers, plastics and other items, are more likely than medium to high recyclers to recycle aluminum cans and materials where they can collect immediate cash incentives. **To that end, low recyclers appear to be more motivated by "what's in it for me?"**
- Medium to high recyclers don't usually recycle for cash incentives but are more interested in the broader picture—**the environment, concern for neighborhood cleanliness and "doing the right thing."**
- **All recyclers appear to need more information about what is recyclable**. Most recyclers indicated tthey would like information about the bigger picture, i.e., what happens if they don't recycle (the impact)?
- There was a subtle difference with City of Milwaukee participants outside the defined Special Emphasis Area (OSEA) and inside the Special Emphasis Area (SEA) in that **African-American and Hispanic residents inside the SEA tended to recycle aluminum cans (for cash incentives) and OSEA participants tended not to,** or if they did, they did so for a neighbor or the "can man" that comes through their neighborhood. For example, when asked, medium to high recyclers (OSEA) indicated no one took aluminum cans to scrap yards for cash.
- **Medium to high recyclers are more likely to be influenced by neighbors than low recyclers**. Most medium to high recyclers notice that their neighbors recycle and indicated their neighbors would notice if they stopped recycling.
- Some low, medium and high recyclers indicated that they **could be influenced by people such as city officials and family members to recycle more.**
- There appears to be dissatisfaction about recycling pick-up service throughout the City of Milwaukee, however, this appears even more so among residents using the 95-gallon carts. They are unsure of their pick-up dates. **Recyclers who used the 95-gallon cart indicated they would probably recycle more if they knew when the items would be picked up**.
- Almost every group indicated that some type of "reward" or "incentive" would be a good way to get residents to recycle more. In addition, **they also indicated that an advertising campaign or marketing initiative would be helpful with increasing recycling levels because it would keep the issue top-of-mind. Residents also indicated that community-wide, or neighborhood specific campaigns might be helpful.**

2) HOW THE RECYCLING FOR GOOD CAMPAIGN MET THE CHALLENGE OF DEVELOPING AN EFFECTIVE RECYCLING EDUCATION AND OUTREACH EFFORT DESIGNED TO MODIFY BEHAVIOR

Utilizing the findings of the research, we developed a campaign theme and brandmark, RECYCLE FOR GOOD! that encompassed a great call-to-action as well as resonated with audiences that see recycling as doing their part to improve the environment in the city.

We then put together a marketing plan that included such innovative approaches as branded display wraps for City recycling trucks, targeted direct mail to city residents featuring a refrigerator magnet showing what items can and can't be recycled, targeted neighborhood outreach campaigns (pledges) and a web site dedicated to the campaign, MilwaukeeRecycles.com

3) HOW RECYCLE FOR GOOD REACHED TARGET AUDIENCES

As part of the RECYCLE FOR GOOD! campaign, AFFIRM executed a detailed media schedule that included radio stations, print publications, and geo-targeted online ads with high penetration within the City of Milwaukee since that was the audience we were most interested in reaching, including the use of African American and Hispanic targeted media.

4) DELIVERABLES AND RESOURCES AFFIRM PRODUCED AND PROVIDED FOR RECYCLE FOR GOOD:

- Television Commercials (English)
- Radio Commercials (English, Spanish, Urban Audience)
- Print Ads
- MilwaukeeRecycles.com Campaign Web Site
- On-line Ads
- Print Collateral
- Public Relations and Event Planning
- Marketing Outreach to Hard-to-Reach Populations
- Premium giveaway items such as refrigerator magnets

5) RECYCLE FOR GOOD CAMPAIGN EFFECTIVENESS

RECYCLE FOR GOOD Campaign to Increase Recycling in the City of Milwaukee Results and Achievements:

- In the third year of the campaign, citywide the Department of Public Works collected 22,837 tons of residential recyclables, **an increase of 2.5% over the previous year or 3.5% on a pounds per household basis**. This was the second consecutive annual increase in household recyclables, a feat previously not accomplished in Milwaukee in more than 10 years. **Strong educational efforts** and program improvements have gone hand in hand to produce results.
- Higher recovery of recyclables & improved customer satisfaction continues to be led by the seasonally offered **guaranteed schedule and increased collection frequency**.
- **Recycled tons from this period were 6.3% higher and over 10% higher on a pounds per household basis** versus the same months two years earlier when collections were unscheduled and occurred roughly once per month.
- Pickup day inquiries and complaints of missed collections decreased by 96% and 40%, respectively, versus the same months two years earlier.
- Two years into the initial planned three-year campaign, residents' participation in the household recycling program **avoided approximately $839,000 in landfill disposal costs** and **earned over $1.8 million in revenue** from the sale of recyclables. Overall, the City of Milwaukee realized a savings of $71 per ton of materials recycled instead of sent to a landfill, nearly double the savings from the year prior to the campaign of $38 per ton.

- Conversion to a single stream, or Single-Sort, collection system was achieved in the fall of the third campaign year. **An extensive multimedia education campaign was launched to educate residents on the new Single-Sort program** and additional materials accepted for recycling.
- City of Milwaukee's RECYCLE FOR GOOD recycling education and outreach efforts received statewide recognition when **DPW was awarded by the Associated Recyclers of Wisconsin (AROW) for "Outstanding Achievement in Education"**. This award is presented to a group or individual that has excelled in environmental education, specifically related to solid waste and recycling.
- Recycled pounds per household **increased by 30%** in a targeted inner-city area, meeting a *Recycle For Good* campaign goal

According to Rick Meyers, City of Milwaukee Sanitation Services Manager, "We see the increase in all other recyclable materials as indicative of greater awareness and increased participation overall. **For that we can give credit to our *Recycle for Good* campaign.** If you consider newspaper an outlier because of what is happening to that industry, and instead just measure the tonnage from all other materials (8,959 tons versus 9,894 tons), the result was a 10.4% increase in the first full year of the campaign."

PLEASE NOTE: Rick Meyers, City of Milwaukee Sanitation Services Manager, has given AFFIRM permission to offer the RECYCLE FOR GOOD campaign as an OPTION to use for a turnkey effort for the City of Joplin – Joplin Regional Recycling Outreach Program campaign and is available as an agency reference at the phone number and email address given above.

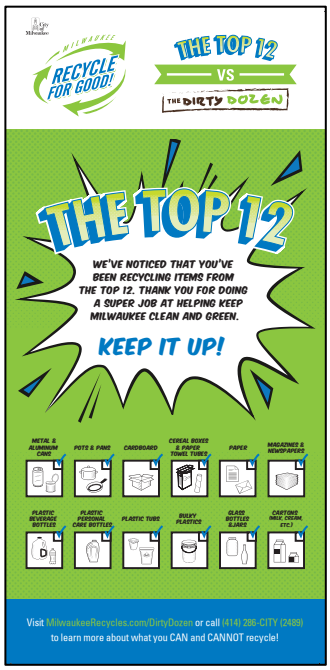
Taking advantage of this option could save the City of Joplin tens of thousands of dollars in creative fees that could then be put into messaging during the contract period, something that will be very useful in any media market.

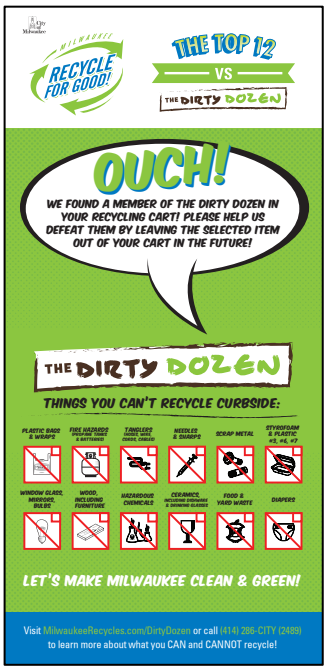
Please see the following select RECYCLE FOR GOOD creative elements designed and produced by AFFIRM that could be revised and refreshed for the City of Joplin recycling outreach campaign.

City of Milwaukee Recycling Truck Graphics



RECYCLE FOR GOOD *Dirty Dozen Recycling Cart Tags, created to communicate what items can and can't be put into the recycling stream. (shown at right)*





Southwest Ohio Regional Transit Authority, Metro – MetroNow!



Southwest Ohio Regional Transit Authority (SORTA/Metro) – MetroNow!

Client: Southwest Ohio Regional Transit Authority
Project: MetroNow!
Time Period: This campaign launched in 2023 and continues to expand in 2025. AFFIRM has been SORTA's Advertising Agency of Record since 2016.
Contact: Dave Etienne, Director, Marketing Communications
Address: 525 Vine St., Suite 500, Cincinnati, OH 45202
Phone Number: 513-632-7520
Email: detienne@go-metro.com

SERVICES PROVIDED

Marketing Planning · Brand Identity & Naming · Graphic & Vehicle Design · Copywriting · Media Planning & Placement · Digital Advertising · Broadcast Production · Social Media Content · Landing Page Development · PPC/Search Marketing

SITUATION

In 2022, Metro engaged AFFIRM to develop the branding and marketing campaign for its new **mobility-on-demand service,** launching in spring 2023. Building on the bold visual style it established in the REINVENTING METRO campaign, AFFIRM created a dynamic new identity and name for the service: **MetroNow!** – designed to signal a fresh, modern transit experience for Hamilton County residents.

MetroNow! launched first in two pilot zones (Northgate and Springdale). AFFIRM developed and executed a robust multi-channel campaign to support the launch, including outdoor advertising, digital display, social media, radio, direct mail, e-blasts, and print placements.

As the service gained momentum, AFFIRM refreshed the creative to maintain excitement and increase awareness. Paid search was introduced to the campaign strategy to help capture demand from curious residents and prospective riders.

To further enhance and localize the campaign, AFFIRM produced a new 30-second video featuring Cincinnati travel influencer **Maria Jacob (Maria the Wild)** and real MetroNow! riders, generating broad visibility and engagement across platforms.

With strong ridership growth and public interest, Metro launched a third service zone on **June 8, 2025**, with plans for a fourth later in the year.

RESULTS

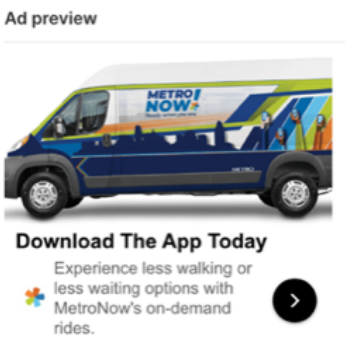
Since launching in 2023, **MetroNow! has provided 97,171 rides**, including **75,402 rides** i**n 2024 alone,** a clear indication of growing community adoption and service momentum. For a detailed breakdown of early performance and ridership trends, CLICK HERE to view the MetroNow! service launch report.

MetroNow! Paid Search Campaign

In summer 2024, Metro engaged AFFIRM to further expand awareness of MetroNow! through a **targeted Pay-Per-Click (PPC)** digital campaign focused on app promotion. AFFIRM designed and launched a high-performing PPC campaign that:

- Delivered **2.79 million impressions**
- Achieved an impressive **0.78% click-through rate (CTR)**
- Drove **71 mobile app downloads** (as of December 2024)

These results reflect strong ad relevance and user interest, helping Metro reach new prospective riders and expand adoption of its on-demand transit service.



Dane County Regional Airport – Upgrade Your Travel Experience



Year 1 Print

Year 1 Website

Holiday Outdoor

Spring Break Social

Spring Break-Digital Ads

Summer FIDS

Year 2 Print

Dane County Regional Airport – Upgrade Your Travel Experience

Client: Dane County Regional Airport (MSN)
Project: Upgrade Your Travel Experience Campaign
Time Period: 2012 – Current
Contact: Michael Riechers, Marketing & Communications Director
Address: 4000 International Lane, Madison, WI 53704
Phone Number: 608-661-6442
Email: riechers.michael@msnairport.com

OVERVIEW

Dane County Regional Airport (MSN) offers daily nonstop flights to more than 20 destinations from a clean, modern, and traveler-friendly terminal with abundant parking and upgraded amenities. In spring 2023, the airport unveiled its newly renovated South Terminal—part of a multi-million-dollar improvement project. However, proximity to larger airports in Milwaukee (80 miles) and Chicago (150 miles) creates the perception among some leisure travelers that better flight deals exist outside of Madison.

To address this challenge, AFFIRM was engaged to develop a compelling brand awareness campaign that would generate excitement around MSN's travel experience upgrades and motivate area residents to choose their local airport.

STRATEGY & EXECUTION

Following the award of our third consecutive five-year contract with MSN, AFFIRM developed and launched the **Upgrade Your Travel Experience** campaign in summer 2023. The campaign highlighted the convenience, value, and amenities of flying from MSN over regional alternatives, while celebrating the opening of the south terminal.

Tactics included:

- A dedicated campaign microsite with sweepstakes entry
- Digital display ads and paid social
- Online placements via channel3000.com
- Streaming audio and podcast ads
- Print, radio, and billboard creative
- Organic social media support
- Public relations and campus activations

The campaign was refreshed and expanded into spring 2024 to target University of Wisconsin students ahead of spring break travel, using display, social media, and on-campus signage.

RESULTS

Summer 2023 Launch:

- **9,737** total campaign website visits
- **6,166** unique sweepstakes entries
- **642,555 impressions and 1,114 clicks** from online display ads—double the ctr of the previous year
- **433,919** podcast/streaming impressions (over-delivered by 3,176)
- **46,492** reached organically through social

Spring 2024 UW Campaign:

- **3,959 student contest entries**
- **389,256** digital display impressions
- **377,041** paid social impressions and **6,188 clicks**

The campaign was recognized with a **Gold Addy Award** in the integrated media campaign category in 2023 and was cited as a key factor in **MSN surpassing its pre-pandemic all-time passenger count by Q4 2024**, an achievement that marked its full passenger recovery.

3. APPROACH STRATEGY



As a full-service agency with over 30 years of experience, AFFIRM has a proven track record of developing branding, marketing communications, outreach campaigns, and content production across a variety of media. Our award-winning campaigns for clients such as the City of Milwaukee and Wisconsin's Departments of Transportation, Corrections, Health Services, and Workforce Development demonstrate our expertise in creating integrated campaigns that educate, engage, and drive measurable results.

Our approach is anchored by our proprietary **SMART Process**, which guides every phase of development for successful advertising and outreach programs.



SMART is an acronym for the 5 phases of development that define successful advertising programs:

1. **Situation Analysis**
    - Immersion in the client's business to understand challenges, goals, and opportunities.
2. **Marketing Strategies and Tactics**
    - Development of a strategic plan outlining how the program will achieve its goals.
3. **Application & Execution**
    - Production and implementation of approved campaign elements.
4. **Review & Refine**
    - Ongoing performance analysis and campaign optimization.
5. **Total Success**
    - Comprehensive measurement and evaluation to ensure program goals are exceeded.

Since 2004, we've used our SMART process to develop strategic campaigns that break through and deliver results for public sector clients and others across all sectors including consumer, business-to-business, family-owned businesses, and Fortune 500 companies. We understand that, while every client has different goals and objectives, they're looking to engage audiences in creative ways that achieve measurable results.

SMART PROCESS APPLIED TO THE MMC SCOPE OF WORK

Please see the following topline showing how AFFIRM will accomplish the tasks listed in the Scope of Work section of the RFP, as well as additional ones deemed vital to the program's success, using its SMART process:

1. **SITUATION ANALYSIS** During this phase, the agency immerses itself in the client's marketing situation to start the process of developing a successful solution. This is usually completed within 3-4 weeks after the start of a project.

    SAMPLE TASK: Review Joplin Recycling Education and Outreach grant award and objectives. Review Burns and McDonnell findings on City recycling program. Discuss the community at large and brainstorm ways to enhance community engagement in the campaign.

- **MARKETING STRATEGIES AND TACTICS** The second phase of the SMART process is typically completed 4-5 weeks after completion of the Situation Analysis.

    SAMPLE TASK: Design and develop a marketing and media plan and timeline for the City of Joplin's recycling education and outreach multi-media marketing campaign to promote recycling, including marketing materials, PSA's, door-to-door education and outreach materials, social media graphics, digital outreach graphics, videos, and ad materials, an advertising campaign plan for materials on recycling

awareness, toolkit items for municipal and commercial recycling, pieces on the economic and environmental benefits of recycling, additional evidence based messaging strategies, and general timeline. The marketing plan will be prepared to address the marketing content to be developed and how the content will be deployed across physical and social media.

In this phase, all the research, analysis, and other findings from the Situation Analysis are incorporated into a marketing and media plan that details who will be the target of the initiative, what the new copy will say, how it will be disseminated to target audiences, and what will encompass the measurement and evaluation of the initiative's effectiveness. AFFIRM has developed comprehensive marketing, communication, and media plans for a variety of different client organizations around the country for more than 20 years. The agency will have no issue developing and submitting the new plan to the City of Joplin no later than 60 days after contract award, which matches up perfectly with the timing for the first two SMART process phases.

2. **APPLICATION & EXECUTION** During this phase, all elements of the approved campaign initiative are created, applied, and executed.

    - *SAMPLE TASK: Production of all creative copy, copywriting, and media placement utilizing our extensive graphic design/creative production/media capabilities. The design phase for the campaign brand and for major assets, including the website, will include opportunities for the City and its partners to provide feedback on multiple design drafts through an iterative process. The finalized brand and taglines will be integrated into multiple campaign assets including designs for social media posts, outreach materials, etc.*
    - *SAMPLE TASK: Development of high quality, economical production options for printing and marketing materials and items related to this contract.*
    - *SAMPLE TASK: Develop and retain local and regional media market knowledge and relationships, and full understanding of the community and target audiences, and coordinate, implement, and deploy all ad buys.*

AFFIRM's In-House Media Buying Team's Strategic Media Buying Process

a) **Audience Research & Segmentation**
We analyze available research, or conduct custom studies, to understand key audiences.

b) **Media Usage Mapping**
We align audience habits with channel usage patterns across dayparts and platforms.

c) **Channel Selection**
Traditional and digital media are evaluated objectively: TV, radio, streaming, display, social, out-of-home, search, email, direct mail, and more.

d) **Placement & Negotiation**
We maximize value through aggressive rate negotiation, premium placements, and **added value/PSA opportunities,** essential for public sector clients like the City of Joplin.

e) **Reporting & Optimization**
You'll receive standardized reports with budget tracking, reach/frequency data, and performance metrics. All media buys are continually monitored and optimized.

3. **REVIEW & REFINE** Once the initiative is launched, AFFIRM will work with the City to constantly review and refine the effort during this phase so that it's most effective in reaching target audiences and achieving campaign goals. This includes the following tasks:

- *SAMPLE TASK: Work collaboratively with the City of Joplin, other third-party contractors, and additional key stakeholders as necessary to extend the messages' reach and effectiveness, if appropriate.*
- *SAMPLE TASK: Provide, within three business days, written recaps of all meetings and calls listing overall discussion topics, agreed-upon deliverables, and timelines, if appropriate. AFFIRM will have no issue tracking and reporting marketing analytics to the City of Joplin on a quarterly basis following the launch and deployment. This will include analytics for the website and all social media platforms used and estimates of reach for physical ads.*

PROJECT MANAGEMENT

Detailed project management and collaborative client communications are a key part of our client review process in executing successful marketing and promotional efforts. Given the range of services required by the City of Joplin and our experience working on recycling outreach initiatives, AFFIRM will take a comprehensive and structured approach to your project management and communications:

1. **Defined Roles & Clear Communication Channels**
    - We establish clear **points of contact** between AFFIRM's **Account Team** and the City of Joplin's designated representatives to ensure streamlined communication and decision-making.
2. **Regular Status Meetings & Progress Updates**
    - Once the project timeline is confirmed, we schedule **standing meetings or conference calls** to discuss project direction, track progress, and address any challenges in real time.
3. **Comprehensive Project Workflow & Timeline Management**
    - We develop a **detailed project workflow document** outlining all **tasks, milestones, and deadlines** to keep the project on track and ensure deliverables meet expectations.
4. **Technology-Driven Task & File Management**
    - AFFIRM utilizes **secure online file-sharing platforms** such as **OneDrive** and project management tools like **Asana** to facilitate day-to-day collaboration, task assignments, and document access.
5. **Meeting Summaries & Action Plans**
    - Within **two business days** of any meeting, we provide **detailed conference reports** summarizing discussions, key decisions, next steps, and responsible parties to maintain alignment and accountability.

Additionally, AFFIRM employs a **budget-based project management system** and **agency management software** to **track costs, ensure adherence to deadlines, and optimize resource allocation.** This structured, transparent approach ensures that the City of Joplin's **marketing and promotion campaigns remain on schedule, on budget, and aligned with strategic objectives.**

4. **TOTAL SUCCESS** This is the crucial measurement and evaluation phase of the SMART process where AFFIRM will work with the City of Joplin to ensure that the campaign meets its established goals and objectives, including the following sample tasks:

    - *SAMPLE TASK: An analysis showing impressions, click-through rates, CPM/CPC, reach/frequency, web visits, or any other analytics that are available/appropriate to judge the effectiveness of the initiative. AFFIRM will have no issue tracking and reporting marketing analytics to the City of Joplin on a quarterly basis following the launch and deployment.*
    - *SAMPLE TASK: A recap report listing overall effectiveness of the initiative, challenges, lessons learned, and recommendations for future initiatives or campaigns in narrative format.*
    - *SAMPLE TASK: Copies of all creative materials created and placed in support of the initiative.*

- *SAMPLE TASK: Develop a transition plan for enduring web-based assets including the website and any social media profiles developed as part of the campaign.*

RESULTS MEASUREMENT

An important component of our services will be to help the City of Joplin staff measure and evaluate the success of their campaign initiative. For any campaign it implements, AFFIRM feels it's vital to evaluate and measure success in as many ways as possible. Although the Scope of Work doesn't specifically call out evaluation and measurement as required tasks, AFFIRM will be sure to provide the City of Joplin with the following metrics for campaign success:

1. Website Analytics: Analyze website traffic to the campaign website using Google Analytics to track metrics such as the number of visitors, unique visitors, page views, bounce rate, time spent on site, and conversion rates. These metrics provide insights into the overall performance of the campaign.

2. Conversion Tracking: Set up conversion tracking to measure specific actions taken by users, such as pledges, e-mail sign-ups, or downloads. Conversion tracking helps us evaluate the campaign's impact on your water conservation goals.

3. Click-Through Rate (CTR): CTR measures the percentage of people who clicked on our ads or a specific link. It helps gauge the effectiveness of your ad copy, call-to-action, and targeting. Higher CTR indicates better engagement.

4. Monthly Reporting: AFFIRM will provide detailed monthly reports showing all activities that are the result of the recycling education and outreach campaign and paid advertising. Cost Per Acquisition (CPA): CPA calculates the average cost required to acquire a customer or generate a conversion. It helps assess the efficiency of the campaign and identify cost-effective marketing channels.

5. Social Media Engagement: Monitor engagement metrics on campaign social media platforms, including likes, shares, comments, mentions, and followers. Higher engagement indicates an effective campaign that resonates with our target audiences.

The processes and procedures we will follow to ensure the City's budget is spent in the most effective, efficient, and sustainable way includes using our budget-based project management system, entering all deliverables and their corresponding budgets into our Workamajig agency project management software system, regular detailed monitoring and reporting of paid media schedules to insure delivery, and quality assurance in the form of reconciling all outside vendor invoices for media and production with their original estimates to insure no costs were exceeded and to attain any media make-goods due to pre-emptions or other issues.

Project Schedule

Based on our SMART process breakdown of tasks and our experience developing, planning, and producing similar campaigns in the past, AFFIRM will have no issue launching this campaign in 2025 as requested by the City of Joplin. **Please note that if the City of Joplin does not utilize the RECYCLE FOR GOOD turnkey campaign, an additional 6-8 weeks would be needed to plan and develop the new campaign**. Even if creative modifications are made to align better with the City of Joplin market while utilizing RECYCLE FOR GOOD, using this proven direction saves a significant amount of time, getting the effort launched and in-market almost two months sooner than developing an entirely new direction. Either way, AFFIRM's team is ready to assist the City of Joplin and its stakeholders bring awareness to this important initiative.

4. REFERENCES



The following references represent public sector clients for whom AFFIRM has executed campaigns similar in nature to the City of Joplin—specifically in behavior change marketing, public education, and community engagement.

1. City of Milwaukee Department of Public Works
Rick Meyers
Sanitation Services Manager
841 North Broadway
Room 501
Milwaukee, WI 53202
Phone: 414-286-2332
Email: rick.meyers@milwaukee.gov
AFFIRM worked with the City of Milwaukee on this campaign for 10 years before the City took it over themselves. The campaign is still in use 18 years after its initial development.

2. Southwest Ohio Regional Transit Authority (SORTA/Metro)
Dave Etienne
Director, Marketing Communications
525 Vine St.
Suite 500
Cincinnati, OH 45202
Phone: 513-632-7520
Email: detienne@go-metro.com
AFFIRM has been SORTA's Advertising Agency of Record since 2016.

3. Dane County Regional Airport (MSN)
Michael Riechers
Marketing & Communications Director
4000 International Lane
Madison, WI 53704
Phone: 608-661-6442
Email: riechers.michael@msnairport.com
AFFIRM has been MSN airports Marketing and Advertising Agency of Record since 2012.

5. COST PROPOSAL



AFFIRM understands that the City of Joplin has allocated a total of **$1,550,000** for the Recycling Outreach Marketing and Promotion Campaign to be implemented over a 20-month period. **This funding must cover all aspects of the project**, including strategy development, creative production, media planning and buying, stakeholder engagement, campaign implementation, and reporting to meet the EPA grant requirements.

AFFIRM follows a disciplined budget structure designed to maximize visibility, reach, and impact while ensuring full transparency and accountability. Our standard approach allocates approximately 70% of the total project budget toward media placements, with the remaining 30% reserved for agency services, creative development, and essential production costs. **Any unspent agency services or creative production dollars will be reallocated to additional media spend once the campaign is launched.** This model has consistently delivered results-driven campaigns that meet or exceed client objectives and perform well under public sector and EPA grant audit standards.

Proposed Budget Allocation Breakdown

Category	Estimated Budget	% of Total
Media Planning & Placements: TV, radio, OOH, digital, etc.	$1,085,000	70%
Agency Services: Marketing Strategy, Project Management & Reporting	$125,000	8%
Creative Development & Production	$250,000	16%
Printing & Distribution	$75,000	5%
Contingency/Reserve	$15,000	1%
TOTAL	**$1,550,000**	**100%**

Media Budget Breakdown by Tactic

To ensure effective public engagement across the Joplin region, AFFIRM recommends the following allocation of the $1,085,000 media budget across a **strategic mix of traditional and digital platforms**:

Media Tactic	Budget	Rationale
Television (Broadcast + OTT)	$500,000	**Highest reach medium**; combines local broadcast with streaming for precise targeting.
Radio (Broadcast + Streaming)	$210,000	**Cost-effective for building frequency** and market saturation across audio platforms.
Billboards / Out-of-Home	$135,000	High-impact presence in **traffic corridors and disadvantaged neighborhoods**.
Digital Advertising (Online display, Pre-roll video, YouTube, etc.)	$115,000	Targeting could include behavioral, demographic, retargeting along with hyperlocal targeting, which **allows us to target specific areas down to the zip code level** to support campaign recall and tracking.
Paid Social Media	$50,000	**Targeted engagement on social platforms** could include advertising on Facebook, Instagram, etc., with optimized CTA delivery.
Newspaper / Community Print	$25,000	**Reaches older, print-reliant audiences**; could include community papers, inserts or direct mail.
Contingency / Bonus Placements	$50,000	**Reserve for mid-campaign adjustments** or high-performing tactics.

Transparency and Cost Control

AFFIRM uses a budget-based project management system and Workamajig agency management software to track all project expenditures in real time. **We will provide fully documented reports** of all media placements, creative development, vendor production costs, and campaign metrics in the formats required for EPA grant compliance.

AFFIRM is committed to community sustainability by partnering with local vendors whenever feasible, ensuring project spending supports the regional economy while enhancing efficiency. Joplin, Missouri, ranked 151st among U.S. television markets, offers a valuable mix of regional reach and targeted advertising opportunities, supported by a robust local media budget and reliable broadcast infrastructure. In addition, **our team will actively negotiate added value media placements on top of our paid schedules to increase campaign reach and frequency at no charge.** All media buys will be reconciled monthly and be monitored to ensure delivery and negotiate makegoods when needed to ensure full value for every media dollar spent.

Flexible Campaign Approach: Maximizing Reach with Proven Creative

Should the City of Joplin choose to implement AFFIRM's RECYCLE FOR GOOD campaign - a proven, license-free recycling outreach program developed in partnership with the City of Milwaukee - **the project could realize an estimated $75,000 to $100,000 in creative development and production savings.** These savings could be reallocated to the media budget to amplify campaign visibility and duration. For example:

- **An extra 3–4 weeks of television & OTT/CTV** placements during a key campaign window
- **An additional 3–5 million digital impressions** via display, streaming, and social platforms
- **A significant billboard expansion** across regional corridors or saturation of underrepresented areas

This turnkey option allows the City to bypass time-consuming and costly concept development, instead directing more resources into direct public engagement and media penetration. AFFIRM will work closely with City staff and Burns & McDonnell to adapt the RECYCLE FOR GOOD assets for Joplin audiences, ensuring full alignment with the outreach strategy, local priorities, and performance benchmarks.

If the City elects not to use the turnkey campaign, **AFFIRM is fully prepared to develop a fresh, custom campaign for the Joplin market** with adequate creative budget reserved in this plan to support that effort. Either way, AFFIRM is committed to maximizing impact and delivering measurable results.

Concluding Remarks

AFFIRM is proud to submit this proposal for the Marketing and Promotions Development for the Joplin Regional Recycling Outreach Program, a Grant Award Project of the Environmental Protection Agency. **With 20+ years of experience developing impactful behavior change campaigns**, we bring the expertise, creativity, and dedication needed to exceed your expectations. Our proven track record includes award-winning initiatives for public-sector clients such as the City of Milwaukee Department of Public Works, Southwest Ohio Regional Transit Authority, St. Louis RideFinders, Central Indiana Regional Transportation Authority, and Dane County Regional Airport.

What sets AFFIRM apart is our ability to deliver cost-effective solutions without compromising quality or results. A key differentiator we offer is **license-free access to the successful RECYCLE FOR GOOD campaign**; developed for and proven effective by the City of Milwaukee Department of Public Works, **which has granted us permission to offer the campaign to Joplin and extends its best wishes for the success of your recycling outreach efforts**. By leveraging these ready-to-deploy assets, the City of Joplin can significantly reduce creative development costs, enabling a greater share of the budget to be invested in media placements that maximize reach and impact. However, **we stand ready to use our proven recycling marketing success to develop an all-new marketing and promotions effort** for the City should that be the chosen direction. Thank you for the opportunity to submit this proposal. We are excited about the potential to partner with the City of Joplin on this important initiative and look forward to bringing our expertise, creativity, and proven tools to help ensure the success of your recycling education and outreach campaign.

6. REQUIRED FORMS



THE CITY OF JOPLIN

REQUEST FOR PROPOSAL SUBMISSION

#2025-RFP-xx

Company Staples Marketing, LLC d/b/a AFFIRM Agency

Address N28W23050 Roundy Drive, Suite 100, Pewaukee, WI 53072

Contact Person Daniel Mager, Principal - President

Telephone Number (262) 650-9900 (office) or (608) 212-7840 (mobile)

Email dmager@affirmagency.com

NOTE TO RESPONDENTS: SUBMIT ENTIRE SECTION WITH RESPONSE. THIS EXECUTION OF OFFER MUST BE COMPLETED, SIGNED, AND RETURNED WITH THE RESPONDENT'S QUALIFICATIONS. FAILURE TO COMPLETE, SIGN AND RETURN THIS EXECUTION OF OFFER WITH THE QUALIFICATIONS MAY RESULT IN REJECTION OF THE QUALIFICATIONS.

SIGNING A FALSE STATEMENT MAY VOID THE SUBMITTED QUALIFICATIONS OR ANY AGREEMENTS OR OTHER CONTRACTUAL ARRANGEMENTS, WHICH MAY RESULT FROM THE SUBMISSION OF RESPONDENT'S QUALIFICATIONS, AND THE RESPONDENT MAY BE REMOVED FROM ALL PROPOSER LISTS. A FALSE CERTIFICATION SHALL BE DEEMED A MATERIAL BREACH OF CONTRACT AND, AT THE JRC'S OPTION, MAY RESULT IN TERMINATION OF ANY RESULTING CONTRACT.

By signature hereon, Respondent acknowledges and agrees that (1) this RFP is a solicitation for Interest and is not a contract or an offer to contract; (2) the submission of Responses by Respondent in response to this RFP will not create a contract between the City and Respondent; (3) Neither the City or the Committee, or any of their representatives, have made a representation or warranty, written or oral, that one or more contracts with the City will be awarded under this RFP; and (4) Respondent shall bear, as its sole risk and responsibility, any cost which arises from Respondent's preparation of a response to this RFP.

By signature hereon, Respondent offers and agrees to furnish to the City all of the products and/or services more particularly described in its Responses, and to comply with all terms, conditions and requirements set forth in the RFP documents and contained herein.

By signature hereon, Respondent affirms that they have not given, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to a public servant, elected officials, leadership or staff of the City or partner organizations in connection with the submitted Responses.

By signature hereon, the Respondent hereby certifies that neither the Respondent nor the firm, corporation, partnership or Developer represented by the Respondent, or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this state, or the Federal antitrust laws, nor communicated directly or indirectly the Responses made to any

competitor or any other person engaged in such line of business.

By signature hereon, Respondent represents and warrants that:

Respondent is a reputable company regularly engaged in providing products and/or services necessary to meet the terms, conditions and requirements of the RFP;

Respondent has the necessary experience, knowledge, abilities, skills, and resources to satisfactorily perform the terms, conditions and requirements of the RFP;

By signature hereon, Respondent certifies that the individual signing this document and the documents made part of the RFP is authorized to sign such documents on behalf of the company and to bind the company under any agreements or other contractual arrangements, which may result from the submission of the Response.

By signature hereon, Respondent affirms that no compensation has been received for participation in the preparation of the specifications for this RFP.

By signature hereon, Respondent affirms that it has not violated any of the noted No-Lobbying provisions or specification contained in this RFP.

By signature hereon, Respondent agrees to defend, indemnify, and hold harmless the City and the Committee, all of their officers, agents and employees from and against all claims, actions, suits, demands, proceedings, costs, damages, and liabilities, arising out of, connected with, or resulting from any acts or omissions of Respondent or any agent, employee, subcontractor, or supplier of Respondent in the execution or performance of any agreements or other contractual arrangements which may result from the submission of these Responses.

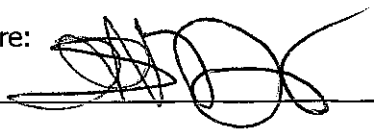
Submitted and certified this 9th day of July, 2025.

BY:

Signature Date: 07/09/2025

Name (Printed): Daniel Mager

Title: Principal - President, AFFIRM Agency

Signature: 

Certification Regarding Lobbying

The undersigned (Contractor) certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

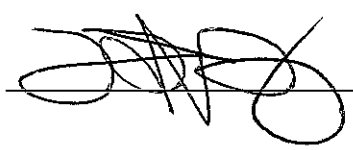
(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form—LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions (as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L 104-65, to be codified at 2 U.S.C. 1601, et seq.)

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and nor more than $100,000 for each such failure.

Note: Pursuant to 31 U.S.C. 1352©(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or emend a required certification or disclosure form shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such expenditure or failure.

The Contractor, Staples Marketing, LLC d/b/a AFFIRM Agency, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 3801, et seq., apply to this certification and disclosure, if any.



Signature of Contractor's Authorized Official

Daniel Mager, Principal - President, AFFIRM Name and Title of Authorized Official

Date 07/09/2025

AGREEMENT EXAMPLE
FOR MARKETING AND PROMOTION SERVICES

THIS AGREEMENT is made and entered into this _____ day of July, 2025, by and between the City of Joplin, Missouri, a Missouri Municipal Corporation, hereinafter referred to as "City," and _____, a Missouri Corporation, hereinafter referred to as "Consultant," and with City and Consultant being referred to collectively as "the Parties."

WITNESSETH:

WHEREAS, City desires to retain professional Marketing and Promotions Development for Joplin Regional Recycling Outreach Program for a marketing and design firm to take these concepts and develop a complete marketing campaign to include a variety of print, digital, and video marketing assets/materials/deliverables. The marketing firm shall also conduct media planning and buying on behalf of the City, as described in City's Request for Proposal, 2025-RFP-20 attached hereto and incorporated by reference as Exhibit A; and

WHEREAS, Consultant desires to provide professional services pursuant to the terms of this agreement, as described in Consultant's Response to City's Request for Proposal, attached hereto and incorporated by reference as Exhibit B; and

WHEREAS, City has selected Consultant as the lowest and best bidder based on full consideration of all factors, preferences, and conditions deemed applicable by City.

NOW, THEREFORE, in exchange for valuable consideration each received from the other, the receipt and sufficiency of which are hereby acknowledged, the Parties do hereby agree as follows:

1. Scope of Work and Payment.

a. City agrees to engage Consultant for performance, and Consultant agrees to perform the services described in Exhibits A and B within the time specified therein. Specifically, Consultant shall serve as professional graphics and designer services provider for up to a 20 months period.

b. The services of Consultant shall commence only as authorized in writing by City and shall be undertaken and completed as promised by Consultant as described in Exhibits A and B.