



April 1, 2014

Larry Clausen, Executive Director  
Arizona Developmental Disabilities Planning Council  
1740 West Adams, Suite 410  
Phoenix, AZ 85007

Dear Larry:

**ON Advertising** (EIN #46-2686519) is pleased to submit the attached proposal to the **Developmental Disabilities Planning Council**. This comprehensive proposal contains all the items required in the RFQ.

**ON Advertising** is a General Marketing Partner for the State of Arizona (Contract #ADSP012-036100). We are a full-service advertising, marketing, Hispanic marketing, public relations and video services agency. We have served local, regional and national clients since 1994. **ON Advertising** is a Hispanic-owned, culturally-sensitive agency.

**ON Advertising** has extensive experience in working in the developmental disabilities arena. Our experience includes marketing and branding for the Governor's Council on Developmental Disabilities (GCDD) for three years prior to its sunset. **ON Advertising** also helped develop the current brand being used by The Arizona Developmental Disabilities Planning Council (ADDPC). We also engaged a two year campaign with AHCCCS focused on increasing employment for individuals with disabilities. And finally, we developed a full marketing and branding campaign for the Northern Arizona University Institute for Human Development where we engage a two year multi-cultural communication program to promote available services for persons with disabilities to the Hispanic and Native-American populations.

As a testament to the dedication our staff has to our clients, we have been honored with two Telly Awards and twelve International Creative Awards in the past four years. The MarCom/Hermes Creative Awards are administered by the Association of Marketing & Communications Professionals and is an international competition with more than 6,000 entrants each year.

We have proposed a strong team for this project and have provided biographical information on the staff which would be assigned to ADDPC. Thank you for your time and consideration. If you have any questions, please call us anytime at (480) 705-6623.

Cordially,

A handwritten signature in black ink that reads 'John Hernandez'.

John Hernandez  
Chief Executive Officer  
[jhernandez@on-advertising.com](mailto:jhernandez@on-advertising.com)

A handwritten signature in black ink that reads 'Ron Meritt'.

Ron Meritt  
President  
[rmeritt@on-advertising.com](mailto:rmeritt@on-advertising.com)





## **Communications Campaign**

This proposal provides recommendations for a long and short-term communications program for on-going education and outreach of ADDPC services statewide. The following is a comprehensive campaign to accomplish these identified needs:

1. Increase Communication strategies and evaluate the effectiveness of the outreach in all communities in Arizona.
2. Strategies for communication program to include: Website Enhancements, Video Production, Corporate Partnerships, Social Media, Public Relations, Minority Outreach and Radio and Television Public Service Announcements.
3. Maintain current branding guidelines and continue to provide communication information and publications for outreach to general public

## **Communications Strategies for ADDPC**

There are a number of strategies and tactics we will recommend in this proposal that will make up the total communications program on behalf of ADDPC. ON Advertising will increase ADDPC brand recognition by using website enhancements, video production, public service announcements, corporate partnerships, social media, media relations and digital branding. As we developed the current Branding Guidelines for ADDPC, all the tactics discussed in this proposal will be branded using the current guidelines.

### **Website Enhancements**

As part of the communications campaign, we would like to engage three specific tactics.

1. E-blast Sign-Up - We would like to develop an on-line e-blast sign-up program on your website. This on-line sign-up would go beyond locating legislators and finding one's district. We will develop and send registrants current legislation updates and ADDPC event notifications and information.
2. Guide Me Tool - We would like to develop a local version of the national Guide Me tool currently being used at [www.disability.gov](http://www.disability.gov). We will write and develop a streamlined program to allow website users to find resources by issue and/or person and integrate it into your current website.

3. Mobile Access – With the number of cell phones across the State of Arizona with access to text messaging, we would like to offer mobile access to send **ADDPC** notifications and alerts via mobile phones to individuals or family members.

### **Education and Services Videos**

**ON Advertising** recommends significant video production as a major component in the communication plan for **ADDPC**. We are recommending short, effective and emotional videos for placement on the website.

Based on our initial thoughts, we are recommending at a minimum these videos:

- Raise Your Voice – these videos would be a series of tutorials on how to make your voice heard in policymaking.
- Speak Out – we would like to shoot and edit video clips of **ADDPC** advocates who can speak on particular legislation (bills) and how it will affect the developmental disabilities population throughout Arizona.
- Day In My Shoes – we will shoot and edit a series of videos which show the struggles and successes of individuals with various disabilities.
- Dear Parent Videos – another idea we would like to develop with **ADDPC** is a series of short videos to educate parents on “what to expect with a child with \_\_\_\_\_”. These videos can be done in partnership with other agencies and non-profit organizations which provide services to individuals with disabilities.

**ON Advertising** will conceptualize, write, shoot and edit all videos for **ADDPC**. Video production will be an integral part of the overall communication campaign. The videos will be used for:

- Streaming on the Website
- Presentations and proposals
- Training Seminars and/or Conference Presentations

### **Public Service Announcements**

As part of a statewide education and marketing campaign, **ON Advertising** will develop a series of 30 second Television Public Services Announcements (minimum of two) for **ADDPC** similar to what we produced for AHCCCS. This campaign was centered around individuals with disabilities to focus on their “abilities” and options for employment. We produced a total of five spots and have included a link in the email for your review. This will give you an idea as to what we are recommending to **ADDPC**. We will write, shoot, edit and distribute these Public Service Announcements to all television stations throughout the State of Arizona. We will also produce these PSAs in both English and Spanish.

To reach the maximum number of people across the State, we will also produce a minimum of two radio PSAs. We will write, shoot, edit and distribute these PSAs throughout the State of Arizona as well.

## **Corporate Partnerships**

As part of a larger communications campaign for ADDPC, **ON Advertising** will engage a series of corporate partnerships which we can increase the outreach for ADDPC services and information to various ethnic audiences. We will develop key partnerships for which ADDPC can distribute existing branded materials and information to their audiences. As a Hispanic-owned Agency, **ON Advertising** has a number of established corporate contacts and relationships in the Hispanic community. This is an area we have not engaged with ADDPC so we are not aware of any existing contacts with organizations, companies or agencies for which you have already established. We will engage relationships with Chicanos Por La Causa which offers extensive services (Economic Development, Education, Housing and Social Services) in both urban and rural areas across Arizona. There are also a number of Hispanic non-profit organizations which we will develop lasting engagements for ADDPC. Once such organization is the Si Se Puede Foundation, a non-profit entity serving to underserved communities throughout the Southeast Valley. There is also a number of other partnerships for which we recommend establishing relationships with including the Parent Information Network, a network of agencies who provide services and outreach to parents of disabled children statewide.

**ON Advertising** also developed collateral materials for underserved individuals for use on the Navajo and Hopi reservations in cooperation with the Northern Arizona University Institute for Human Development (NAU IHD). As we have developed a two year program, we will open dialog with NAU IHD to explore options of promoting ADDPC services through their reservation network.

**ON Advertising** has been the Agency of Record for the Arizona Department of Gaming for the past 3 years. We will use this relationship to open doors to the appropriate contact people within the Tribes to distribute service information within the various Tribes throughout Arizona.

As another way to reach the general population in rural communities, **ON Advertising** will write and design a "general" rack card of ADDPC services and resources. This rack card will be slightly different than the current "What are the Goals of ADDPC" rack card. We will then contact all rural DES offices and distribute this rack card along with rack stands which **ON Advertising** has and will donate to ADDPC for this project. This will give ADDPC additional exposure to audiences currently seeking assistance through the Department of Economic Security in rural communities throughout Arizona.

## **Social Media**

As part of an on-going social media program, **ON Advertising** will profile successful individuals with disabilities to bring awareness to the success an individual with disabilities can bring to any company. We will repurpose all press releases with social media platforms to include optimized links to increase SEO to the website. The purpose of the social media campaign is to drive additional traffic to the website and increase SEO. We will extend your reach and increase ADDPC's presence using the following social media components:

- Facebook
- Microblogging on Twitter and Google Buzz

- PSA and Education Video placement You Tube
- Presentation sharing on Slide Share

**ON Advertising** will use the appropriate social media sites to disseminate information designed to increase the overall communication to the general public.

### **Media Relations**

**ON Advertising** will continue to evaluate, write and pitch media stories on behalf of **ADDPC** when needed. We will write and pitch press releases with an emphasis on increasing branding statewide.

**ON Advertising** will conceptualize, write and monitor the dissemination of press information for **ADDPC**. We will facilitate press releases and media interview opportunities for **ADDPC**. Possible media opportunities for **ADDPC** will include:

- Local Television Stations
- Radio Stations & Networks
- Newspapers
- Magazines
- Business Publications
- Local/Syndicated talk shows and/or other segments
- Opinion / Editorial columns
- Public affairs television / radio shows
- Blogs/Social Media

Media strategies for this campaign will include:

- Produce and pitch news releases as needed
- Track public relations coverage with media monitoring and clipping services

### **E-blast Marketing**

**ON Advertising** will develop a series of e-blasts to opt-in email lists based upon on-line sign ups and distribution of information to email lists of corporate partnerships. As we have a developed e-blast template, we can communicate with stakeholders and the general public quickly and efficiently. **ON Advertising** will write all content, design, send and provide open rate and click reports to **ADDPC** for all e-blast marketing campaigns.

### **Creative Production & Design Services**

As part of the overall communication plan, **ON Advertising** will continue to provide writing and design services to **ADDPC** for outreach to various audiences. **ON Advertising** will continue to provide **ADDPC** with the support services and production including:

- Newsletters

- White Papers
- Position Papers
- Annual Reports
- Manuals & Books
- Policy Briefs
- Information Statements
- Rack Cards

## **Campaign Budget**

**ON Advertising** has a long history of stewarding client marketing budgets. We have the capabilities and expertise to produce highly effective campaigns that reach the target audience while providing a positive return on investment to our clients. **ON Advertising** is the *only* company in Arizona to offer advertising, marketing and video production services all under one roof. In our proposal, we have explored a number of recommendations and tactics. As a General Marketing Partner for the State of Arizona, we are under contract to provide all services at a flat rate of \$80 per hour. **However, as a current client of ON Advertising, we will honor our prior State of Arizona contract hourly rate of \$75 per hour to ADDPC for all services discussed in this proposal.**

Miscellaneous and out-of-pocket expenses such as printing, postage, etc will be billed at our cost in addition to a monthly retainer for services.

## **Measuring the Effectiveness of the Campaign**

Effectiveness of any campaign is always measured by the increased number of inquiries responding to the call-to-action of the marketing messages. **ON Advertising** uses a number of methods to track performance against specific measurable objectives, including:

- Direct response of inquiries to the call-to-action (telephone inquiries, website visits)
- Publicity Value Reports – the amount of media coverage obtained

## **Campaign Reporting**

**ON Advertising** insists on open and continuous communications and feedback between our Agency and its clients. We provide a number of items to help our clients track the return on their marketing investment. As part of the invoicing process, we provide a marketing report to track marketing objectives and media placements garnered through public relations efforts.

**ON Advertising** will provide **ADDPC** with a detailed monthly marketing report to measure and evaluate the success of all efforts. The report can include: a summary of all marketing/public relations activities for the month.



## Staff Biographies for ADDPC Communication Plan

Below are the biographies of the **ON Advertising** personnel which will be assigned to perform work for **ADDPC** throughout the course of this contract based on the Service Description requested in the Request for Quotation. If chosen to provide services to **ADDPC**, **ON Advertising** will assign Veronica Hernandez to be your Account Executive and day-to-day point of contact.



**John Hernandez**  
**Chief Executive Officer**  
[jhernandez@on-advertising.com](mailto:jhernandez@on-advertising.com)

**Background:** John grew up in the Midwest but the allure of the desert brought him to the University of Arizona to study journalism and the broadcast industry. He has worked as a producer, photographer, reporter, anchor and news director. John has produced, written, edited and directed for KCNC (NBC) - Denver, KVBC (NBC) - Las Vegas, KTNV (ABC) - Las Vegas and WKRN (ABC) – Nashville. John has won numerous awards from the Associated Press throughout his broadcast career and, while in Nashville, he won an *Emmy Award* for his role as a producer of special events.

After Nashville, John worked at ESPN in Bristol, Connecticut, helping with the fledgling ESPNNews channel. He also created and produced “Friday Night Fights” on ESPN2, as well as halftime shows on ESPN and ESPN2 during college football, basketball and NHL Hockey games. In 1998, John moved back to the desert to Phoenix for a change in lifestyle and a position as Special Projects Producer at KPHO (CBS.) In 2002, he accepted a position as Partner and Chief Executive Officer with **ON Advertising**. John and his wife, Mary, live in Ahwatukee with their two dogs and two cats. He also serves as a board member of the Si Se Puede Foundation in Chandler.

**Education:** University of Arizona, Broadcasting & Journalism

**Number of Years Experience:** 23 years

**Areas of Expertise:** Business Strategic Planning, Business Development, Short and Long Term Vision, Creative and Branding

**Responsibilities:** Oversee corporate operations, structure, planning and development. Develop strategies for ON Advertising, Inc. and its subsidiaries and maintain process and procedures.



**Ron Meritt**  
**President**

[rmeritt@on-advertising.com](mailto:rmeritt@on-advertising.com)

**Background:** Ron's background and experience includes television broadcast production, on-air talent, advertising sales, business marketing and strategic public relations. Ron started his broadcast career in 1983 at KNAZ in Flagstaff, Arizona. In 1985, Ron made the substantial jump in market size to Phoenix, where he took over as Weekend Meteorologist at CBS affiliate KPHO, TV-5. Ron was promoted several times through his broadcast career, including assuming the duties of Chief Meteorologist for KPHO. Ron spent a total of 24 years on television before retiring from broadcasting.

Ron opened **ON Advertising** in 1994. He continued to work as an on-air meteorologist while growing **ON Advertising**, hiring quality people to provide clients with successful marketing and public relations communications. Ron retired from broadcast television in 2003 to assume the position of Chief Operating Officer of the company he started in 1994. In 2002, **ON Advertising** expanded to include Advertising, Video Services and Hispanic Advertising and PR. Ron's media knowledge and contacts have been very beneficial and successful to **ON Advertising's** clients.

**Education:** Northern Arizona University, Broadcasting, Public Relations  
Mississippi State University, Meteorology

**Number of Years Experience:** 27 years

**Areas of Expertise:** Public Relations, Strategic Planning, Broadcast Advertising

**Responsibilities:** Ron is President for ON Advertising and oversees day-to-day operations of the agency.



**Will Holburn**  
**Vice President**  
**Marketing & Communications**  
[wholburn@on-advertising.com](mailto:wholburn@on-advertising.com)

**Background:** Will often knows what clients need before they know themselves. Maybe it's because he enjoys building genuine and beneficial relationships.

It may be his steady commitment to producing "work that works." Or perhaps it's because he's a really nice guy. At ON Advertising, we believe it's most likely all these things and more.

On behalf of our clients, Will applies integrated thinking, strategic business development ideas and a future-ready approach to driving results and solving business problems. As our Assistant Director of PR, he is responsible for developing and managing strategic communication initiatives, including media relations, integrated marketing and content development. Will graduated from the University of Oregon with degrees in Journalism and Philosophy. Will loves his two children, collecting books, eating cookies and playing hockey . . . yes, in that order.

**Education:** Journalism and Philosophy, University of Oregon

**Number of Years of Experience:** 12+

**Areas of Expertise:** Strategic planning, public relations, integrated marketing and social media.

**Responsibilities:** Delivering business building public relations, brand strategy and marketing communications results.



**Scott Kasallis**  
**Creative Director**

[skasallis@on-advertising.com](mailto:skasallis@on-advertising.com)

**Background:** Scott Kasallis lives for the challenge of advertising – of changing consumers' perceptions and influencing their behaviors with artfully crafted combinations of insight, creative, and strategy. Scott has built his career, not to mention a lot of value for his clients, capitalizing on ever-emerging digital technologies and creative opportunities.

As our Creative Director, Scott helps leverage these opportunities for clients. He's responsible for developing the best ways to use creative to connect brands with consumers to deliver value and ROI for clients. In his free time, Scott mountain bikes and cheers for all teams from Chicago.

**Education:** Scott holds an AAS degree from Glendale Community College with an emphasis in Graphic Design and Advertising.

**Number of Years Experience:** 14+

**Areas of Expertise:** Print and digital advertising, brand identity, creative design, promotional marketing and ambient media.

**Responsibilities:** Oversee the agency's integrated creative work.



Veronica Hernandez  
Senior Account Executive  
[vhernandez@on-advertisng.com](mailto:vhernandez@on-advertisng.com)

**Background:** Veronica's experience is vast, but most of all she has a passion for building market share, developing innovative marketing campaigns, solving business problems and creating positive ROI. As our Senior Account Executive, Veronica transforms her ideas into actionable results that drive business growth for her clients.

With more than 10 years of experience, Veronica combines strong integrated marketing sensibilities with expertise in brand building, positioning and target audience segmentation. She offers clients deep experience in marketing to niche clients as well as strong insight into the world of Hispanic marketing.

**Education:** Veronica holds a bachelor's degree from Arizona State University in public relations and political science. A native of Phoenix, Veronica's loyalties remain local. Yes, she is a die-hard Cardinals fan.

**Number of Years Experience:** 10 years

**Areas of Expertise:** Public relations, event planning, social media and content strategy, and government relations.

**Responsibilities:** Manage integrated marketing communications for select agency clients, with a focus on developing the collateral, capabilities and offerings that clients need to win in the marketplace.



**Jeff Breuer**

**Media Specialist**

[jbreuer@on-advertising.com](mailto:jbreuer@on-advertising.com)

**Background:** Jeff brings a solid background and strong sense of professionalism to his duties as ON Advertising's Media Specialist. A 2008 graduate of Grand Canyon University, Jeff also attended Northern Arizona University and earned his AAS degree from Scottsdale Community College.

While he was still enrolled at Grand Canyon University, Jeff began an internship at ON Advertising, where he honed his video and audio production skills, working on television commercials, marketing videos and radio commercials for high-end clients such as Arizona Attorney General Terry Goddard. Under the tutelage of our award-winning Creative Director, Jeff has gained a real insight into what it takes to put together cutting-edge, award-winning advertising and marketing campaigns. In fact, their work for the Department of Economic Security's Healthy Marriage Commission earned ON Advertising a prestigious Arizona Telly Award for Best Public Service Announcement.

In his free time, Jeff continues his passion for storytelling through his work with 12a Productions, a group of like-minded, ambitious Valley filmmakers who conceptualize, write, shoot, edit and produce short films on various topics. He also volunteers his time to work on theater productions for his church and spends much of his free time in on-going education, learning the latest in video production trends and techniques.

**Education:** Grand Canyon University, B.S. in Communication with an emphasis in Broadcasting and a minor in Philosophy

**Number of Years Experience:** 10

**Areas of Expertise:** Shooting and editing television and radio commercials and marketing, training and industrial videos.