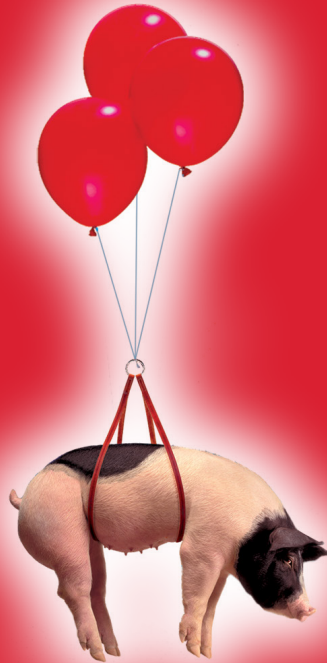


MASTER



PROPOSAL FOR

**RFP #33-2018**

**Lexington-Fayette Urban County Government  
Overdose Prevention Awareness Campaign**

Submitted October 3, 2018

red⑦e

Member American Advertising Federation



October 3, 2018

Todd Slatin  
Purchasing Director,  
Lexington-Fayette Urban County Government  
Room 338, Government Center  
200 East Main Street  
Lexington, Kentucky 40507

Dear Mr. Slatin —

Red7e is happy to submit this response to RFP #33-2018, Overdose Prevention Awareness Campaign.

Regardless of social status, income and education levels, age or other demographic/geographic categorizations, the opioid crises in our country effects everyone in some way. The social stigma associated with users and their survival during critical times must be better addressed. We commend the Lexington-Fayette Urban County Government (LFUCG) Department of Social Services for taking the initiative to address this serious problem.

Our recent work with various organizations to promote solutions and change related to social issues demonstrates our desire within Red7e to do our part. Our response includes a case study and samples of work created for the Commonwealth of Kentucky. We hope that our experience and success with these efforts, along with our well-known ability to create compelling, relevant and thought-provoking messaging platforms, will result in our selection by the Department of Social Services for this important project.

Don't hesitate to reach out to our team with any questions you may have while reviewing our proposal. Contact our president, Dan Barbercheck, account director, Gabrielle Williamson, or me.

Sincerely,

A handwritten signature in blue ink that reads "James Q. Hoyland".

Jim Hoyland  
Vice President / Chief Operating Officer

**RED7E | AN AMERICAN  
ADVERTISING AGENCY**  
502.585.3403  
**CONTACT@RED7E.COM**  
637 WEST MAIN STREET  
LOUISVILLE, KENTUCKY  
40202.2987

## AFFIRMATIVE ACTION PLAN

It is the policy of Red7e not to discriminate against any employee member or applicant for employment because of race, color, religion, creed, age, sex, national origin, ancestry or disability. This policy not to discriminate includes, but is not limited to the following:

- Red7e will consider for employment those applicants who possess the necessary skills, education and experience without regard to race, color, religion, creed, age, sex, national origin, ancestry or disability.
- Red7e will promote, upgrade, transfer, demote, layoff, terminate, recruit, advertise or solicit for employment without regard to race, color, religion, creed, age, sex, national origin, ancestry or disability.
- Red7e will train during employment and select for apprenticeship programs without regard to race, color, religion, creed, age, sex, national origin, ancestry or disability.
- No Red7e member shall aid, abet, compel, coerce or conspire to discharge or cause another employee to resign because of race, color, religion, creed, age, sex, national origin, ancestry or disability.
- Red7e will establish rates of pay and terms, conditions or privileges of employment without regard to race, color, religion, creed, age, sex, national origin, ancestry or disability.

**WORKFORCE ANALYSIS FORM**

Name of Organization: Red7e, Inc.

Categories	Total	White (Not Hispanic or Latino)		Hispanic or Latino		Black or African- American (Not Hispanic or Latino)		Native Hawaiian and Other Pacific Islander (Not Hispanic or Latino)		Asian (Not Hispanic or Latino)		American Indian or Alaskan Native (not Hispanic or Latino)		Two or more races (Not Hispanic or Latino)		Total		
		M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	
Administrators	2	2															2	
Professionals	11	5	6														5	6
Superintendents																		
Supervisors																		
Foremen																		
Technicians																		
Protective Service																		
Para-																		
Office/Clerical	1		1															1
Skilled Craft																		
Service/Maintenan																		
<b>Total:</b>	<b>14</b>	<b>7</b>	<b>7</b>														<b>7</b>	<b>7</b>

Prepared by: James Hoyland Date: 10/01/18

(Name and Title)

Revised 2015-Dec-15

AFFIDAVIT

Comes the Affiant, James Hoyland, and after being first duly sworn, states under penalty of perjury as follows:

1. His/her name is James Hoyland and he/she is the individual submitting the proposal or is the authorized representative of Red7e, Inc., the entity submitting the proposal (hereinafter referred to as "Proposer").
2. Proposer will pay all taxes and fees, which are owed to the Lexington-Fayette Urban County Government at the time the proposal is submitted, prior to award of the contract and will maintain a "current" status in regard to those taxes and fees during the life of the contract.
3. Proposer will obtain a Lexington-Fayette Urban County Government business license, if applicable, prior to award of the contract.
4. Proposer has authorized the Division of Central Purchasing to verify the above-mentioned information with the Division of Revenue and to disclose to the Urban County Council that taxes and/or fees are delinquent or that a business license has not been obtained.
5. Proposer has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky within the past five (5) years and the award of a contract to the Proposer will not violate any provision of the campaign finance laws of the Commonwealth.
6. Proposer has not knowingly violated any provision of Chapter 25 of the Lexington-Fayette Urban County Government Code of Ordinances, known as "Ethics Act."

**Continued on next page**

7. Proposer acknowledges that "knowingly" for purposes of this Affidavit means, with respect to conduct or to circumstances described by a statute or ordinance defining an offense, that a person is aware or should have been aware that his conduct is of that nature or that the circumstance exists.

Further, Affiant sayeth naught.

James Hoyland  
STATE OF Kentucky  
COUNTY OF Jefferson

The foregoing instrument was subscribed, sworn to and acknowledged before me

by James Hoyland on this the 1 day  
of October, 2018

My Commission expires: June 8, 2019

[Signature]  
NOTARY PUBLIC, STATE AT LARGE

## EQUAL OPPORTUNITY AGREEMENT

### Standard Title VI Assurance

The Lexington Fayette-Urban County Government, (hereinafter referred to as the "Recipient") hereby agrees that as a condition to receiving any Federal financial assistance from the U.S. Department of Transportation, it will comply with Title VI of the Civil Rights Act of 1964, 78Stat.252, 42 U.S.C. 2000d-4 (hereinafter referred to as the "Act"), and all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, (49 CFR, Part 21) Nondiscrimination in Federally Assisted Program of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964 (hereinafter referred to as the "Regulations") and other pertinent directives, no person in the United States shall, on the grounds of race, color, national origin, sex, age (over 40), religion, sexual orientation, gender identity, veteran status, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Recipient receives Federal financial assistance from the U.S. Department of Transportation, including the Federal Highway Administration, and hereby gives assurance that will promptly take any necessary measures to effectuate this agreement. This assurance is required by subsection 21.7(a) (1) of the Regulations.

### The Law

- Title VII of the Civil Rights Act of 1964 (amended 1972) states that it is unlawful for an employer to discriminate in employment because of race, color, religion, sex, age (40-70 years) or national origin.
- Executive Order No. 11246 on Nondiscrimination under Federal contract prohibits employment discrimination by contractor and sub-contractor doing business with the Federal Government or recipients of Federal funds. This order was later amended by Executive Order No. 11375 to prohibit discrimination on the basis of sex.
- Section 503 of the Rehabilitation Act of 1973 states:

*The Contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap.*

- Section 2012 of the Vietnam Era Veterans Readjustment Act of 1973 requires Affirmative Action on behalf of disabled veterans and veterans of the Vietnam Era by contractors having Federal contracts.
- Section 206(A) of Executive Order 12086, Consolidation of Contract Compliance Functions for Equal Employment Opportunity, states:

*The Secretary of Labor may investigate the employment practices of any Government contractor or sub-contractor to determine whether or not the contractual provisions specified in Section 202 of this order have been violated.*

\*\*\*\*\*

The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of its importance to the local Government, this policy carries the full endorsement of the Mayor, Commissioners, Directors and all supervisory personnel. In following this commitment to Equal Employment Opportunity and because the Government is the benefactor of the Federal funds, it is both against the Urban County Government policy and illegal for the Government to let contracts to companies which knowingly or unknowingly practice discrimination in their employment practices. Violation of the above mentioned ordinances may cause a contract to be canceled and the contractors may be declared ineligible for future consideration.

Please sign this statement in the appropriate space acknowledging that you have read and understand the provisions contained herein. Return this document as part of your application packet.

Bidders

I/We agree to comply with the Civil Rights Laws listed above that govern employment rights of minorities, women, Vietnam veterans, handicapped and aged persons.

  
\_\_\_\_\_  
Signature

  
\_\_\_\_\_  
Name of Business



Firm Submitting Proposal: Red7e, Inc.

Complete Address: 637 West Main St. Louisville, KY 40202  
Street City Zip

Contact Name: James Hoyland Title: VP - C.O.O.

Telephone Number: 502-585-3403 Fax Number: 502-582-2043

Email address: jimh@red7e.com



**LFUCG MWDBE PARTICIPATION FORM**

Bid/RFP/Quote Reference # 33-2018

The MWDBE and/or veteran subcontractors listed have agreed to participate on this Bid/RFP/Quote. If any substitution is made or the total value of the work is changed prior to or after the job is in progress, it is understood that those substitutions must be submitted to Central Purchasing for approval immediately. **Failure to submit a completed form may cause rejection of the bid.**

MWDBE Company, Name, Address, Phone, Email	MBE WBE or DBE	Work to be Performed	Total Dollar Value of the Work	% Value of Total Contract
1.  <p style="text-align: center;">NONE</p>				
2.				
3.				
4.				

The undersigned company representative submits the above list of MWDBE firms to be used in accomplishing the work contained in this Bid/RFP/Quote. Any misrepresentation may result in the termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and false claims.

Red7e, Inc  
Company

James Hoyland  
Company Representative

10-01-18  
Date

VP-C.O.O.  
Title



MWDBE QUOTE SUMMARY FORM  
 Bid/RFP/Quote Reference # 33-2018

The undersigned acknowledges that the minority and/or veteran subcontractors listed on this form did submit a quote to participate on this project. Failure to submit this form may cause rejection of the bid.

Company Name <u>Red7e, Inc</u>	Contact Person <u>James Hoyland</u>
Address/Phone/Email <u>637 West Main Street Louisville KY 40202 502-585-3403 jimh@red7e.com</u>	Bid Package / Bid Date <u>33-2018 / 10-03-18</u>

MWDBE Company Address	Contact Person	Contact Information (work phone, Email, cell)	Date Contacted	Services to be performed	Method of Communication (email, phone meeting, ad, event etc)	Total dollars \$\$ Do Not Leave Blank (Attach Documentation)	MBE * AA HA AS NA Female	Veteran
<u>NONE</u>								

(MBE designation / AA=African American / HA= Hispanic American/AS = Asian American/Pacific Islander/ NA= Native American)

The undersigned acknowledges that all information is accurate. Any misrepresentation may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and claims.

Red7e, Inc  
 Company  
10-01-18  
 Date

James Hoyland  
 Company Representative  
VP-C.O.O.  
 Title

**LFUCG STATEMENT OF GOOD FAITH EFFORTS**

Bid/RFP/Quote # 33-2018

By the signature below of an authorized company representative, we certify that we have utilized the following Good Faith Efforts to obtain the maximum participation by MWDBE and Veteran-Owned business enterprises on the project and can supply the appropriate documentation.

\_\_\_\_\_ Advertised opportunities to participate in the contract in at least two (2) publications of general circulation media; trade and professional association publications; small and minority business or trade publications; and publications or trades targeting minority, women and disadvantaged businesses not less than fifteen (15) days prior to the deadline for submission of bids to allow MWDBE firms and Veteran-Owned businesses to participate.

\_\_\_\_\_ Included documentation of advertising in the above publications with the bidders good faith efforts package

\_\_\_\_\_ Attended LFUCG Central Purchasing Economic Inclusion Outreach event

\_\_\_\_\_ Attended pre-bid meetings that were scheduled by LFUCG to inform MWDBEs and/or Veteran-Owned Businesses of subcontracting opportunities

\_\_\_\_\_ Sponsored Economic Inclusion event to provide networking opportunities for prime contractors and MWDBE firms and Veteran-Owned businesses

\_\_\_\_\_ Requested a list of MWDBE and/or Veteran subcontractors or suppliers from LFUCG and showed evidence of contacting the companies on the list(s).

\_\_\_\_\_ Contacted organizations that work with MWDBE companies for assistance in finding certified MWDBE firms and Veteran-Owned businesses to work on this project. Those contacted and their responses should be a part of the bidder's good faith efforts documentation.

\_\_\_\_\_ Sent written notices, by certified mail, email or facsimile, to qualified, certified MWDBEs soliciting their participation in the contract not less than seven (7) days prior to the deadline for submission of bids to allow them to participate effectively.

\_\_\_\_\_ Followed up initial solicitations by contacting MWDBEs and Veteran-Owned businesses to determine their level of interest.

\_\_\_\_\_ Provided the interested MWDBE firm and/or Veteran-Owned business with adequate and timely information about the plans, specifications, and requirements of the contract.

\_\_\_\_\_ Selected portions of the work to be performed by MWDBE firms and/or Veteran-Owned businesses in order to increase the likelihood of meeting the contract goals. This includes, where appropriate, breaking out contract work

items into economically feasible units to facilitate MWDBE and Veteran participation, even when the prime contractor may otherwise perform these work items with its own workforce

\_\_\_\_\_ Negotiated in good faith with interested MWDBE firms and Veteran-Owned businesses not rejecting them as unqualified without sound reasons based on a thorough investigation of their capabilities. Any rejection should be so noted in writing with a description as to why an agreement could not be reached.

\_\_\_\_\_ Included documentation of quotations received from interested MWDBE firms and Veteran-Owned businesses which were not used due to uncompetitive pricing or were rejected as unacceptable and/or copies of responses from firms indicating that they would not be submitting a bid.

\_\_\_\_\_ Bidder has to submit sound reasons why the quotations were considered unacceptable. The fact that the bidder has the ability and/or desire to perform the contract work with its own forces will not be considered a sound reason for rejecting a MWDBE and/or Veteran-Owned business's quote. Nothing in this provision shall be construed to require the bidder to accept unreasonable quotes in order to satisfy MWDBE and Veteran goals.

\_\_\_\_\_ Made an effort to offer assistance to or refer interested MWDBE firms and Veteran-Owned businesses to obtain the necessary equipment, supplies, materials, insurance and/or bonding to satisfy the work requirements of the bid proposal

\_\_\_\_\_ Made efforts to expand the search for MWBE firms and Veteran-Owned businesses beyond the usual geographic boundaries.

Other--any other evidence that the bidder submits which may show that the bidder has made reasonable good faith efforts to include MWDBE and Veteran participation.

**NOTE: Failure to submit any of the documentation requested in this section may be cause for rejection of bid. Bidders may include any other documentation deemed relevant to this requirement which is subject to approval by the MBE Liaison. Documentation of Good Faith Efforts must be submitted with the Bid, if the participation Goal is not met.**

The undersigned acknowledges that all information is accurate. Any misrepresentations may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and claims.

Red7e, Inc  
Company  
10-01-18  
Date

James Hoyland  
Company Representative  
VP-C.O.O.  
Title

October 3, 2018

Good Faith Efforts

RFP #33-2018

In an effort to meet the affirmative action goals set forth in the RFP, Red7e has taken the following actions.

Red7e emailed each individual listed as a contact for LFUCG Certified MWDBEs and Veteran-Owned Small Businesses to request listing of qualified businesses.

Upon receipt of listings from the emailed individuals, Red7e reviewed the list to determine if the businesses listed could assist Red7e in executing this project.

With the minimal scope of the project, Red7e, in good faith, was unable to find any businesses on the list that would have been appropriate to partner with Red7e on this project.

As always, Red7e will continue to consider opportunities to partner with MWDBEs and Veteran-Owned Small business whenever possible.



James Hoyland

VP-C.O.O.

## SITUATION

Within a decade, the national average of drug overdose deaths has increased two-fold in comparison to the decade before. Similarly, Fayette County has experienced a drastic increase in deaths due to drug overdose. Within four years specifically, this area of Kentucky has seen a 131% increase in such fatalities. With concern over a growing number of deaths, the Lexington-Fayette Urban County Government (LFUCG) Department of Social Services needs to develop a prevention, awareness-based approach to address this epidemic within the Lexington-Fayette area.

Within the prevention-focused initiative, there is a two-fold need. First, the general public must be made aware of the need to initiate help when they witness an overdose. Second, the general public needs to understand the meaning of the Good Samaritan Law, which lends itself to the first part where people should reach out for help when overdoses are taking place without fear of getting themselves in trouble.

The primary goals of this initiative are to:

1. Encourage the use of 911 by those who witness an overdose
2. Increase awareness of the Good Samaritan Law (218A.133)
3. Reduce the number of fatal overdoses

## SOLUTION

In order to create a pathway for change in Fayette County, we must develop a strong message platform that stands out to the general public. With a strong message, we will resonate with viewers. The immediate development of this strong message platform will be critical to the overall success of the project.

Once our message platform is developed, we recommend executing a variety of collateral pieces in order to give the LFUCG Department of Social Services opportunities to reach a larger audience. A variety of tools should be developed to help the department's team educate the audience and explain the multiple messages we're working to convey.

The final piece is to then employ the media to supplement delivering our message to the masses. Due to budget limitations, our toolkit will consist of assets that can be used as PSA messages, lending itself to possibly run on TV and radio for no additional charge. Additionally, we'll layer in a digital campaign to extend the message across social media and high-impact display to ensure an extensive reach with the available funds.



## ESTIMATED BUDGET

We've established an initial budget based on our knowledge of the objectives and stated deliverables for this project. Final budgets will be determined once selected and based on discussions with the Department of Social Services.

Resource	Budget
:15 Videos x3	\$9,000
:15 Radio Spots x2	\$4,000
Social Content & Ads x5	\$2,500
HTML Display Ads x5	\$3,000
Digital Media Buy	\$5,000
Flyers x2	\$6,000
Production Costs	\$1,500
Media Planning, Buying & Reporting	\$4,000
<b>Total:</b>	<b>\$35,000</b>

## 2017 QUIT NOW CAMPAIGN CASE STUDY

### OVERVIEW

Tobacco use is the leading cause of preventable death and disease in Kentucky. Although national smoking rates have declined from 35% in 1990 to 26% in 2013, Kentucky remains above the national average in percentage of citizens who smoke. The most at-risk groups in Kentucky are African Americans, Hispanics, persons within the LGBT community and those living below poverty level. There is also a noticeable pattern to where smoking is most prevalent throughout the state. It exists in rural communities that are known for growing tobacco and also have lower education and income levels.

To combat the high smoking rates in Kentucky and to continue to promote the decline in smoking prevalence, Red7e worked to develop a broad-based, integrated awareness campaign for the Cabinet for Health and Family Services and The Department for Public Health. We executed a layered campaign, targeting both individuals and healthcare professionals to deliver messaging on the dangers of smoking and how to quit today.

### RESULTS

The goal of the campaign was awareness across the state — focusing on rural areas. Our main KPIs were impressions delivered and engagement with social media videos.

Our collective traditional media buy delivered approximately 72.2 million impressions over the course of a flighted campaign running from August — November 2017. Additionally, through our vendor negotiations and established partnerships, we averaged 49% added-value with our media buys across TV and radio.

For digital and social media, we successfully delivered approximately 7.5 million impressions averaging a 0.18% CTR for display and 50,000+ completed video views on social media throughout the campaign.

## 2017 QUIT NOW CAMPAIGN CASE STUDY

# HELP YOUR PATIENTS QUIT TOBACCO. THEY'LL BE YOUR PATIENTS LONGER.

## YOUR PATIENTS DON'T NEED A LECTURE. THEY NEED HELP.

The rate of tobacco use by Kentuckians is among the highest in the nation. As a healthcare professional, you can play a key role in reducing tobacco use in our state – beginning with your patients. Quit Now Kentucky is a free tobacco cessation program that uses clinically proven methods to achieve some of the highest quit rates in the country. To enroll your patients, go to [www.quitnowkentucky.org](http://www.quitnowkentucky.org). It's the help your patients need to quit tobacco for good and lead healthier, happier, longer lives.



**QUIT NOW. START HERE.**

1-800-QuitNow | 1-855-DéJeloYa | [QuitNowKentucky.org](http://QuitNowKentucky.org)

## 2017 QUIT NOW CAMPAIGN CASE STUDY

REDUZCA EL RIESGO  
DE PADECER ENFISEMA.  
**INCREMENTE**  
**SUS**  
POSIBILIDADES  
DE PRACTICAR  
SENDERISMO.

Dejar de fumar no es fácil, pero no tiene que hacerlo solo. Déjelo Ya Kentucky le ofrece las herramientas, la orientación y el apoyo que necesita para dejar de fumar para siempre y disfrutar de todos los beneficios de una vida libre de tabaco.



**DÉJELO YA. COMIENCE AQUÍ.**

1-800-QuitNow | 1-855-DéjeloYa | QuitNowKentucky.org

REDUZCA EL RIESGO  
DE PADECER  
BRONQUITIS CRÓNICA.  
**INCREMENTE**  
**SUS**  
POSIBILIDADES  
DE ASISTIR  
**A LA BODA**  
**DE SU HIJA.**

Dejar de fumar no es fácil, pero no tiene que hacerlo solo. Déjelo Ya Kentucky le ofrece las herramientas, la orientación y el apoyo que necesita para dejar de fumar para siempre y disfrutar de todos los beneficios de una vida libre de tabaco.




**DÉJELO YA. COMIENCE AQUÍ.**

1-800-QuitNow | 1-855-DéjeloYa | QuitNowKentucky.org


2017 QUIT NOW CAMPAIGN CASE STUDY

**MAKE A  
HABIT OF  
HELPING  
YOUR  
PATIENTS  
BEAT  
THEIRS.**



REFER THEM TO  
QUIT NOW KENTUCKY ▶

**THE  
TOBACCO  
CESSATION  
PROGRAM  
THAT  
JUST  
WON'T  
QUIT.**




REFER THEM TO  
QUIT NOW KENTUCKY ▶

## 2017 QUIT NOW CAMPAIGN CASE STUDY


DECREASE YOUR RISK OF CANCER.  
**INCREASE YOUR CHANCES OF DATING.**



DECREASE YOUR RISK OF A HEART ATTACK.  
**INCREASE YOUR CHANCES OF MAKING YOUR DAUGHTER'S WEDDING.**



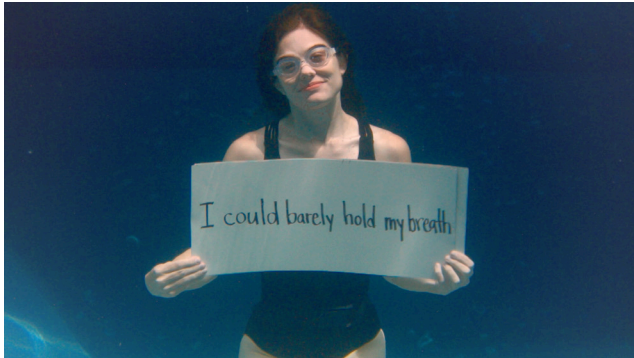
DECREASE YOUR RISK OF EMPHYSEMA.  
**INCREASE YOUR CHANCES OF GOING HIKING.**



DECREASE YOUR RISK OF CHRONIC BRONCHITIS.  
**INCREASE YOUR CHANCES OF SEEING YOUR GRAND-CHILDREN.**



## 2017 QUIT NOW CAMPAIGN CASE STUDY



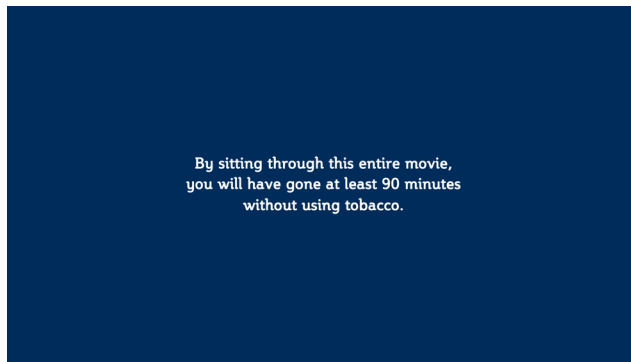
[Under Water TV](#)

<https://vimeo.com/262091686>



[Jump Rope TV](#)

<https://vimeo.com/262092591>



[Theater Video](#)

<https://vimeo.com/292735223>



[Balloon Animals](#)

<https://vimeo.com/292740574>



[Jump Rope](#)

<https://vimeo.com/292740053>

## ADDITIONAL WORK SAMPLES

### SAFE SLEEP KENTUCKY



[Candle TV](#)

<https://vimeo.com/262567101>



[Bouncer TV](#)

<https://vimeo.com/262565967>



Stay close but not too close.  
Babies sleep safest alone.

**SAFESLEEP**  
— KENTUCKY —

GET THE FACTS



No two sides to the story.  
Babies should only sleep on their backs.

**SAFESLEEP**  
— KENTUCKY —

GET THE FACTS



Let's make this clear.  
A clear crib means safer sleep.

**SAFESLEEP**  
— KENTUCKY —

GET THE FACTS



Be aware, not impaired when caring for your baby.

**SAFESLEEP**  
— KENTUCKY —

GET THE FACTS



## ADDITIONAL WORK SAMPLES

### DREISS BEER KENTUCKY



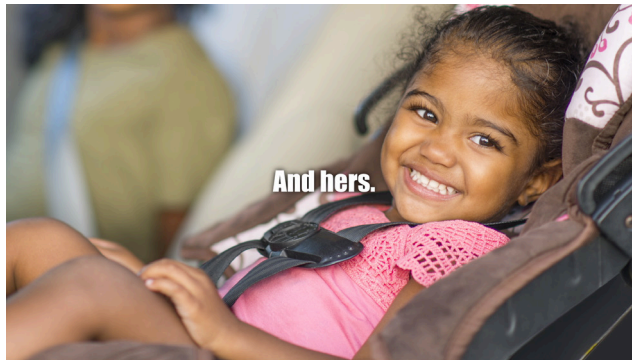
[Booze Talking TV](#)

<https://vimeo.com/177740946>



[Memorial TV](#)

<https://vimeo.com/177740945>



[Your Funeral TV](#)

<https://vimeo.com/177740944>



[Any Name](#)

<https://vimeo.com/292765318>



[Impaired](#)

<https://vimeo.com/292764808>


ADDITIONAL WORK SAMPLES

DRIVE SOBER

**No matter  
what  
you're on.  
Stay off  
the road.  
Drive  
sober.**



**Grab a ride,  
not the  
wheel.  
Drive sober.**



## WHY RED7E?

When Red7e puts its talent toward solving branding challenges, it does not simply revise logos and write slogans — it helps stake out a brand position and develop a platform for messaging that resonates in real and relevant ways for your business, your industry and your customers.

When Red7e puts forth creative message strategies, they aren't generic statements about your industry that everybody knows by heart: they are sticky and memorable because they are backed by thoughtful analysis, keen insight and creative "aha!"

A memorable and stimulating brand identity costs the same as a boring, forgettable one. Boiler-plate brands are ineffective and inefficient — a literal waste of clients' money and the consumer's attention. Red7e believes it is a responsibility, an obligation — to clients and to media audiences — to deliver a creative and worthwhile brand.

And, when you get Red7e, you get all of Red7e: a small, nimble, interconnected group working together to maximize efficiency, speed and ultimately, the tingly feeling you get when you see the final product.

## AGENCY BACKGROUND AND IN-HOUSE CAPACITY

### RED7E COMPANY INFO

<b>CONTACT</b>	637 West Main Street, Louisville, KY 40202 Tel.: (502) 585.3403 Fax: (502) 582.2043 Email: <a href="mailto:danb@red7e.com">danb@red7e.com</a>
<b>YEAR FOUNDED</b>	1974 (Founded as Halbleib Associates, Inc.)
<b>OWNERSHIP</b>	Privately Held Corporation
<b>STAFF</b>	A small tribe of exceptionally talented and highly experienced professionals, in all primary agency disciplines.
<b>MARKET NICHE</b>	Inspired marketing communications. Insightful market analysis and competitive brand positioning. Outstanding creative strategies, concepts, and execution... without the usual ad agency bureaucracy, bull, or smoke and mirrors.
<b>REFERENCE LISTINGS</b>	Standard Directory of Advertising Agencies Dun & Bradstreet American Advertising Federation
<b>MEDIA VEHICLES</b>	Newspaper, Radio, Television, Consumer Magazines, Outdoor, Online/Social Media, Trade Publication
<b>CREATIVE EXECUTION</b>	Graphic Design, Writing, Broadcast TV & Radio, Print Advertising, Collateral Materials, Point-of-Purchase, Digital Advertising, Website Development, Packaging, Video Production, Direct Marketing

## IN-HOUSE SERVICES OFFERED

Red7e is a full service advertising agency with a commitment to effective communication. We are staffed top to bottom with experienced, capable folks.

**Account Services.** The Red7e account team provides leadership in all aspects of service to your account. Proactive, experienced, accessible and accountable, your Account Director is a trusted partner who helps define your strategic course and manage workflow from ideation through execution, performance analysis and beyond. You'll feel like you've gained a new member of your internal team.

Red7e practices an immersive style to account planning, maintaining currency on marketing and consumer trends, perceptions and behaviors and applying these insights to your specific business goals and objectives. While we're pros at minding the details, we never lose sight of the big picture.

**Creative & Production Services.** Red7e is second-to-none in ideation, with an unparalleled track record of finding the rousing "big idea" and crafting a compelling story around it that creates lasting resonance and affinity with your targets.

Our process is guided by heavy up-front collaboration, research, analysis and strategy development, all of which inform the brief and set the course for concepting. Your bottom-line goals and objectives are always at the core of our efforts.

Our approach is campaign-centric, always keeping the big picture in focus. Development of cohesive campaigns that hold up across various communications platforms is critical to success, whether we're looking at one placement or fifty.

**Television and Radio.** Driven by intelligent and inventive thinking; managed by resourceful, imaginative pros; and supported by internal account managers, and production managers, our ideas receive the finest production and post-production treatments, consistently earning regional and national recognition for over 20 years.

**Print Ads, Marketing Materials, Direct Mail, P.O.S. and Outdoor.** Red7e's print advertising regularly receives national attention and praise. Regional awards are frequent and Red7e annually dominates in the local ADDYs. Award-winning materials range from kids' stickers to limited-edition hand-finished corporate reports, and from small black-and-white newsprint ads to six-color multiple-spread magazine ads.

## IN-HOUSE SERVICES OFFERED

***Digital Strategy and Services.*** Our approach to digital media centers around our extreme commitment to building an effective strategy up front. No matter what the campaign objective, our digital and traditional media teams collaborate to focus on hyper targeting and optimization, precisely reaching the target in the right place, at the right time, and with relevant messaging for that time, place and individual target. By leveraging available data on your customers, competitors, and prospects, Red7e eliminates waste from digital marketing budgets, consistently achieving above average campaign performance across industries. Our deep knowledge of digital targeting technology, customer relationship management, and data analysis combined with our extensive strategic partnerships in digital advertising gives us the perspective to create opportunities for meaningful engagement across the digital landscape.

Key to our proven success in the digital arena is our commitment to ongoing optimization. We never launch a campaign, sit back and enjoy the ride. Intensive monitoring, analysis and communication are an essential part of our process throughout every campaign flight. This ensures that no underperforming tactic continues to waste crucial marketing dollars and that the best performing strategy is aggressively pursued and perfected, well before a campaign ends.

Red7e applies this same commitment to optimization to our digital media approach, always on the forefront of the latest targeting technologies and platforms within digital and social media marketing opportunities.

Red7e offers a robust line of creative, digital, media and productions services completely in-house. As an enhancement to our core services, we also boast strong collaborative relationships with a curated list of partners and vendors who provide technical and specialized services. We work synergistically with partner providers to achieve shared goals in a manner that maintains – and enhances – brand voice, consistency and impact.

## IN-HOUSE SERVICES OFFERED

***Social Media Strategy and Services.*** At Red7e, our unique approach to social media marketing leads your brand footprint along a carefully charted path to find and connect you with the people who will love and engage with your business. Through in-depth, proprietary target analysis and modeling, strategic content creation and ongoing rapid optimization, we create successful social spaces that engage with your customers when they want, how they like and where they are — giving you highly effective social strategies that eliminate budget waste and provide a high ROI.

Our work is guided by an upfront emphasis on strategy and objectives that lays the groundwork for each and every component of your campaign. By immersing ourselves in your business and industry and harnessing data to understand your audience on a one-to-one basis, we craft responsive, timely and relevant content strategies to amplify your reach with smart, data-driven ad spending.

And the work doesn't stop there. Performance is at the core of everything we do. By analyzing your metrics on an ongoing basis, we gain insights that help us optimize our tactics, leading to ever-higher engagement as we progress through your campaign.

## IN-HOUSE SERVICES OFFERED

**Media Planning & Execution.** The media landscape is ever changing, and Red7e's media capabilities evolve right alongside it. We are passionate, fierce and innovative, with unrelenting desire to deliver the right message to the right prospect, in the right place, at the right moment — at below market cost. After 30 years of pursuit in this desire, it is no wonder Red7e has a reputation for executing media with a sharp strategic foundation, an inspired understanding of consumers and a relentless focus on ROI.

### **How We Operate.**

- With an abundance of resources to evaluate and gain insight from data, Red7e goes beyond traditional processes to learn key lifestyle indicators and interests of your target audiences.
- With a deep knowledge of targeting capabilities and content placement, Red7e develops innovative strategies to reach your audience, build awareness, gain new customers and secure loyalty with the ones you already have.
- Ensuring all key findings are analyzed and put to use, Red7e continuously optimizes your media spend with thorough tracking and analytics so that no marketing budget is wasted.

### **A Glimpse Inside the Red7e Media Research Toolbox.**

*We know your audience. We will ensure your media strategy is more than well informed.*

Acxiom | AddThis | Audit Bureau of Circulation | bluekai | Business Publications Audit | Centroids | Circulation Verification Council | comScore | CoreAudience | datalogix | DoubleClick | Epsilon | Experian | Ghostery | MOAT | Nielsen | pixalate | Semcasting | Simmons Market Research | Traffic Audit Reports | US Census | Verified Audit Circulation



## THE RED7E PROMISE

A commitment to all clients:

- 1.** We will give you honest, direct answers to all questions — even to those that may seem irrelevant.
- 2.** If we don't know an answer to your question, we will forego the double-talk and just say so. Then we'll go find the answer.
- 3.** We will give you candid advice and analysis — tactfully — even when the truth may not be your highest priority.
- 4.** We will provide you with timely, accurate cost estimates — with a minimum of qualification, mumbo-jumbo and cover-our-ass clauses.
- 5.** We will make all communications focused and concise.
- 6.** When we meet with you, we will show up fully prepared — with fresh breath and a can-do attitude.
- 7.** We will make our interactions as enjoyable as possible, blending serious business with a sense of humor.
- 8.** If we discover a problem, we will advise you as soon as we know about it, and bring solutions with the news.
- 9.** We will respond promptly to your written, vocal, electronic, and telepathic communications, no matter how frequently you contact us. In fact, if we don't hear from you often, count on hearing from us.
- 10.** We will respect your budget and will treat your marketing money as if it were our own. (Actually, some of it is.)
- 11.** In times of crisis, we will provide drop-everything “all hands on deck” total agency support.
- 12.** We will not take any significant action as your agent without your knowledge and assent.
- 13.** We will never take our relationship for granted. We know we are engaged in a partnership, and that we are the minority partner.
- 14.** We will always bring new ideas to the table, even those that may seem absurd. Quantum success doesn't come to timid souls.
- 15.** We will meet deadlines or die trying. And if dead, we will keep you informed of our status.
- 16.** If you have outrageously high expectations — and we are crazy enough to agree to them — we will meet or exceed them.
- 17.** We will present you and your organization to the world-at-large in the highest esteem, and recommend and patronize your products or services.
- 18.** We will never try to sell you anything just to make the agency money.

## TEAM BIOS

Red7e boasts a roster of talented pros with decades' worth of experience and shelves full of awards. Our creative team consistently creates advertising that is provocative, effective, and memorable. Our account staff are all proven ad-industry veterans, each dedicated to maintaining productive and lasting relationships between Red7e and the rest of the world.

### DAN BARBERCHECK | PRESIDENT / EXECUTIVE CREATIVE DIRECTOR

Dan oversees all things Red7e — with a focus on brand and marketing strategy and creative development for all Red7e clients. In the late 1990's Dan engineered the agency's metamorphosis to Red7e, acquiring majority interest in the firm in 2003. During 38 years as a writer, art director, and creative director, Dan has produced award-winning work for every agency he's served. His professional history includes four years with Doe-Anderson Advertising, and a stint in Tokyo with international agency giant, Dentsu. He has created powerful marketing communications for large and small clients in virtually every product and service category, in all media platforms.

### CAMILLE COLTRAIN | DIGITAL MEDIA MANAGER

From the earliest stages of her career, Camille achieved wunderkind status in the realm of digital media. According to her parents, her first words were acronyms — like ROI, CPM and SEM. With a master's degree in Digital Media from Bellarmine University along with a bachelor's degree from Western Kentucky and 5 years of real-world digital agency experience, Camille has developed serious chops in programmatic advertising and social media strategy, budgeting, creative development and campaign metrics. Camille is a confirmed cartoon lover (don't get her started on Bob's Burgers), craft beer snob and lover of cats — both the mammal and the basketball team.

### SAM DODSON | BROADCAST & VIDEO CONTENT PRODUCER

Sam is considered one of the region's premier broadcast producers. He was on the radio as early as his college years at Ball State university and began working with top ad agencies in Indianapolis in 1986. His job requires a strong "git 'er done" mindset to go with an aptitude for arm twisting, trouble-shooting, money chiseling and babysitting of sensitive creative types. His career has generated national and regional TV, radio and videos for the likes of the National Thoroughbred Racing Association, Baptist Health, Hilliard Lyons, Churchill Downs, LG&E, Central Bank, the State of Kentucky, and Kroger.

## TEAM BIOS

### KARL FEIGE | CREATIVE DIRECTOR / ART DIRECTOR

In 1989, fresh out of the UofL design school, Karl cut his teeth in publications design. Then moved on to practice advertising design with big ol' Creative Alliance. Once he landed at Red7e, Karl's career really took off. He was instrumental in rebranding of Churchill Downs, Inc., as well as creating advertising campaigns for use at horseracing properties nationwide. Karl is also Red7e's most accomplished creative in the technology area, brilliantly adapting to every new software/hardware tool to hit the market. In addition to being a highly awarded art director, Karl frequently throws a clever headline into the mix.

### DAVID HIGDON | CREATIVE DIRECTOR / ART DIRECTOR

David comes to Red7e after spending several years honing his prodigious conceptual and design skills in the Nashville ad scene. (We also hear he does a mean Conway Twitty impersonation.) Following his studies at Western Kentucky University, David earned a Bachelor of Fine Arts degree from the Watkins College of Art Design & Film. Over the years, he's left his stamp on brands of every size and stripe. Among them are National Guard, Second Harvest Food Bank, Red Kap Workwear, World Wildlife Federation, US Chamber of Commerce, Tennessee Chamber of Commerce, and Kimber Firearms. David's designs and creative work have been featured in Print, HOW Magazine, American Illustration, and showcased on design sites like The Best Designs.

### PATRICK HOGAN | WRITER / PRODUCER

Patrick has been writing advertising and producing video and broadcast creative for 10+ years. He's traveled the country shooting and directing commercial videos from California to New York City. His experience includes a wide array of traditional and new media. When he's not writing and producing, you can find him painting abstracts. As a dedicated artist and political buff, he spent four years producing award-winning political cartoons at Ball State University. Patrick's passion and dedication for populating ad campaigns with great ideas makes him a huge asset to Red7e clients.

## TEAM BIOS

### JIM HOYLAND | VICE PRESIDENT / CHIEF OPERATING OFFICER

Jim joined Red7e in 2000 as the agency's CFO, having served as a CPA for companies in other industries. He quickly became a valuable member of the team in a number of key management roles. In 2003 Jim acquired an ownership stake in the firm and subsequently expanded responsibilities to include oversight of account service functions. While managing much of Red7e's day-to-day operations, Jim also has taken the lead in account supervision with clients such as Kentucky Farm Bureau, ResCare and LG&E. Jim is the agency's resident ambassador to Southern Indiana, an outstanding golfer, and a left-brainer with actual charisma.

### SCOTT KLOSTERMAN | SENIOR WRITER

Scott has been in the ad business for 20+ years — and has the lack of a hairline to prove it. A native Louisvillian, he began his career with ad agency stints in Dayton and Columbus, Ohio, before returning to his hometown in 1995. Scott's award-winning work has encompassed a wide range of accounts with particular emphasis on packaged goods, transportation and healthcare. He's experienced in all forms of media: print, broadcast, social, digital... and subliminal. Scott is famously slow to comment out loud, but boy, the words he puts into the keyboard really pack a wallop!

### MICHAEL LANCASTER | CREATIVE DIRECTOR / ART DIRECTOR

You'll find no one more passionate about advertising and design than Mike. He brings a fresh but seasoned perspective to Red7e clients, particularly those in search of a new and more contemporary image. An accomplished conceptual thinker and brand developer, his elevated sense of graphic style, coupled with his exceptional talent for inspired communications, set him apart from many of his peers. Mike has lent his considerable skills to such notable clients as Baptist Health, Novo Nordisk, Louisville Convention and Visitors Bureau, Sprint, Galt House Hotels, Kentucky Tourism, Intel and Yum! Brands. He'll talk the finer points of design with you all day long – just don't ask him about the Phillies bullpen.

## TEAM BIOS

### MELISSA MCCARTY | ACCOUNT DIRECTOR

With big ad agency experience, marketing management experience, and deep digital project management experience under her belt, Melissa brings a wealth of goodness to Red7e clients. Whether it's helping implement an ad campaign, a social media campaign, broadcast or print production, or seeing a website from wireframe to launch, Melissa is the go-to one to get'er done. This Louisville native and WKU grad tackles budgets, timelines, details, scopes of work, research, surly creatives and stress-soaked challenges with all the grace and finesse anyone could ask for.

### BRITTANY NEU | MEDIA DIRECTOR

Brittany brings more than a decade of ad agency media experience to the Red7e team – having successfully planned, negotiated and executed strategic media plans for clients big and small in a broad spectrum of industries. Her roster of clients served includes Kroger, McDonald's, Republic Bank, Delta Dental and the Louisville Convention and Visitors Bureau. A graduate of the University of Louisville, she's a master negotiator (a skill no doubt sharpened by being the mother of boys). Whether it's broadcast, digital, print, direct mail, cinema, outdoor, alternative out-of-home or forms of media not yet invented, Brittany has an uncanny knack for arriving at the precise mix to deliver Red7e's power-packed messages with optimum efficiency.

### MEREDITH WILKINS | ACCOUNT DIRECTOR

A results-driven project management and relationship-building pro, Meredith offers more than a decade of experience serving clients in a broad range of industries from retail to casual dining to healthcare and more. She brings energy, enthusiasm and a positive, can-do attitude to projects big and small, along with a passion for developing brand strategies across all media including traditional, digital and social.

### GABRIELLE WILLIAMSON | ACCOUNT DIRECTOR

Gabrielle possesses the savvy and smarts of someone many years her senior. She has brought her considerable skills in account planning, strategy, research analysis, project management and digital marketing to a wide range of clients including the Louisville Convention & Visitors Bureau, Clark-Floyd Counties Convention Tourism Bureau, Republic Bank, Four Roses Bourbon, the University of Louisville and the Commonwealth of Kentucky – to name just a few. Her infectious energy and "all-in" attitude are pure Red7e. You'll find Gabby to be as confident and unflappable as they come. Go ahead, try and flap her.

**Thanks. Let's get started.**



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