



CONTRACT: 6006002

FEBRUARY 12, 2024

Five vendors responded to **RFP: 184055-2** and after a thorough review, Emerald Media was selected by consensus evaluation. The \$3-million Emerald Media contract will run through June 30, 2025. It will be utilized to market ARPA programs under the following categories:

- Economic, Business and Retail Development
- Housing, Affordability, Improvements and Sustainability
- Reducing Homelessness and Housing Stability
- Public Safety and Responsiveness
- Job Support, Training and Career Opportunity
- Neighborhood Beautification
- Recreation enhancements and healthy environment
- Reinventing City Services Improving Detroit
- Communication Connections
- Focus on Detroiters and their Community

Emerald Media is a multi-media planning and buying advertising agency, certified by CRIO as a Detroit Headquartered Business (DHB), Detroit Based Business (DBB), Detroit Small Business (DSB), and a Woman-Owned Business Enterprise (WBE). Emerald Media has 30+ years of media buying experience in the city of Detroit. The company purchases ads/commercials on Detroit-focused media outlets at a lower rate than the City can purchase directly and without the overhead of purchasing supporting media research tools (i.e., Arbitron, Scarborough). Emerald Media is paid a 10% commission rate for each media buy. Ninety percent (90%) of the contract dollars are paid directly to the media outlets for the ad/commercial airtime. The City does not have this specialized capability or research tools in-house.

The Detroit-focused media outlets include TV/cable, radio, outdoor, digital (Facebook, Instagram, YouTube, TikTok, Twitter, OTT, streaming, geo-fencing), and print, providing high reach, frequency, and engagement to the individual campaign target audiences.

The media campaigns support, communicate, reach, and engage Detroiters in partnership with City of Detroit ARPA programs on their focus to improve and initiate opportunities for Detroiters.

Emerald Media's role includes media strategy development, media negotiation and buying, creative material trafficking, validating each commercial aired, optimizing the campaign for consistent message delivery, ongoing and timely reporting throughout each campaign, invoice validation, make goods, and providing value-added media. Emerald Media has previously completed successful campaigns for the City of Detroit. Below is a summary. Full reports are attached.

DHD - SisterFriends Recruitment & Resource Awareness

Goal: Reaching Big Sisters 25+ to volunteer /become mentors for Little Sisters 15+ (encouraging healthy Moms and babies in Detroit) to increase the DHD volunteer base and awareness.

Media Tactics

- August - Present, FB/Instagram
- Outdoor boards
- All SisterFriends media buying tactics worked successfully together in a layered capacity to bring visibility and response to the campaign
- Initiated online form fills and phone number tracking to provide warm leads and continue to help optimize the campaign's success

Resulting in 2,500 leads from digital ads and outdoor brought brand awareness/visibility and paid social (Facebook and Instagram) to harnessed direct leads.

DPD - Recruitment

Goal: Recruit 18-34-year-old Detroiters who are interested in law enforcement career opportunities; target high school graduates/veterans/job seekers.

Media Tactics

- Outdoor Billboards (Digitals and Statics both in English and Spanish)
- MI Chronicle - video
- Paid Social (Facebook/Instagram/TikTok)
- Detroit-zoned Cable, OTT/Streaming video (including Spanish focus ad)
- Radio -WJLB 97.9 FM + WDMK 105.9 FM, plus special event programs with The Bounce 105.1

All media campaign tactics performed well above benchmarks with positive engagement, resulting in 3,200+ leads alone from paid social and search. Paid social media as well as paid search efforts are a crucial part of DPD campaign outreach. The media campaign included ongoing social and paid search, and live DPD events with radio remote support (The Bounce, Tune Up events for example) were a strong, integrated opportunity for the campaign. Resulting in hiring 336 Sworn Officers and 265 Civilians in 2023.

Improve Detroit App Campaign **Campaign dates: August 2023-March 2024**

Improve Detroit mobile app makes reporting a neighborhood problem to City Hall easier than ever- from reporting running water, potholes, damaged street signs, and other issues.

The app uses your location and gives you a menu of common quality-of-life conditions to choose from in your service request.

The campaign includes:

- Digital outreach – paid Facebook/Instagram, SnapChat and Targeted Display
- OTT/streaming and zoned cable
- Radio – WDMK 105.9 FM and WMXD 92.3 FM
- Outdoor – digital boards

The first half of the campaign shows strong results in terms of click through rates and engagement on the digital side – with double the benchmark click through rate of 1.86% for Facebook and Instagram, and 3.28%, more than 6 times the benchmark of .50%, for SnapChat. With 587 shares, Detroiters are helping spread the word about this important app.

Geofencing the neighborhoods with display ads and using search and site retargeting to reinforce the message/ opportunity to assist with issues shows better than average click through rates.

The campaign just relaunched as we head towards the NFL Draft, with reminders to Detroiters to help See it, Click it, Fix it.

Detroit Rewards TV **Campaign Dates: September 2023- early January 2024**

The campaign included:

- Digital outreach – paid Facebook/Instagram and Targeted Display
- OTT/streaming and zoned cable
- Radio – WDMK 105.9 FM and WJLB 97.9 FM
- Outdoor – digital boards and neighborhood posters

This campaign was very engaging and positive. Facebook and Instagram paid social produced a 5.75% click through rate – more than 6x the benchmark of .90% for similar campaigns. Additionally, comments in social were positive and showed strong support for the program – with 254 comments and 592 total shares.

Additionally, videos supporting the effort on paid social had more than 26k views at 100% view rate.

Geofenced digital display ads were targeted in areas of high incident rates, and produced a .12% click through rate (benchmark .04%-.08%).

OTT/streaming video showed 2,163 hours of engagement with the on-air spots.

On-air radio messaging provided by Mason on WDMK 105.9 FM and Dr. Darrius on WJLB 97.9 FM helped to launch the program and encourage Detroiters to speak up.

iDecide Detroit **Campaign Dates: June-December 2023**

The campaign lifted up messaging regarding support for Detroiters with their reproductive health at more than 20 clinic locations in the city of Detroit.

The campaign included:

- Digital outreach – paid Facebook/Instagram, SnapChat, SEM (PPC) and TikTok
- Radio – WMGC The Bounce 105.1 FM and WJLB 97.9 FM
- Paid social/SEM provided more than **820 leads**, leading to increased clinic visits –promoting important, confidential support for very sensitive issues for young Detroiters
- Facebook/Instagram provided more than 760k impressions, with a 1.59% click thru rate (benchmark .90%). Engagement with the online video ads encouraged 1,054 reactions and 327 shares

SnapChat provided more than 219k impressions with a 3.31% click thru rate, which is more than 6x the benchmark .50%.

Emerald Media Draft Media Strategy

Detroit Focused Programs Media Plan 2024-2025

Targeting:

- Detroit DMA
- Detroiters 18+

Messaging:

Programs available to Detroiters for ARPA program opportunities:

1. Economic, Business and Retail Development
2. Housing, Affordability, Improvements and Sustainability
3. Reducing Homelessness and Housing Stability
4. Public Safety and Responsiveness
5. Job Support, Training and Career Opportunity
6. Neighborhood Beautification
7. Recreation enhancements and healthy environment
8. Reinventing City Services Improving Detroit
9. Communication Connections
10. Focus on Detroiters and their Community

• One-month buy*

- **Budget** - \$142,000 (estimate)
 - Digital platforms – Paid social media, geofenced digital display, streaming OTT/video - \$42,000
 - Broadcast TV/Cable - \$40,000
 - Outdoor - \$20,000
 - Radio - \$25,000
 - Creative - \$15,000

Breakdown:

- Digital – 30%
- Broadcast – 28%
- Outdoor – 14%
- Radio – 18%
- Creative – 10%

**Estimate per month based on total contract / 21 months*



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2 WOODWARD AVENUE, SUITE 1240
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January 14, 2024

Emerald Media LLC
440 Burroughs Suite 134
Detroit, MI 48202

RE: DETROIT BUSINESS CERTIFICATION- APPROVAL
(Approval Date: 1/14/2024- 1/13/2025)

Dear Applicant:

Congratulations! This letter shall serve as your notification that this office has completed its evaluation of the Certification Application and supporting documents submitted by your company.

Based upon our review it has been determined that your company meets the eligibility criteria of the Detroit Business Opportunity Program. Therefore, your company's certification status as a *Detroit Based Business, Detroit Headquartered Business, Detroit Small Business and Woman-Owned Business Enterprise* is effective for a period of one (1) year.

Please keep this office apprised of any changes that may affect the status of your company's certification, i.e., ownership, management, location, etc. In addition, this office may request additional information at any time to verify your continued eligibility.

Remember to visit our web page for any updates to the program, resources, events, and most current application for next year at detroitmi.gov/crio. In addition, Detroit Means Business is an initiative that is here to support Detroit Businesses as they pursue success and continue to scale. Find out more information on Detroit Means Business and get connected to more resources at: <http://detroitmeansbusiness.org>

Stay connected on how we are working daily to ensure equity and inclusion on behalf of Detroiters at <https://www.facebook.com/criodepartment>

Your continued interest in and support of the Detroit Business Opportunity Program is greatly appreciated.

Sincerely,

Kevin Jones
Business Opportunity Program Manger
Civil Rights, Inclusive and Opportunity (CRIO)

FY 2024 – 2025

Detroit Business Certification Program

This is to certify the business below has met all requirements set forth by the City of Detroit, Civil Rights, Inclusion & Opportunity Department as

Emerald Media LLC

**Detroit Based Business (DBB)
Detroit Headquartered Business (DHB)
Detroit Small Business (DSB)
Woman-Owned Business Enterprise (WBE)**

Commencing **January 14, 2024**, expiring on **January 13, 2025**



DocuSigned by:

Tenika Griggs

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**Tenika R. Griggs, Esq., Deputy Director
Civil Rights, Inclusion & Opportunity**

**City of Detroit
Michael E. Duggan, Mayor**

Statements from City of Detroit Departments on Emerald Media



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FEBRUARY 12, 2024

These statements highlight the collaboration and achievements facilitated by Emerald Media in promoting various initiatives to the Detroit community. Each department focused on specific goals, producing results that benefit the residents of Detroit and underscore the impact of this administration on the city's growth. This success wouldn't have been possible without the expertise and dedication demonstrated in our partnership with Emerald Media.

The Detroit Police Department

Emerald Media was successful in assisting DPD with all our marketing and advertising to include outdoor / digital billboards, paid and non paid social media platforms, paid TV, & Radio, digital ads/videos, and GeoFencing. Due to the new police officer contract in November 2022, with Emerald Media's assistance, in 2023, DPD was able to hire (336) new police officers while competing with our suburban departments.

Since the contract announcement, we have had ~132 former DPD members to apply to return to the department and over (51) have been approved to return. Additionally in 2023, we hired (265) new civilian employees.

Emerald Media was successful in assisting DPD with several recruiting one-stop shop/service career fairs where we allowed applicants to complete most of the hiring process in 1 day. For example, in March, June, September, and November 2023, DPD career fairs had over 150 applicants present. Emerald Media was successful in assisting DPD to fill some critical vacancies in 911 dispatch and the Telephone Crime Reporting department. At our highest vacancies of 43 for 911 dispatch, DPD filled all vacancies by the July 2022, and then again on track to fill all vacancies for those classifications again February 2023. DPD has 1,623 leads that have come in through paid social and search ads alone.

Katrina D. Patillo

Director
City of Detroit
Human Resources Bureau

Detroit General Services Department/Detroit Parks and Recreation

GSD's number one form of marketing is social media, and the utilization of strategic paid promotions has contributed to exponential growth in social media following, engagement, and impressions. In collaboration with Emerald Media, GSD has seen exponential growth in Detroit Parks and Recreation and Detroit GSD's digital presence. Emerald Media's support of GSD's digital engagement strategy through strategic paid social promotions has assisted the department with going from 16K followers on Facebook and Instagram to 150K followers on Facebook and Instagram, which has positively impacted resident awareness of recreation programming, opportunities, and events to provide quality recreation opportunities for Detroiters right in the neighborhoods. Most recently, with Emerald Media's support in strategically boosting social media posts we are seeing an increase in awareness, interest and registration in lifeguard opportunities and recruitment, opportunities that are struggling to receive interest nation wide.

Jasmine D. Barnes

Chief of Policy and Engagement
City of Detroit General Services Department

Detroit Department of Public Works/Buildings, Safety, Engineering, and Environmental Department

Detroiters deserve excellence. And they deserve it in a timely manner. Timing and placement are everything in media buying in order for our message to make it to residents. Strong, effective communication and the strategic marketing of the message are key. Emerald has always been prompt and attentive while working with individual and interdepartmental campaigns. Emerald Media continues to bring the excellence, precision, and thorough analytics needed for successful strategic communications campaigns.

DPW has seen success with more residents reporting issues to the department and not the media as well as substantial increase in paid pickup requests. The City of Detroit's collective department efforts continue to accomplish and exceed goals strengthened by Emerald's experience and understanding of the specific and targeted media placement to reach and engage residents.

Georgette C R Johnson

Press Secretary

City of Detroit, DPW & BSEED

The Detroit Health Maternal Child Health Division (961-BABY Resource Line, Infant Safe Sleep, Fatherhood Program & SisterFriends)

The Detroit Health Department's Division of Maternal Child Health (MCH) is dedicated to improving the health and well-being of women, children and families living in the city of Detroit. Our main goal is to establish and implement equitable, preventive and intervention strategies that address negative or adverse health disparities, and outcomes for Detroit residents. Focusing on pre-term birth, infant mortality, low birth weight and father engagement. Our target population include women who are pregnant, or recently had a baby, fathers and father figures, caregivers for infants under one year of age, and residents seeking resources and services.

Promoting and recruitment for the Maternal Child Health division is an essential function, which provides exposure, and enrollment for families to have access to much needed services. Our programs have expanded its marketing reach through billboards, public service announcements (PSA's), social media ads, and radio spots. With Emerald Media's support, MCH had over 2,500 leads, over a million impressions on Facebook and Instagram, along with over 27,000 clicks. In addition, 3 PSAs were created, and 10 billboards were posted in various locations within the city. Emerald Media has assisted the with identifying target areas and audiences. Through the Detroit Health Department's social media platforms, MCH created numerous social media messages to boost awareness of its program and services.

Shirley Mann Gray

Director of Maternal Child Health

Addendum





SisterFriends Campaign Update August 2023-February 2024

SisterFriends 2023 / 2024 Campaign to-Date

Overview:

Target little sisters in the City of Detroit, target mentors in Detroit as well as a radius around Detroit. Messaging around SisterFriends connection and support of Moms/Moms-to-Be.

Target: Mentors- Women 25+, City of Detroit, Little Sisters, 16+ year olds in the City of Detroit

- August 14th – February 14, 2024
- Outdoor campaign
- Online digital campaign
 - Paid Facebook/Instagram – lead generation (form fills)

Paid Social + SEM

Results through 2.2.24



Paid Facebook/Instagram (start date 8/29)

- 1,058,758 impressions
- 27,894 clicks
- 2.63% CTR (benchmark CTR .90%)
- \$0.97 CPC
- 100% of clicks came from females
- 100% of impressions came from females
- Most in the 25-34 age range
- \$25.58 CPM (cost per thousand)
- Post Engagement: 229,162
- Post Reactions: 7,654 / Post Shares: 1,375
- 2,516 paid social leads to-date



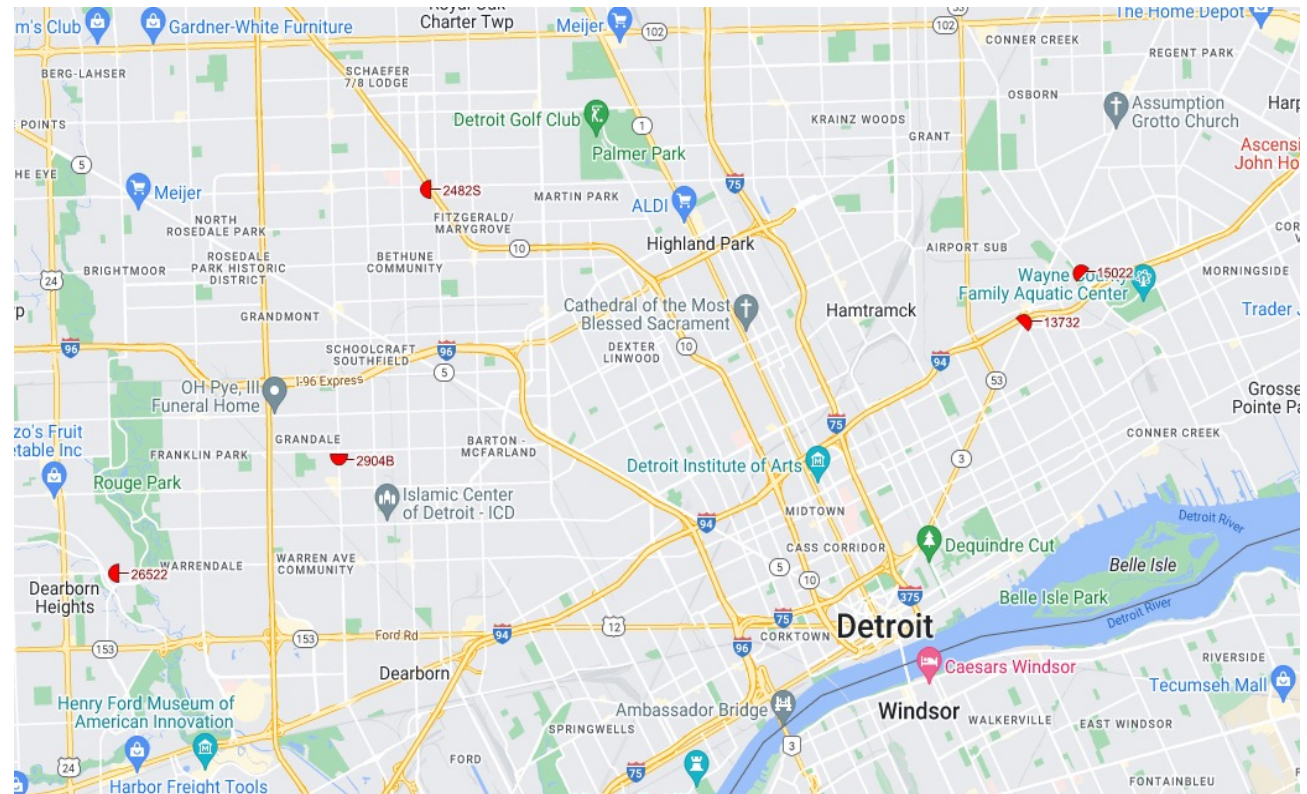
NOTES:

- Click thru rate more than 2.5x benchmark (anticipated category standard)
- Shares for posts are strong added-value additional views
- 2,516 leads to-date

Outdoor Recap

Inventory #	Location Description	Media	Copy Size	IMP 18+ Weekly	Available Date	TTL Campaign IMP	# Overage Weeks	TTL Overage IMP	TTL Campaign IMP + Overage
13732	Gratiot Ave & McClellan ES F/SW	Posters	10'5"x22'8"	99,283	8/21 for 4 weeks	397,132	3	297,849	694,981
15022	Conner St N/O Maiden St E/S F/SE	Posters	10'5"x22'8"	96,642	8/21 for 4 weeks	386,568	3	289,926	676,494
2480	W. McNichols E/O Snowden NS WF	Posters	10'5"x22'8"	84,333	8/21 for 4 weeks	337,332	0	0	337,332
26522	W. Warren E/O Bramell N/S F/E	Posters	10'5"x22'8"	52,506	8/21 for 4 weeks	210,024	3	157,518	367,542
2904B	Greenfield Rd N/O Westfield W/S F/N	Posters	10'5"x22'8"	64,379	8/21 for 4 weeks	257,516	0	0	257,516
						1,588,572			2,333,865

- 1,588,572 total impressions forecasted for the outdoor campaign
- With overage, we had 2,333,865 total impressions



Outdoor Board Photos

MARKET: Detroit
BOARD #: 1373-2
ADDRESS: Gratiot Ave & McClellan ES F/SW



99K weekly impressions

MARKET: Detroit
BOARD #: 2482-5
ADDRESS: W. McNichols W/O Sorrento S/S F/E



53k weekly impressions

MARKET: Detroit
BOARD #: 1502-2
ADDRESS: Conner St N/O Maiden St E/S F/SE



96k weekly impressions

MARKET: Detroit
BOARD #: 2652-2
ADDRESS: W. Warren E/O Bramell N/S F/E



52k weekly impressions

MARKET: Detroit
BOARD #: 2904-B
ADDRESS: Greenfield Rd N/O Westfield W/S F/N



64k weekly impressions



DPD
Year End Recap— July 2023-January 2024

DPD Recruitment Campaign Overview

Primary Goal: Recruit 18-34 year old Detroiters who are interested in law enforcement career opportunities; target high school graduates/veterans/jobseekers

Secondary Goal: Recruit officers back from other agencies, 18+- Michigan + Regional

Campaign Dates:

June 26th – December 31, 2023 (see individual tactics for specific flight details)

Audience Target:

18-34 yr old Detroiters (primary target) – job seekers, recent high school graduates, veterans, etc., 18+ other agency police (secondary)

Media Tactics:

- Outdoor Billboards (Digitals and Statics)
- Paid Social (Facebook/Instagram/TikTok) + YouTube
- Search Engine Marketing
- Targeted digital display
- Detroit-zoned Cable, OTT/Streaming video
- Radio –WJLB 97.9 FM + WMGC The Bounce 105.1 FM, WDMK 105.9 FM
- iHeart audio streaming/podcasts
- MI Chronicle

MEDIA PLAN – RECRUITMENT CAMPAIGN

Media Type			June	July	August	Sept	Oct	Nov	Dec	Total Spot	\$\$\$
Media	AD /Dimens		5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25		
OOH											
Static Posters	14 x 2 rotations	10'5"x22'8"									
Digitals	8	14'x48'									
Total OOH \$122,225											
Stream Plus Detroit Cable											
OTT/Stream	96,421 min imp	:30s									
Detroit Zoned Cable	10,813 spots	:30s									
Total Effectv \$36,340											
Radio											
WJLB 97.9 FM	rch 60%, freq 8.5x, CPP \$97,	LIVES and :30s									\$55,555
WMGC 105.1 FM + WDMK 105.9 FM	reach 70.2%, freq 6.0x	LIVES and :30s									\$89,355
iHeart Streaming Audio+Podcasts											\$19,166
Total Radio \$164,076											
MI Chronicle											
video ads +		:30s									
Digital Networks											
	65k min mo										\$10,861
FB/Instagram, targeted campaign	imp, clicks 1,100 min mo, CPM \$46, CPC \$2.31-\$3.35	newsfeed and ancillary									
TikTok	250,000 mo imp	video									
Search	Imp 6,907 min per mo, clicks 748 min, CTR 10.8%, CPC \$3.06-\$3.74	Google adwords									
Targeted Display	239k min imp mo, 356 min clicks CPM \$8, CTR .17%	300x250, 320x50									
Total search/mobile/Social Network \$66,498											
TOTAL											\$400k

Digital Overview

Detroit Police Dept

Your brand was seen 2,525,309 times in this 245 day period.

RECRUITMENT

06/01/23 - 01/31/24

Frequency: Daily

63 Campaigns

FB/IG Ads (8/16-1/23)

TikTok (8/16-1/13)

SEM (7/16-1/24)

Search Retargeting (7/24-12/24)

Site Retargeting (7/24-12/24)

Geofence Retargeting (7/24-12/24)



Impressions	Clicks	CTR
2,525,309	31,694	1.26%

TOTAL LEADS - 3,297

SEM (measured "Apply To DPD" button clicks) - 1191, 27 actual emails to DPD, 204 calls

FB/IG (measured form submissions) - 1,543

Tiktok (measured form submissions) - 332

Recruitment Campaign

DPD Digital Update as of 1.22.24

SEM (Start Date 7/16):

- 21,389 impressions, 4,364 clicks, 20.40% CTR
 - industry benchmark 5.93% CTR (updated)
- top 3 keywords
 - police officer jobs Detroit (CTR: 56.87% CTR)
 - detroit police hiring (CTR: 36.21%)
 - detroit police recruiting (CTR: 34.00%)
- 72% of ad impressions were delivered on mobile devices, 82% of ad clicks were delivered on mobile devices

FB/IG Social Ads (Start Date: 8/16):

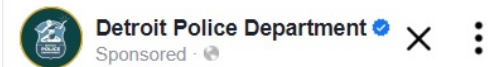
- 910,124 impressions, 26,243 clicks, 2.88% CTR
 - 0.90% CTR benchmark
- 2818 reactions, 462 comments, 815 shares, 18891 video views
- 66% of impressions came from males, 70% of clicks came from males (mostly ages 25-34)

Display (Run Dates 7/24-12/24):

- CTR benchmark .04-.08%
- Site Retargeting
 - 463,934 impressions, 285 clicks, 0.06% CTR
- Search Retargeting
 - 451,373 impressions, 253 clicks, 0.06% CTR
 - Top Keywords
 - police careers (CTR: 0.08%)
 - police recruiting (CTR: 0.07%)
 - police employment, police jobs (CTR: 0.06%)



FORM ON FACEBOOK [Apply now](#)



Join the Detroit Police Department and start making a difference in your community TODAY! Join us on Wednesday, January 10th from 3pm - 6pm to learn about the application process and meet the Detroit Police Department recruiting team!



FORM ON FACEBOOK [Apply now](#)
Be DPD Great!
Detroit Police Readiness ...

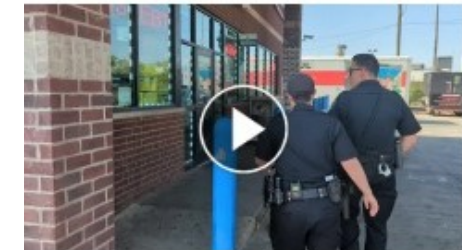


FORM ON FACEBOOK [Apply now](#)
[joindetroitstfinest.org](#)

Like Comment Share



DPD new starting salary \$55,120-\$87,000+ upon DPD Academy completion!



FORM ON FACEBOOK [Apply now](#)
[joindetroitstfinest.org](#)

Like Comment Share

- **Geofence Retargeting (New Recruits)**
 - 336,557 impressions, 91 clicks, 0.03% CTR
 - Top Geofences
 - Mercy Education Project (CTR: 0.40%)
 - Greek Town Casino (0.08%)
 - Mad Nice (CTR: 0.07%)
- **Geofence Retargeting (Reinstatements)**
 - 333,476 impressions, 117 clicks, 0.04% CTR
 - Top Geofences
 - Loves Park PD (CTR: 0.40%)
 - Troy PD & Maumee PD (CTR: 0.09%)
 - Northwood PD (CTR: 0.07%)

TikTok (Run Dates 8/16 - 1/13)

- 725,054 impressions, 3,709 clicks, 0.51% CTR
 - benchmark CTR: 0.58%
- 5,641 reactions, 657 comments, 211 shares, 706,700 video views
- 332 form submissions

ANSWERING UP TO THE COMMUNITY
NOW HIRING

JOIN TODAY

ANSWERING UP TO THE COMMUNITY
NOW HIRING

JOIN TODAY

RESPONDIENDO A LA COMUNIDAD

VACANTES

JOIN TODAY



A NEW DAY with the Detroit Police Department
RECRUITING & LATERALS

JOIN TODAY

DPD Outdoor – Digital and Neighborhood Posters



NOW HIRING
\$55,120-\$87,000+
ACADEMY GRADUATES



joindetroit finest.org



NOW HIRING
\$55,120-\$87,000+
ACADEMY GRADUATES



joindetroit finest.org

PROTECTING AND SERVING DETROITERS
NOW HIRING



joindetroit finest.org

1 DAY
HIRING PROCESS



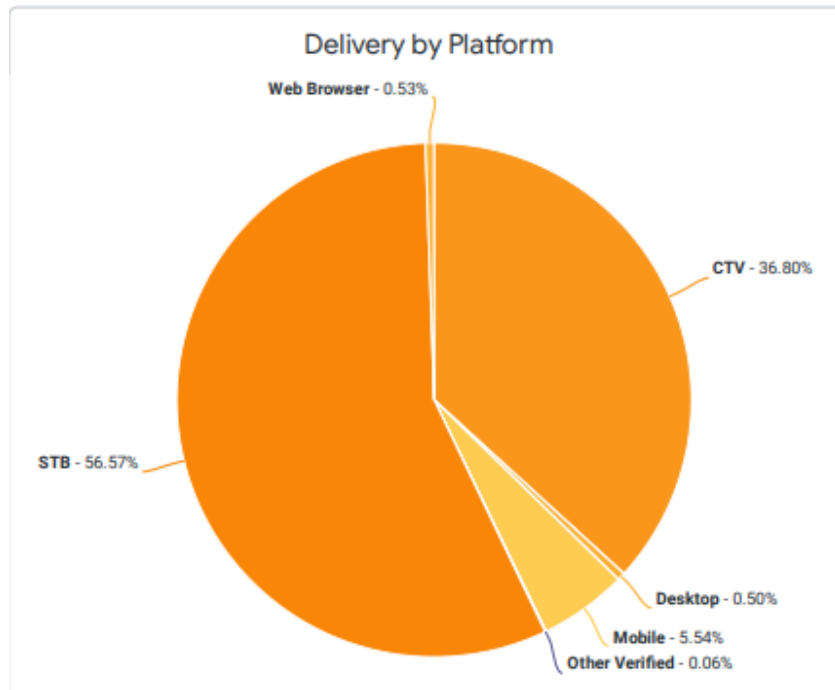
NOV 18TH | 7AM-5PM
DETROIT PUBLIC SAFETY HQ

Detroit Police Department Cable/OTT Streaming Activity to Date (8.22-11.27)

12,330 broadcast spots (cable) airing in Detroit, Dearborn, Livonia, Royal Oak, Southfield, St Clair Shores, Sterling Heights and Taylor

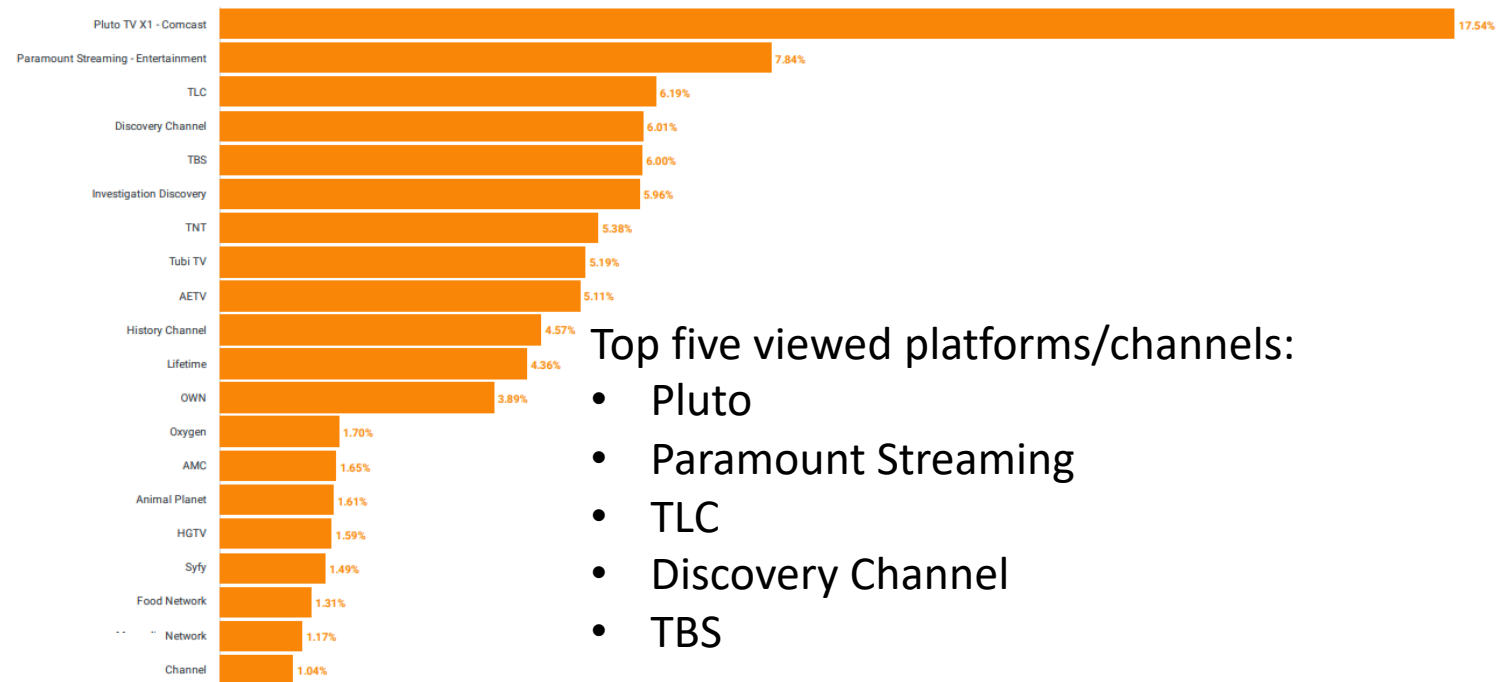
Digital Streaming/OTT (over the top devices):

- 93,227 total impressions delivered
- 751 hours interacting with the spots
- 96% of the spots were viewed at 100% completion



- **Connected TV (OTT/Streaming Device) Top Performing Platform**

Top 20 digital viewership platforms:



Top five viewed platforms/channels:

- Pluto
- Paramount Streaming
- TLC
- Discovery Channel
- TBS

RADIO

The Detroit Police Department will receive the following:

- Station: 105.9 Kiss and 105.1 the Bounce
- Flight Dates: July 12-November 13th (2 weeks per month)
- Kiss and the Bounce Suggested schedules (see attached)
- (3) three station appearances for DPD Hiring Events Aug-Sept-Nov
- Streaming (simulcast): digital streaming will mirror on-air schedule (free of charge)
- Targeted Branded Kiss-Bounce Social (: 15 or :30-second Video or Static Ad
Geo: Detroit , target P 18-34 with interests in law enforcement and careers in the field

Beasley Media Group will need read only access to your Facebook and Instagram pages. We will serve 100,00 impressions per month

- (3x) weekend sponsorship on the Bounce during the months of July-November which includes 24 (:10sec) sponsorship mentions per weekend sponsorship for a total of 72x

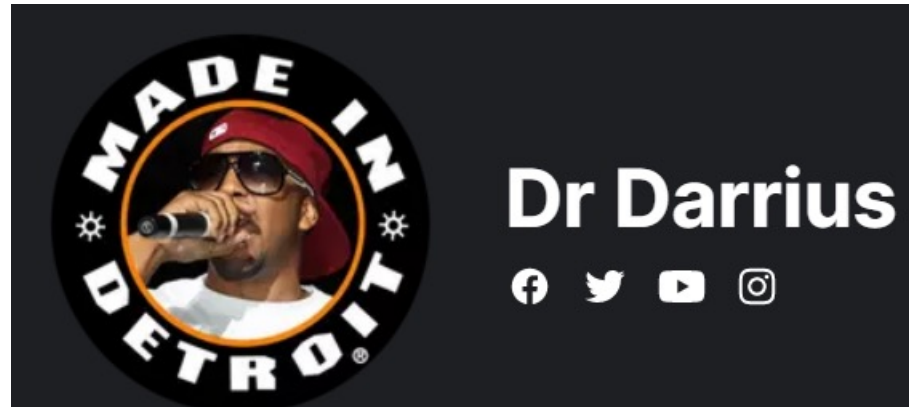


RADIO

- Local radio talent delivered LIVE reads to their audience base and recorded spots for other dayparts.
- Messaging provided in a form for the talent to make their own.
- Messages delivered at the top of a break or set, weaving the message into the fabric of the show.
- 97.9 FM WJLB Dr. Darrius

97.9 FM WJLB

- 10 weeks
- Prime dayparts
- 650 spots
- Target – Detroiters, ages 18-34
- Frequency – 8.5x
- 10 n/c spots per week
- Weekend sponsorships



Campaign Insights / Media Recommendations Moving Forward

- All campaign tactics performed above benchmarks, with the exception of TikTok (which did receive 332 form fills, so while the click through was lower, the leads were solid).
- With nearly 3,000 leads alone from paid social and search, these are the top lead generators for DPD in our current campaign. Paid social media as well as paid search efforts are a crucial part of DPD campaign outreach.
- The addition of ongoing DPD events with radio remote support (The Bounce, Tune Up events for example) will be a strong, integrated opportunity to weave into the campaign.
- Hires for 2023 were more than 330 for DPD – one of their highest hiring efforts since 2014.

Continuing to develop and refine campaign creative will encourage continued engagement/keep interest up with recruitment efforts.



Detroit Police Department
Detroit Rewards TV
August-January Recap

Campaign Overview

Detroit Rewards TV– Cash Rewards For Tips To Get Detroiters Justice

Outdoor –

4-5 digitals, in rotation

8 posters in rotation

Radio–

Late September/October

WDMK 105.9 KISS FM – 3 weeks

WJLB 97.9 FM– 3 weeks

OTT/Streaming + Detroit zoned Cable –

TBD

Digital Platforms –

September-December

Facebook/Instagram

Targeted Display

Total Budget: \$100,000

Detroit Rewards TV Paid Social+ Digital Results

FB/IG Social Ads (10/9-1/22):

- 1,191,332 impressions, 68,499 clicks, 5.75% click thru rate (more than 5x CTR benchmark)
 - 0.90% CTR benchmark
- 2,476 reactions, 254 comments, 592 shares, **26,637** views at 100%
- 67% of impressions came from female, 73% of clicks came from female (mostly ages 25-34)

Geofence Retargeting (Start Date: 10/2):

- 524,817 impressions, 645 clicks, 0.12% CTR (benchmark .04%-.08%)

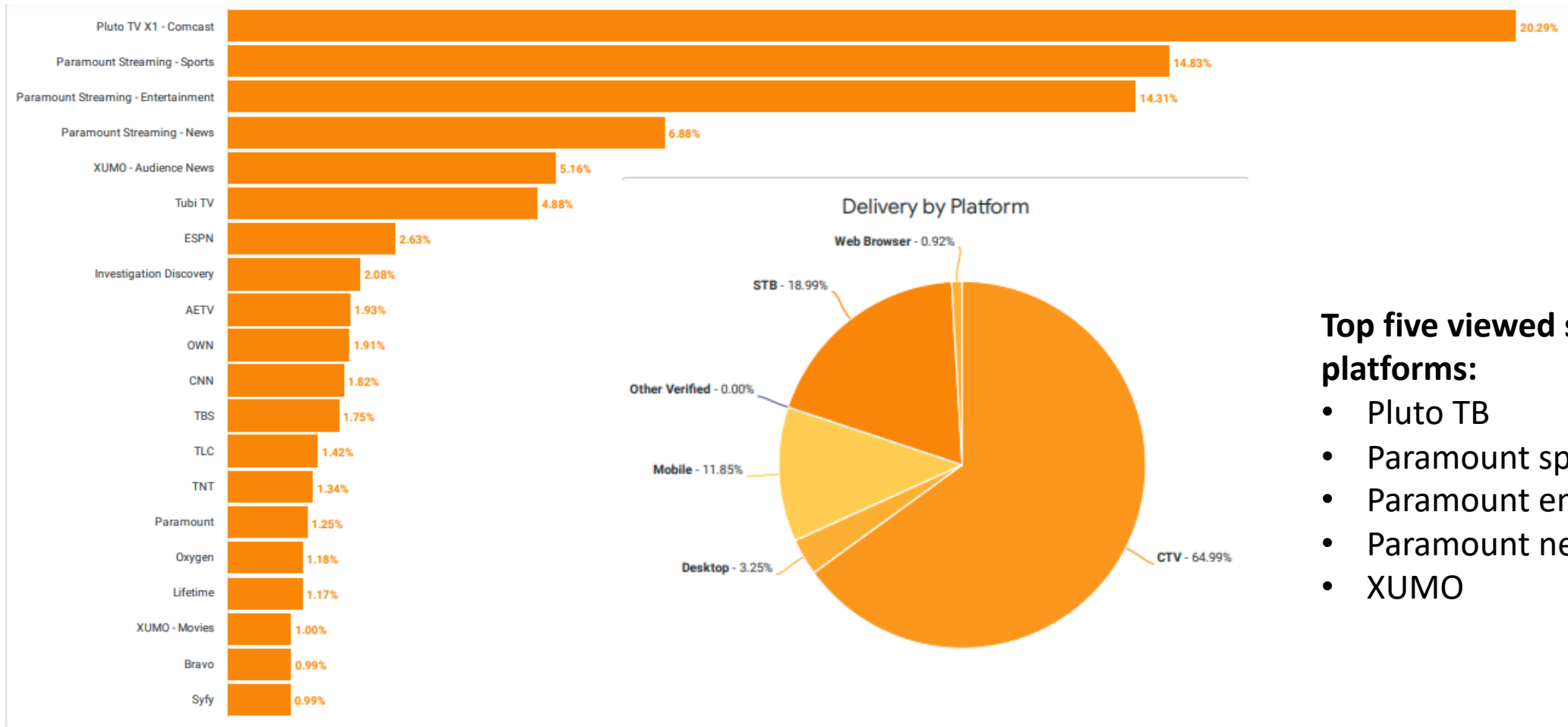


Both paid social and geofencing campaigns performed well-above benchmarks.



Cable and Streaming Video Results

- * Total number of TV spots: 2,613x
- * 307,507 total impressions delivered
- * 2,163 hours interacting with the spots
- * 96% of the spots were viewed at 100% completion



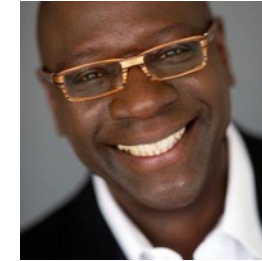
Top five viewed streaming platforms:

- Pluto TB
- Paramount sports
- Paramount entertainment
- Paramount news
- XUMO

Detroit Rewards TV Radio



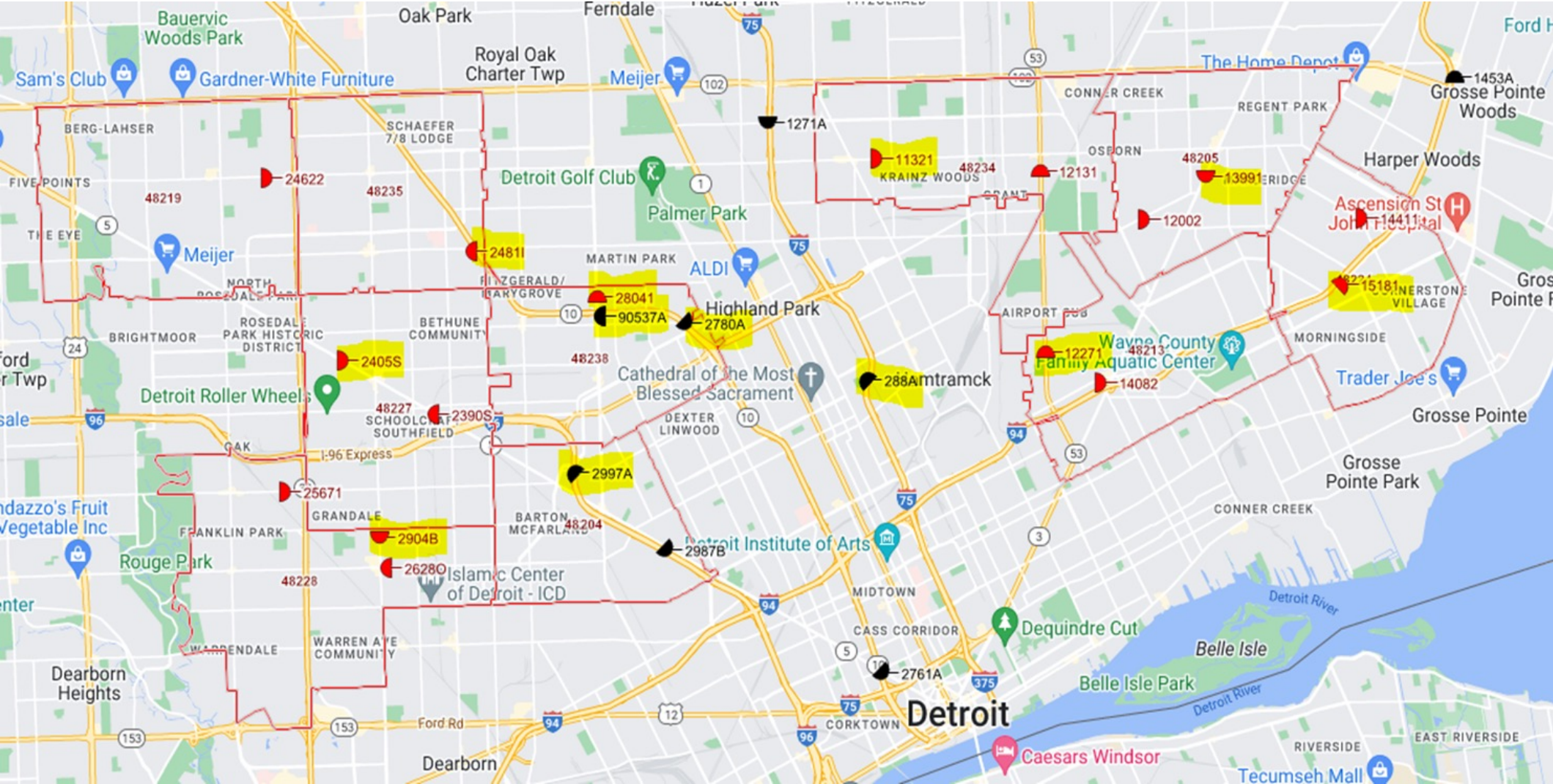
Dr. Darrius



Mason

- WJLB 97.9 FM – target audience 18+ year old AA adults
 - WDMK KISS 105.9 FM – target audience 35+ year old AA adults
-
- 3 weeks on each station, staggered for coverage
 - Live reads by known voices encouraging reporting
 - Added value – sponsorships, n/c spots
 - 270 total spots, reaching more than 52% of Detroiters
 - LIVE reads by Dr. Darrius on WJLB and Mason on KISS FM

Outdoor Locations – Digitals and Neighborhood Posters



- Yellow highlight, flight one
- Black half circles, digital
- Red half circles, neighborhood posters
- Flat face of the half circle is the front of the board

Outdoor Locations and Total Impressions

Inventory #	Location Description	Media	Copy Size	IMP 18+ Weekly	Available Date	# of weeks	Total Imps	# weeks overage	overage IMP	TTL Campaign IMP inc. overage
2780A	Lodge Fwy N/O Oakman Blvd E/S F/NW	Digital Bulletins	14'x48'	234,913	9/18 to 10/29	6	1,409,478	0	0	1,409,478
90537A	Lodge Fwy (M-10) E/O Livernois S/S F/E	Digital Bulletins	14'x48'	173,193	9/18 to 10/29	6	1,039,158	0	0	1,039,158
1271	N. I-75 Fwy and 8 mile, WS NF	Digital Bulletins	14'x48'	355,536	9/18 to 10/29	6	2,133,216	0	0	2,133,216
2762	Lodge Fwy S/O Grand River Ave E/S F/S	Digital Bulletins	14'x48'	174,231	9/18 to 9/24	1	174,231	0	0	174,231
2987B	I-96 Fwy N/O Quincy St (Maplewood Ave) E/S F/NW	Digital Bulletins	14'x48'	272,233	9/25 to 10/29	5	1,361,165	0	0	1,361,165
1453A	E. I-94 Fwy N/O Vernier Rd E/S F/S	Digital Bulletins	14'x48'	398,272	10/30 to 12/10	6	2,389,632	0	0	2,389,632
2997B	I-96 Fwy s/o Elmhurst WS SEF	Digital Bulletins	14'x48'	175,549	10/30 to 12/10	6	1,053,294	0	0	1,053,294
2761A	Lodge Fwy S/O Grand River Ave E/S F/NW	Digital Bulletins	14'x48'	312,703	10/30 to 12/10	6	1,876,218	0	0	1,876,218
288A	N. I-75 Fwy .20 mi N/O Westminster St W/S F/SE	Digital Bulletins	14'x48'	250,780	10/30 to 12/10	6	1,504,680	0	0	1,504,680
11321	E. Seven Mile E/O Revere N/S F/W	Posters	10'5"x22'8"	39,188	9/18 to 10/29	6	235,128	8	313,504	548,632
12271	Van Dyke Ave (M-53) N/O Merkel Ave W/S F/S	Posters	10'5"x22'8"	46,179	9/18 to 10/29	6	277,074	14	646,506	923,580
13991	Gratiot Ave S/O Glenwood W/S F/N	Posters	10'5"x22'8"	97,160	9/18 to 10/29	6	582,960	5	485,800	1,068,760
15181	Harper Ave N/O Bedford St W/S F/SW	Posters	10'5"x22'8"	13,758	9/18 to 10/29	6	82,548	14	192,612	275,160
2405S	Grand River Ave E/O Mettetal N/S F/W	Posters	10'5"x22'8"	67,611	9/18 to 10/29	6	405,666	3	202,833	608,499
2481I	W. McNichols W/O Sorrento S/S F/E	Posters	10'5"x22'8"	50,373	9/18 to 10/29	6	302,238	3	151,119	453,357
28041	Livernois N/O Pilgrim W/S F/S	Posters	10'5"x22'8"	75,424	9/18 to 10/29	6	452,544	3	226,272	678,816
2904B	Greenfield Rd N/O Westfield W/S F/N	Posters	10'5"x22'8"	64,379	9/18 to 10/29	6	386,274	3	193,137	579,411
12002	E. McNichols Rd. W/O Hamburg St. S/S F/W	Posters	10'5"x22'8"	26,585	10/30 to 12/10	6	159,510	8	212,680	372,190
12131	Van Dyke Ave (M-53) S/O Quinn St W/S F/S	Posters	10'5"x22'8"	66,302	10/30 to 12/10	6	397,812	7	464,114	861,926
14082	Harper Ave & May S/S F/W	Posters	10'5"x22'8"	29,950	10/30 to 12/10	6	179,700	8	239,600	419,300
14411	Morang Ave N/O Cadieux Rd NE/S F/W	Posters	10'5"x22'8"	56,750	10/30 to 12/10	6	340,500	2	113,500	454,000
2390S	Grand River Ave E/O Ardmore S/S F/E	Posters	10'5"x22'8"	50,909	10/30 to 12/10	6	305,454	8	407,272	712,726
24622	W. Seven Mile E/O Stahelin S/S F/W	Posters	10'5"x22'8"	55,340	10/9 to 11/19	6	332,040	0	0	332,040
25671	Plymouth Rd W/O Faust Ave N/S F/W	Posters	10'5"x22'8"	24,171	10/30 to 12/10	6	145,026	8	193,368	338,394
2628O	Joy & Prest NE/S F/E	Posters	10'5"x22'8"	59,114	10/30 to 12/10	6	354,684	7	413,798	768,482
							15,431,594			22,336,345

- 15.4 million total impressions forecasted for the outdoor campaign
- With overage, we have run 22.3 million total impressions to date

Campaign Conclusion

- This campaign and its messaging was very well received on digital platforms
- Engagement and response were positive
- Video spots were viewed to 100% more than 96% of the time
- Ability to target areas of high crime incidents with outdoor and targeted geofencing ads helped to get our message in front of the right audience in the right areas, in addition to the broad messaging across the City of Detroit
- Moving forward, this combination of tactics worked extremely well and would recommend a similar media mix



iDecide Paid Media Recap June- December 2023

iDecide Campaign Overview

Target: 18-40 year olds in the City of Detroit

- June-December 2023
- DHD iDecide / Reproductive Health
 - Free and low cost reproductive services
 - Access to contraceptives
 - No income requirements
 - Free and/or low cost contraceptives
- Media tactics:
- Radio –WJLB 97.9 FM, WMGC 105.1 FM live reads and recorded :30s + added value
- Online digital campaign
 - Facebook/Instagram
 - Snapchat
 - SEM
 - TikTok

Budget Total: \$116,665

MEDIA PLAN

iDecide 2023 Audience: 18-40 yr old Detroiters																													
Media Type			June				July					August				September				October				November					
Media		AD Dimens	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	\$\$
Radio																													
WJLB 97.9 FM	41.7% reach, 4.1x freq.	LIVES and :30s																											\$28,333
WMGC 105.1 FM The Bounce	45.3% reach, 3.0 freq.	LIVES and :30s																											\$26,666
Digital Networks																													
FB/Instagram targeted campaign	:30 video	52,519 min imp per mo, min clicks 893, CPM \$46-\$57, CPC \$2.31-\$3.35																											\$45,000
SnapChat	:30 video	181k min imp per mo																											
SEM	google adwords	16,351 min imp per mo, 1,388 min clicks, CTR 8.5%, CPC \$1.83-\$2.23																											
TOTAL																													\$100,000

- Digital campaign started at the end of July and ended at the end of December
- TikTok added in August and ran through the end of December (\$16,665)

RADIO



Prime/drive time spots provided by known voices in Detroit radio



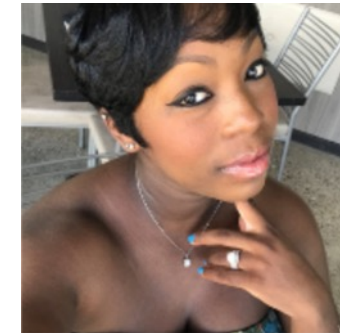
Targeted to their audiences with meaningful, unique messages



LIVES plus recorded

- WMGC 105.1 (6/26 – 9/11)
 - 330 total spots
 - 40 Spots added Value
 - 4x frequency, 45.3% reach

- WJLB 97.9 (7/17 - 10/1)
 - 288 total spots
 - Cheron provided live read messaging on the station
 - 4.1x frequency, 41.7% reach



Cheron, middays

Paid Social + SEM

Results through 12.28.23



Paid Facebook/Instagram (start date 7/31)

- 760,479 impressions
- 12,122 clicks
- 1.59% CTR (benchmark CTR .90%)
- \$0.73 CPC
- 74% of clicks came from females
- Most in the 25-34 age range
- \$19.78 CPM
- Post Engagement: 172,795
- Post Reactions: 1,054 / Post Shares: 327
- 442 form fills / 258 phone calls (Social + search)



Snapchat (start date: 7/31)

- 219,832 impressions, 7,276 clicks, 3.31% CTR
 - Benchmark CTR, 0.50%



TikTok (start date: 8/2)

- 875,342 impressions, 3,610 clicks, 0.41%
 - benchmark CTR: 0.58%
- 6,316 likes, 103 shares, 107 comments
- 120 leads (form submissions)



SEM (start date: 7/31)

- 37,098 impressions, 2,504 clicks, 6.75% CTR
 - Benchmark CTR 3.27%
- top 3 performing keywords:
 - free std testing detroit, 24.4% CTR
 - free std testing near me, 12.66% CTR
 - Free std testing, 11.47% CTR

NOTES:

- Click thru rate for all tactics well-above benchmarks (anticipated category standard), except for TikTok
- Shares for posts are strong added-value additional views
- Swipe rate for SnapChat more than 6x benchmark
- 820 leads

City of Detroit
Improve Detroit App
First half of the campaign recap

Campaign Overview

Improve Detroit– encouraging Detroiters to download the Improve Detroit app and See It. Click It. Fix It.

Outdoor –

5 digitals, in rotation, locations TBD

Radio– September/October

WDMK 105.9 KISS FM

WMXD 92.3 FM

OTT/Streaming + Detroit zoned Cable

Digital Platforms –

Facebook/Instagram

SnapChat

Targeted Display

Improve Detroit Paid Social+ Digital Results through November 30th

FB/IG Social Ads (Run Dates: 9/28-11/30):

- 850,890 impressions, 15,862 clicks, 1.86% CTR (**double the benchmark**)
 - 0.90% CTR benchmark
- 942 reactions, 203 comments, 587 shares
- 62% of impressions came from males, 52% of clicks came from males (mostly ages 25-34)

Snapchat (Run Dates: 8/16-11/30):

- 832,844 impressions, 15,605 clicks, 1.87% CTR
 - 0.90% CTR benchmark

Display:

- CTR benchmark .04-.08%

Site Retargeting (Run Dates: 9/27-11/23)

- 151,065 impressions, 95 clicks, 0.06% CTR

Search Retargeting (Run Dates: 9/27-11/24)

- 159,725 impressions, 83 clicks, 0.05% CTR
- Top Keywords
 - improve detroit (CTR: 0.07%)
 - clean detroit (CTR: 0.06%)
 - detroit mi (CTR: 0.05%)

Geofence Retargeting (Run Dates: 10/3-11/24)

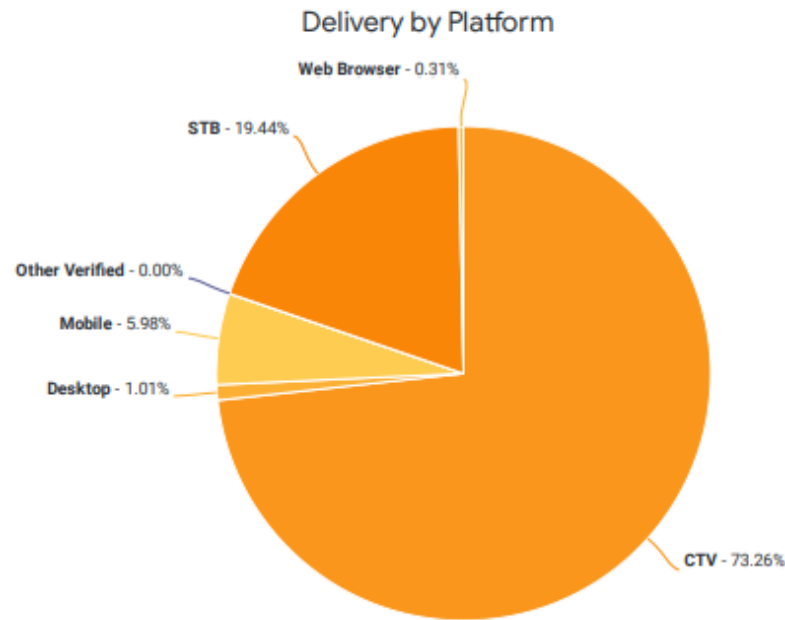
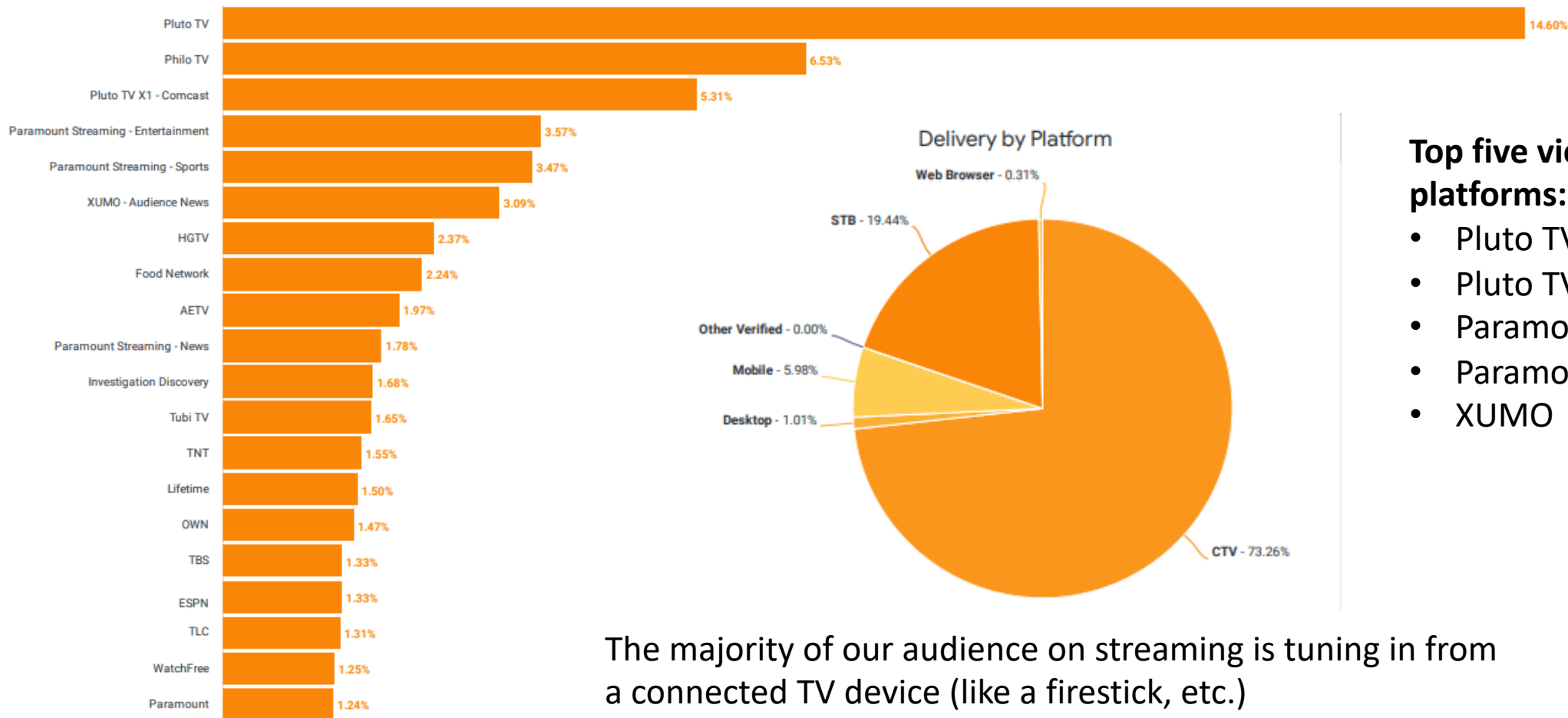
- 410,361 impressions, 164 clicks, 0.04% CTR

Cable and Streaming Video Results to-Date

TV spots: 770x delivered

Streaming

- * 78,675 total impressions delivered
- * 644 hours interacting with the spots
- * 98% of the spots were viewed at 100% completion



Top five viewed streaming platforms:

- Pluto TV
- Pluto TV X1
- Paramount Streaming
- Paramount Sports
- XUMO

The majority of our audience on streaming is tuning in from a connected TV device (like a firestick, etc.)