



CONTRACT: 6006026

FEBRUARY 12, 2024

Five vendors responded to RFP: 184055-2 and after a thorough review, The Allen Lewis Agency (TALA) was selected by consensus evaluation. The \$3-million TALA contract will run through June 30, 2025. It will be utilized to increase awareness around and enrollment in these ARPA programs and others:

- Detroit at Work
- Detroit Promise
- Project Clean Slate
- Motor City Match
- Neighborhood Beautification
- Renew Detroit
- Community Violence Intervention
- Downpayment Assistance
- Summer Youth Employment

A Black women-owned, full-service transformational agency, TALA is committed to helping clients tell their stories, build their brands, commemorate experiences, and expand their business through strategic brand development, multicultural, diversity, equity and inclusion (DEI) and grassroots engagement, experiential events, media planning and buying, public relations, social and digital media, speechwriting, issues and reputation management.

Jocelyn (Allen) Coley and Chandra S. Lewis formed the firm in 2015 based on the philosophy of four Ps: they have Passion for what they do; their combined Power makes them among the best in the field; they transform pitfalls and prowess into Prosperity; they ceaselessly work to fulfill a true and bold Purpose.

Now in their ninth year in business, TALA is a certified Minority Business Enterprise, a certified Women-Owned Business and a certified Association of National Advertisers diverse supplier that has employed a national team of experts who have decades of experience servicing major brands with positive measurable results. The team has amassed both local and national clients in a variety of sectors and industries and has garnered numerous awards for their work.

With nearly a decade under their belt, TALA also brings over five years of specialized experience working with public entities, nonprofits, and federal grant recipients.

City of Detroit ARPA-funded “Detroit for Life” Campaign

Goal: Media strategy and development services promoting ARPA program benefits across Detroit media landscapes.

Media Tactics

- Streaming TV
- Print Ads through local pubs and community media outlets
- Out-of-Home (Billboards, Digital Display, Kiosks)
- Digital ad impressions (Display, eBlasts, CRM)
- Utilized traditional paid posts on Facebook and Instagram, influencers, and news media to saturate social channels

Launched a \$870,000 media buy with negotiated added value in September 2023 including 6700 TV and cable/OTT spots, 769 radio spots, 30+ outdoor billboards/kiosks, print/email, digital and social promotion.

Over four months, the campaign delivered 800 million impressions. Digital view rate, average watch time and geofence ads remained strong and above benchmarks among women, adults 25-34 and mobile throughout the campaign. In November 2023, TALA initiated a \$120,000 program including 20+ community media outlets and influencers.

DWSD – Detroit Water & Sewerage Department

Goal: Helping residents, faith-based organizations and nonprofits manage water bills.

Since 2016, TALA is the agency responsible for public outreach, marketing and community engagement to support DWSD’s Drainage Charge Program and Stormwater Management – a technical program that significantly increased water bills for several customer classes, namely Faith-Based organizations.

Results:

TALA created tailored materials, including 20+ brochures and one-pagers for diverse customer classes, mailed notification letters to 200,000 utility customers, developed customized presentation materials on bill reduction solutions, crafted video and online content about green stormwater infrastructure and incentives, supported 20+ press articles, and conducted over 200 meetings for extensive community outreach.

Detroit Area Pre-College Engineering Program (DAPCEP)

Goal: Digital engagement for the 48-year old nonprofit that has inspired and prepared students of color.

From 2019 – 2022, TALA led public relations, marketing, and social media for DAPCEP to increase the number of Detroit students pursuing careers in Science, Technology, Engineering and Math (STEM). DAPCEP runs 100+ classes and events per year and serves 11,000 students per year.

Results: TALA produced 300+ posts per year and developed digital materials to promote DAPCEP classes and events; helped develop a new website demonstrating its varied and rigorous curriculum; increased online profile, alumni and partner engagement; helped navigate communications during the onset of the COVID pandemic and supported 20+ press interviews and articles; helped support new virtual programming; created brochures and other collateral and customized presentation materials for the Executive Director.

Renaming of Chene Park to The Aretha Franklin Amphitheatre

Goal: Raise awareness of honor for Aretha Franklin.

After Aretha Franklin's passing in August 2018, Detroit Mayor Mike Duggan announced during her funeral the renaming of Chene Park in tribute to the Queen of Soul. TALA, in collaboration with the Franklin family, managed rebranding efforts, including a focus group survey, logo development, trademark clearances, and a \$400,000 multi-media buy for TV, cable, radio, OOH, social, digital, website, SEM, ticket retargeting, sponsor coordination, street team, and collateral. TALA also organized a sign-unveiling event in May 2019 to officially launch the 2019 summer season with the new name and branding.

Results:

- **7,400+** social mentions
- **41 billion+** visits on major social channels
- **7,300+** articles and mentions in international, national, regional, and local outlets
- **8 billion reach and \$30 million+** in advertising value equivalency

James H. Cole Home for Funerals – 100 Year Anniversary Celebration

Goal: Since 2018, TALA has been the PR, Marketing and Events Agency of Record for the oldest Black-owned funeral home in the City of Detroit.

Results: TALA created a Centennial Strategic Marketing and PR Plan for the Cole business that included a Legacy Breakfast for state and city officials, a family festival sponsored by the NAACP that included a musical stage, health fair, and petting zoo for children, a grande finale gala that attracted the who's who of the city, and the creation of the James H. Cole Legacy Foundation, the company's philanthropic arm focused on children and families. TALA coordinated \$100,000 media buy for the funeral home including TV, cable and radio.

The centennial activities gave the business incredible content for the start of its social media channels. In all, the centennial activities exceeded expectations – with more than 2,000 attendees across 3 events, hundreds of paid and earned media mentions, new strategic partnerships formed, and several award nominations for the marketing and events results.

The Wright Gala 2023

Goal: Developing a unique experience for the Charles H. Wright Museum of African American History's annual fundraiser.

TALA orchestrated the annual fundraiser for the Charles H. Wright Museum of African American History on October 7, 2023. The "Masks of the Diaspora Masquerade Ball" blended indoor and outdoor elements, uniting sponsors, members, supporters, influencers, and media in celebration. The event highlighted outstanding costume design and fashion, showcasing local and regional Black designers. Beyond the glamour, funds raised directly support the museum's future educational initiatives, literacy programs, and public engagement projects for the coming year.

TALA was responsible for strategic event development of the VIP reception held at the home of Hill Harper, plus all production supporting 350+ attendee Masquerade Ball held at the Museum (including cocktails and strolling dinner, exclusive tour of the Ruth E. Carter Afrofuturism exhibit, six-honoree ceremony, silent auction and afterparty), asset creation, branding, marketing and PR support.

Bedrock Detroit Winter in Detroit

Goal: Development of Bedrock's Winter in Detroit campaign.

TALA led the fulfillment of Bedrock's 2017 Winter In Detroit \$75,000 multicultural media buy that included radio, digital, and print – with a focus on inclusive messaging and relevant media partners. Managed creative executions to improve multicultural awareness of the Winter in Detroit event among a diverse audience with the goal of increasing attendance.

Results: Garnered 30 million media impressions across radio, print, OOH, and digital media, and partnered with radio stations to produce five on-site activations.

DRAFT MEDIA PLAN 2024-2025

Campaign Flight

April 2024 – June 2025

Audience(s)

Detroit residents 18-44 and 45-64 who are seeking opportunities to thrive and be a part of Detroit's transformation

One Month Buy*

Budget	\$ 178,000 (rounded)	
Broadcast TV/Cable/OTT	\$ 25,000	14%
Radio/Streaming	\$ 30,000	17%
Outdoor	\$ 44,500	25%
Digital – Paid social, OLV, paid search, display, geofencing, CTV	\$ 41,000	23%
Community Media – print and digital ads, digital content and influencers	\$ 35,500	20%
Campaign Resources	\$ 2,000	1%

*Estimate per month based on total contract (15 months). Subject to change based on campaign needs. Higher spend suggested in Q2 2024 (NFL Draft). Does not include agency fee.

Community Media includes Pulsebeat (WXYZ Ch. 7), The Shot News, WGPR, WCHB, Tell Us Detroit, Metro Detroit News, Ask The Messengers, Latino Detroit, El Central Hispanic News, Telegram News, Deadline Detroit, Arab American News, Between the Lines, Detroit Jewish News, Adolph Mongo, Mark S. Lee (CBS 62), Detroit IPTV. Influencers include Randi Rossario, Vibes Detroit, Social N the City, Jessica Care Moore, others TBD.

If campaign resources not utilized, funds will be diverted to Paid Social.



Statements from Community Media Outlets on The Allen Lewis Agency



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City of Detroit ARPA-funded “Detroit for Life” Campaign

The following letters showcase the invaluable contributions of our community media outreach partners, who played a pivotal role in seamlessly bringing the campaign to the doorsteps (quite literally) of our intended audience. Collaborating closely with The Allen Lewis Agency (TALA), each of our partners underwent meticulous coordination to ensure a hyper-focused marketing strategy. This collaborative effort is a key factor in why our campaign has resonated so strongly with the residents of Detroit.

The “Detroit for Life” campaign has proven to be a great fit for our Pulsebeat media programming. The feedback we have received is very positive – and is such a “feel good” promo, it puts a smile on the faces of our Sunday morning audiences on TV20 WMYD as well as the encore showings which are televised on TV33 WHPR Detroit Live. Kudos to you and your team for producing the spots which are outstanding! Moreover, TALA’s Chandra Lewis has been wonderful and her follow-through and professionalism are among the very best we have experienced.

Greg Dunmore

Partner
Pulsebeat.tv

The process was seamless and free-flowing. The advertising was well executed; specifically, finding the proper balance of “Detroit for Life” program benefits while highlighting Detroiters. I had the opportunity to feature the campaign as part of a “Conference Room” interview with the Deputy Mayor in conjunction with running the various spots. Additionally, the spots aired on CBS Detroit and Detroit 50 (WKBD) where “Strictly Business” (which I host and contribute), air. Collectively, approximately 400k people, 18+, were targeted and reached during a one-month period in December, ‘23.

Congratulations to everyone involved in bringing this effort to the forefront. Additionally, thank you to TALA for their leadership and attention to detail throughout the entire process. I look forward to collaborating with TALA again on this and other-related, important efforts, if given the opportunity.

Mark S. Lee

President & CEO
The LEE Group, MI LLC

The Allen Lewis Agency’s Chandra S. Lewis has been exceptional with the “Detroit for Life” campaign. I have known her for over a decade and am impressed with her team’s dedication, creativity, and understanding of our business. They patiently listened to our feedback throughout the campaign and constantly communicated with us at Tell Us Detroit. We are thrilled to have such a strong partner for high-quality, effective, and persuasive campaigns.

Harold (HB) Meeks

Publisher/Editor-in-Chief

During our coverage of the “Detroit for Life” campaign, we received overwhelmingly positive feedback from our viewers. Audiences resonated deeply with the stories of perseverance, unity, and progress shared by campaign organizers and participants. Many expressed a newfound sense of connection to Detroit and a renewed commitment to contributing to its ongoing revitalization.

One of the key reasons why the “Detroit for Life” campaign is such a great fit for Ask the Messengers TV Show is its ability to inspire action and drive meaningful change at the grassroots level. By shining a spotlight on the positive initiatives and individuals making a difference in our community, we aim to motivate our viewers to become active participants in the collective effort to build a better future for Detroit.

We also want to express our sincere appreciation for the exceptional support and professionalism demonstrated by TALA’s Chandra Lewis during our coverage of the “Detroit for Life” campaign on Ask the Messengers TV Show. Chandra’s dedication and attention to detail were instrumental in ensuring the success of our efforts to highlight this important campaign.

In conclusion, we wholeheartedly endorse the “Detroit for Life” campaign and believe that it represents an exceptional example of the kind of transformative initiatives we are proud to feature on Ask the Messengers TV Show. We are honored to have had the opportunity to highlight this campaign on our program, and we look forward to continuing to support its efforts in the future.

Derek Thompson

Partner
Ask the Messengers TV Show

The “Detroit for Life” campaign proved to be an exemplary media initiative for Metro Detroit News and our audience. A significant number of our followers were unaware of the availability of such assistance and were happy to discover a program designed to benefit them. The content was well crafted, and we hope there is a possibility of seeing similar projects in the future. TALA’s Chandra Lewis helped steer us through the correct procedures for putting out the content and made it easy for us. She was also consistently accessible for inquiries and provided support whenever needed.

Mike Dabaja

Metro Detroit News

I am speaking for the staff at the Telegram News. Our interactions with Chandra S. Lewis, The Allen Lewis Agency was a very positive experience. From the initial contact to when the final proofs were submitted, everything was handled very professionally. The ‘Detroit For Life’ campaign was a good addition for our readers and fit into our strategy for providing opportunities for our young readers. Since everything went well, I am looking forward to working with The Allen Lewis Agency in the future.

Gina Wilson Steward

Telegram News
CEO

We had the pleasure of working with The Allen Lewis Agency late last year with the campaign, “Detroit For Life.” First off, they were great. They were responsive and our audience was impressed with the ads that advocated for education.

The ads were well done and inspiring, and also reflected a concern the city has for bettering our youth through education.

Chandra Lewis was just a pleasure to deal with.

Allan Lengel

Publisher Deadline Detroit

In December we had the pleasure of working with The Allen Lewis Agency on the campaign for the city of Detroit. In my many years of working in media there are many companies that place a media buy and are not detailed, nor do they have a spirit of ensuring the fine details about the project. The Allen Lewis Agency went the distance to ensure that all communications around the project were clear, concise, and timely. The communication with them was so professional that we invited your office to set up a booth at our signature event that we do with The Marshall Mathers Foundation which gave away one thousand coats.

The commercials were excellent and very informative and touched on multiple areas of need.

It was about a week ago that I mentioned that I had hopes that if the campaign came back (which is much needed) that they would be who we will be working with.

Denise Dody Johnson
General Sales Manager
WGPR

To the honorable Detroit City Council. As a lifelong resident of the city, the Detroit for Life media campaign is what this city needs. As a former Deputy Director of Public Information under the late Mayor Coleman Young, I know that media campaigns are an important tool in highlighting the great things that are happening in the city. We need to hear the truth about Detroit. It's not all gloom and doom. I want to thank The Allen Lewis Agency for working with the city to dispel the false narrative that some naysayers try to paint the city in a negative light. We sorely need these life-changing programs. They work. The media campaign also instills confidence. We, as residents, need these feel-good moments.

Adolph Mongo,
Host of Detroit in Black and White podcast

It was a pleasure working with the "Detroit For Life" campaign this past fall, as one of our strengths and joys come from advancing messages to the people of our great city! Another pleasure in the process was being able to work with The Allen Lewis Agency, Chandra Lewis. We work often with the City of Detroit on various campaigns, but having the chance to work with Chandra was truly incredible. Her timing and level of productivity is indeed unmatched, and everyone on our team is looking forward to another opportunity to collaborate with her and the TALA team in the future. We are more than thankful for the opportunity, and are always ready to serve for the good of our city!

J.T. Maples
Executive Director
Capital Marketing & Management

I am J.Sanford PD and on air host for Gospel Station WCHB 1340 AM. We position ourselves as a community radio station "The Voice of the Church."

WCHB was very pleased to partner with Detroit for Life, in reaching the target audience and spreading the word of the great things Detroit for Life is doing in our city.

It is evident that the City of Detroit is committed to helping the community. We found our working relationship with the TALA agency and specifically Ms. Lewis, to be very professional as she was very accessible and responsive throughout the project. I look forward to working with the TALA's agency again. My continued support and commitment to the agency and our great city is something I take seriously. Thank you for the privilege of allowing me to help get the message out to those who can most benefit from the program.

Sincerely,

J.Sanford
Host of Gospel Station WCHB

I am writing to support the selection of The Allen Lewis Agency to continue its work as the lead agency for the City of Detroit's Detroit for Life 2024-2025 campaign.

As Michigan's oldest and leading bilingual (English-Spanish) weekly newspaper and media outlet, EL CENTRAL Hispanic News was pleased to work with Chandra Lewis on the campaign in the fourth quarter of 2023. Chandra and her colleagues were always professional and a pleasure to work with on the campaign.

And, above all, as a Detroit-based business and Detroit resident-owners of EL CENTRAL, we were pleased to bring the message of special benefits of being Detroiters to our readers and followers online.

We urge you to once again engage the services of The Allen Agency for the next Detroit For Life campaign.

From the team at EL CENTRAL Hispanic News

4200 W. Vernor Hwy.
Detroit, MI 48209

It was a pleasure working with The Allen Lewis Agency. Everything was executed with complete professionalism. I would love the opportunity to work with TALA again!

Keith Farber

Director of Advertising
Detroit Jewish News Foundation

As the number one source for news and information for the Black Community The Detroit for Life campaign resonated with our readers young and old. The Detroit for Life print ads in the Michigan Chronicle were received positively. The email marketing and social media campaign utilized received high engagement from our followers. We saw a 30% open rate with the Detroit For Life email marketing campaign sent to our email database. The email open rate exceeded the national email marketing campaign open rate.

The TALA Agency understands the importance of which tactics/communication channels to use. But more importantly, they understand the market and the community their clients are trying to reach.

Having over 35 years of sales experience, with 20 plus of those years being in the multicultural advertising space my experience working with the TALA Agency rivals any experience I've had throughout my career.

I look forward to working with TALA in the future.

Leonard Corbin

Sales Director
The Michigan Chronicle

Addendum





"The Spirit"

Waleed Elharith Johnson

DETROIT FOR LIFE

Post Campaign Reporting

1.19.24



EXECUTIVE SUMMARY

Insights

- **Google** paid search was the strongest media channel to deliver clicks to the D4L website and Facebook, particularly Instagram, drove the most traffic
- **YouTube** performed strongly in terms of video engagement' particularly Detroit Promise and Misty assets.
- **Infillion** drove strong performance across display, CTV and geofencing. Display drove the most clicks to D4L site. Hyper targeting local community events and buildings helped to deliver strong performance for our geofence buy.
- Streaming buy helped deliver incremental reach and deliver light TV viewers.

Creative Considerations

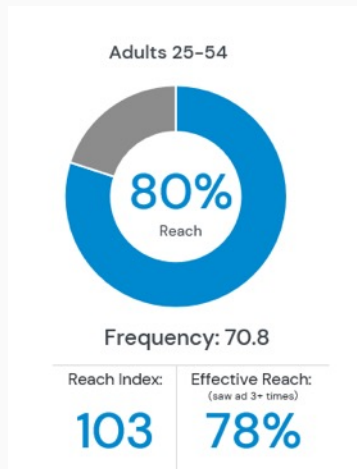
- Shirley and DAW creative assets didn't perform as strongly as Detroit Promise and Misty assets with our YouTube buys.
- We should continue to test a variety of creative assets to determine top performers. Shorter-form videos should be considered for future buys to 'test' in social environments where audiences have short view times.

CABLE

CABLE BUY SUMMARY

Geo-target consumers via Detroit-zoned cable in highly rated programming via Cable and OTT to drive high reach

- **Reporting Flight:** 9/11 – 12/31
- **Vendor:** Effectv (Comcast)
 - Spots ran across 30 networks
- **Units:** :30 spots
- **Spend:** \$47.2k
- **Added Value:**
 - [Taggable spots](#) (:30 spot + :10 sponsor tag)



Programming Highlights

- Spots ran across 42 networks
- 52% of IMPS Outside Prime
 - 20% of IMPS in Sports or HVP



WINS

- Campaign delivered high reach of 80%
- 78% of targeted HHs saw the D4L ad at least 3x
- Target audience 3% more likely to see ad vs. the rest of Comcast HH

OPPORTUNITIES

- Reach is strong but there is opportunity to optimize buy and drive more unduplicated reach in future buys

TAKEAWAYS

- High frequency suggests we maxed reach delivery to audience and should investigate shifting budget to streaming to reach non-cable households.

STREAMING

STREAMING BUY SUMMARY

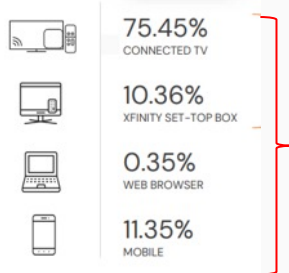
Utilized two partners to execute streaming and extend the reach of the Cable buy

- **Reporting Flight:** 9/11 – 11/31
- **Vendors:** Effectv (Comcast) and Infillion



PRIMARY KPI

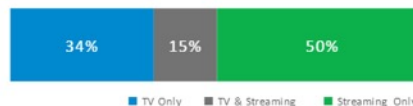
	Flight	Spend	CPM	Impressions	Player Completed Views	VCR
CTV -Effectv	9/13-10/31	\$10,500	\$33	320,956	311,279	97%
CTV - Infillion	9/11-10/10 & 11/1-11/19	\$30,000	\$31	966,000	925,594	98%
TOTAL				1,286,956	1,236,873	



85.81% of impressions were viewed on the big screen!

50% of HHs were reached through streaming only

SHARE OF TOTAL REACH



4.8x more likely to get streaming imps

CAMPAIGN IMPRESSIONS TO LIGHT/NO TV HH*



WINS

- Both buys outperformed Video Completion Rate (VCR) industry benchmark (85%)
- Streaming helped deliver incremental reach of 'light' TV viewers with Effectv buy

OPPORTUNITIES

- Effectv cost per thousand (CPM) not as efficient as Infillion

TAKEAWAYS

- Large portion of HHs were reached via streaming
- Utilize Infillion for streaming buys if Comcast streaming rates cannot be further negotiated

LOCAL TV

LOCAL TV SUMMARY

Leverage the reach of local tv in targeted and high-profile programs that align with our target audience

- **Reporting Flight:** 10/2 – 10/29 (FOX2) and 10/30-11/29 (Channel 4)
- **Units/Programming:** (:30) spots
- **Buy Delivery**
 - **FOX2** (10/2 -10/29)
 - Spend: \$12,000 vs. \$12,500 planned
 - Broadcast: Spots ran in "The Nine" and "Sherri Shephard"

	Spots	:05 Billboards	Adults 2554 IMP	AA2554 IMP
Planned	36	4	767,440	376,560
Delivered	54	4	897,240	-

- Facebook:

Media	Date Posted	Reach	Engagements	Comments	Shares
Facebook	10/19	4,000	32	3	1
Facebook	10/26	3,500	21	2	4



AA2554 Reach
FOX2: 64.3% and 1.8x frequency



LOCAL TV

LOCAL TV SUMMARY

Leverage the reach of local tv in targeted and high-profile programs that align with our target audience

- **WDIV**

- Spend: \$14,500 vs. \$14,500 planned
- Broadcast: Spots ran in "Jennifer Hudson", Thanksgiving Parade, run of network and streaming
 - A2554 Planned GRPs: 25.1; Delivered: 47.9 (190.7% delivery)
 - AA25454 Planned GRPs: 25.1; Delivered: 81.3
- Digital Display: 200,016 IMP/187 clicks/0.09% CTR
- Livestream: 52,794 IMP/417 clicks/0.08% CTR

AA2554 Reach

WDIV: 53.5% and 1.5x frequency

- **Added Value:**

- FOX2: (18) no-charge spots and in-show news segment
- Bonus streaming impressions



WINS

- Buys overdelivered planned delivery and provided opportunities to showcase D4L message in the local community

OPPORTUNITIES

- Utilize added-value editorial concurrently with the buy to strengthen campaign impact

TAKEAWAYS

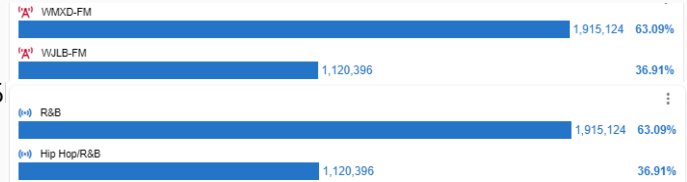
- Recommend testing static or short-form social assets due to :02 avg. view time

RADIO

Terrestrial Radio Buy Summary

Leverage influential radio personalities to drive awareness and inform consumers about D4L programs

- **Reporting Flight:** w/o 9/11 – 12/31 (iHeart) and 9/19 – 12/31 (Beasley)
- **Stations:** WJLB-FM97.9/WMXD-FM 92.3 and WDMK-FM 105.9
- **Units:** :30 spots and DJ reads
- **Buy Delivery**
 - **iHeart** (WJLB-FM/WMXD-FM)
 - Broadcast
 - Planned IMP: 3.03M; Delivered IMP: 6.246
 - Delivered Spots: 781
 - Streaming
 - Planned IMP:455k; Delivered: 468.4k
 - **Beasley** (WDMK-FM)
 - Reach/Frequency: 62%/9x
 - Planned IMP: 2.152M; Delivered IMP: 2.21MM
 - Delivered Spots: 1,081
- **Added Value:**
 - Bonus :30 units (97.9/92.3/105.9)
 - 1x In-show interview on WDMK-FM
 - 1x in-show interview in Light Up The D that aired on WMXD-FM, WKQI-FM, WNIC-FM, WLLZ-FM, and



WINS

WJLB-FM

- iHeart buys over delivered planned impressions by 51%
- Added value in-show integrations helped personalize message and drive added awareness

OPPORTUNITIES

- Leverage bonus editorial sooner so that it runs concurrently with paid media
- Solidify KPIs early and work with partners to leverage attribution tools and build lift study

TAKEAWAYS

- Continue to utilize radio as a cost-efficient reach driver

OOH

OOH Buy Summary

Inform consumers about Detroit For Life program in high-traffic areas (bulletins) and local community (posters)

- **Reporting Flight:** 9/25 – 12/31
- **Vendors:** Outfront/Lamar/International Outdoor
- **Units:** Bulletins and Posters

Vendor	Flight Dates	Spend	CPM	Planned Impressions	Delivered Impressions	Overdelivery %
Outfront	9/25 - 12/31	\$79,088	\$2.83	22,387,818	27,995,081	20%
International	9/25 - 12/31	\$40,000	\$1.44	15,669,114	27,861,719	44%
Lamar	10/17-12/31	\$22,089	\$3.62	5,529,420	6,103,534	9%



OOH

OOH Buy Summary

- **Reporting Flight:** 11/20 – 12/31
- **Vendors:** IKE
- **Units:** Digital Display

Venue ID	Impressions	Spots	Expected Spots	Schedule Accuracy	CPM
DET-IKE-600D2	128,148	87,159	45,360	192%	
DET-IKE-600K2	26,712	79,348	45,360	175%	
DET-IKE-600H1	169,415	74,523	45,360	164%	
DET-IKE-600G2	89,104	86,793	45,360	191%	
DET-IKE-600M1	46,743	73,566	45,360	162%	
DET-IKE-600N2	TBD	80,208	45,360	177%	
DET-IKE-600J2	68,904	75,013	45,360	165%	
DET-IKE-600C2	193,605	86,639	45,360	191%	
DET-IKE-608B2	TBD	92,133	45,360	203%	
DET-IKE-600A1	78,690	74,543	45,360	164%	
DET-IKE-600E1	217,375	74,302	45,360	164%	
DET-IKE-600B1	20,319	68,949	45,360	152%	
TOTAL:	1,039,015	953,176	544,320	175%	\$20.10



WINS

- All vendors over delivered planned impressions
- Able to add IKE digital display downtown with extended buy

OPPORTUNITIES

- Plan ahead in order to obtain lean downtown Detroit inventory availability, which comes at a premium

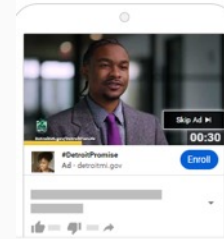
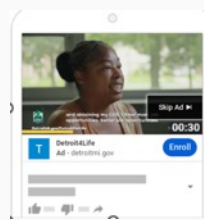
TAKEAWAYS

- Continue to utilize OOH to compliment and drive awareness of D4L messaging efficiently

Online Video (OLV) Reporting

Overall, campaign delivered efficiently with a \$0.03 CPV (industry average benchmark is \$.01-.03) and has delivered 22.2K clicks and a strong view rate of 34.4% (10-15% is considered avg. view rate across industries). Audience was most engaged with 'Preston' video followed by 'Misty'. Avg. watch time and interaction rate dropped with 'DAW' and 'Shirley' creative.

- **Report Timing:** 9/21 -12/31
- **Vendors:** Google/YouTube
- **Units:** :30 (skippable in-stream)
- **Spend:** \$49.6 (vs. \$55k planned)
 - Avg. CPM: \$9.24



Creative	Interaction Rate	Avg. Watch Time (sec)	Avg. CPV	View Rate
Misty	77.6%	23	\$0.02	61%
Preston	79.7%	24	\$0.02	65%
Shirley	10.2%	12.3	\$0.13	4%
DAW	13.9%	14	\$0.08	7%

WINS

- YouTube drove strong view rates with Misty and Preston asset which suggests creative was compelling enough for our audience to continue to view ad

OPPORTUNITIES

- View rate dropped significantly 11/20 (when creative assets were swapped to Shirley)
- Mitigate Google Crawl bots not recognizing the URL/UTM parameters

TAKEAWAYS

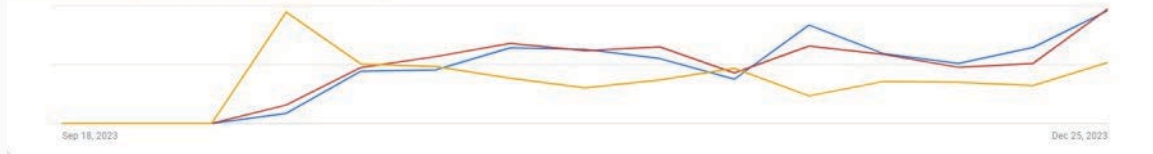
- Buy under delivery could be attributed to underperforming creative. Viewers may not have been as engaged with DAW/Shirley creative which made it difficult to deliver full views.

PAID SEARCH

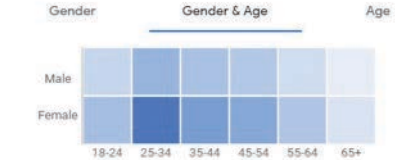
Paid Search

Campaign delivered over 10.8k clicks with Women 25-34 driving the traffic.

- **Report Timing:** 9/21 -12/31
- **Vendors:** Google
- **Spend:** \$6.75k
 - Avg. CPC: \$0.63

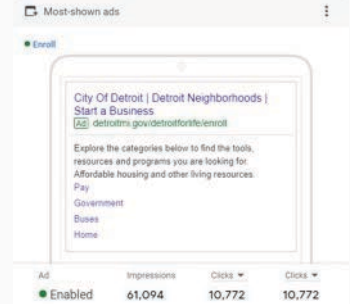


Summary of the demographic groups your ads are reaching by age and gender



Based on the 79% of your impressions with known gender and age.

Gender & Age



Summary of how your keywords are performing

	Clicks	CTR	Avg. CPC
● detroit	3,106	16.46%	\$0.47
● jobs	2,828	19.36%	\$0.63
● affordable housing	1,541	15.47%	\$0.81
● city of detroit jobs	780	52.99%	\$0.36
● detroit jobs	478	16.52%	\$0.75

WINS

- Buy was efficient with \$0.63 CPC and continued to improve as keywords were added and optimized

OPPORTUNITIES

- Mitigate Google Crawl bots not recognizing the URL/UTM parameters

TAKEAWAYS

- Strong YouTube engagement delivered messaging to key audiences -- high school graduates and construction workers were two of our strongest audiences.

DIGITAL DISPLAY/GEOFENCING

Digital Display/CTV/Geofencing Reporting

Standard banners and geofence performed slightly above benchmark. 728x90 banners were the top performing placements and the buy was optimized toward these sizes. Geofencing around community events and key community buildings drove strong CTR for buys.

- **Report timing:** week of 9/27 -12/31
- **Tactics:**
 - Standard Display
 - Geofencing - Manoogian Mansion. Coleman A. Young Municipal Center, City Council and District Neighborhoods via City Council offices, rec centers etc.

Format	Flights	Spend	Impressions	CPM	Clicks	CTR	Benchmark
Standard Display	9/27 - 12/31	\$56,461	15,328,581	\$3.68	27,886	18.19%	.15% CTR
Standard Display Geofence	9/27 - 12/31	\$18,000	4,818,751	\$3.74	14,120	29.30%	0,85% VCR
TOTAL		\$74,461	20,147,332		42,006		

WINS

- Digital display and Geofencing buys outperformed benchmarks and helped drive buy efficiencies with low CPMs

OPPORTUNITIES

- Develop geofencing strategy around community events and community centers

TAKEAWAYS

- Continue to utilize targeted display and geofence buys to drive engagement and efficiencies for buy.

PAID SOCIAL

PAID SOCIAL

The buy was optimized to leverage carousel and static assets -- the best performing (clicks) assets. Detroit Promise creative delivered strong engagement and was the more efficient assets.

- **Report timing:** week of 10/6 -12/31
- **Spend:** \$19,155.25 vs. \$25,590 planned spend
- **Tactics:**
 - **Format:** Static image, video and carousel
 - **Vendors:** Facebook and Instagram



Instagram delivered **95%** of impressions and delivered a more efficient CPM (\$0.23 vs. \$0.33)



Carousel ad delivered **69%** of clicks

Campaign name	Reach	Impressions	Frequency	CPM	CPC
Detroit Promise - Preston	655,108	2,844,509	4.34	6.11	0.18
Detroit For Life - Shirley	181,600	1,406,405	7.74	8.33	0.36
Detroit For Life - Misty	74,591	223,346	2.99	8.13	0.43
TOTAL	911,299	4,474,260			

WINS

- Facebook buy, specifically Instagram, was the top channel driver of clicks and site traffic to the D4L website

OPPORTUNITIES

- Reconsider placing buy as 'special category' for employment and government buy

TAKEAWAYS

- While the Facebook buy had a delayed start, it eventually was the top channel for driving clicks to the D4L site

NEWSPAPER/E-BLAST

Newspaper Buy Summary

Utilize community newspapers to inform about various DFL program elements

- **Flight:** 9/25 – 12/22
- **Vendor:** Michigan Chronicle
- **Units:** (13) Half PG4C + e-blasts
- **Spend:** \$36,914
- **Total Planned Impressions:**
 - 338k (Newspaper)
 - 130k (Eblast)
- **Added Value**

- (13) Half page ads in digital edition of Michigan Chronicle
- (5) bonus social media posts
- Michigan Chronicle will run bonus editorial (D4L articles/content/press releases) on website and E-news Digital Dailys

Eblast Date	Delivered	Opened	Clicked
9/27	23,640	8,023	116
10/5	23,552	7,862	106
10/10	23,580	7,836	77
10/19	23,441	7,406	70
10/31	23,374	7,837	162
11/2	23,349	7,817	212
11/7	23,317	7,844	198
11/10	23,240	7,247	72
11/15	23,026	7,110	91



WINS

- Bonus social media and eblasts helped further drive message reach

OPPORTUNITIES

- Plan ahead in order to obtain limited video pre-roll inventory
- Leverage added-value editorial opportunities in future to help amplify message.

TAKEAWAYS

- Strong local partner that helps connect messaging with the local community.

D4L WEBSITE TRAFFIC

- Facebook, particularly Instagram Stories, Infillion Display, and Google Search drove the most views respectively on the D4L website; where, Google and Facebook drove the highest clicks.

Session source	Views
Facebook TOTAL	143,449
Infillion TOTAL	28,598
Google/YouTube	20,849
MIChronicle	1,140
YouTube	226
WDIV	221
(not set)	51
(not set)	43
Fox2	19
Effectv	12
google	1
MIChronicle	1
iHeart	1

Session Source	Click Count
GOOGLE TOTAL	4556
FACEBOOK TOTAL	3789
INFILLION TOTAL	848
MIChronicle	65
INSTAGRAM TOTAL	62
YOUTUBE FINAL	30
WDIV	17
(not set)	5
(not set)	2
Fox2	1
Fox2	1
MIChronicle	1

Thank You



313-673-5419; 248-207-0631



Theresa@theallenlewisagency.com
Chandra@theallenlewisagency.com



Theallenlewisagency.com



@theallenlewisagency



@TryTALA



DETROIT FOR LIFE





THE ALLEN LEWIS AGENCY LLC

Unique Entity ID FN7MMF672C43	CAGE / NCAGE 964A9	Purpose of Registration All Awards
Registration Status Active Registration	Expiration Date Aug 6, 2024	
Physical Address 30600 Northwestern HWY STE 210 Farmington Hills, Michigan 48334-3171 United States	Mailing Address 30600 Northwestern HWY STE 210 Farmington Hills, Michigan 48334-3171 United States	

Business Information

Doing Business as (blank)	Division Name Allen Lewis Agency, The	Division Number (blank)
Congressional District Michigan 11	State / Country of Incorporation Michigan / United States	URL www.theallenlewisagency.com

Registration Dates

Activation Date Aug 9, 2023	Submission Date Aug 7, 2023	Initial Registration Date Sep 26, 2021
---------------------------------------	---------------------------------------	--

Entity Dates

Entity Start Date May 4, 2015	Fiscal Year End Close Date Dec 31
---	---

Immediate Owner

CAGE (blank)	Legal Business Name (blank)
------------------------	---------------------------------------

Highest Level Owner

CAGE (blank)	Legal Business Name (blank)
------------------------	---------------------------------------

Executive Compensation

In your business or organization's preceding completed fiscal year, did your business or organization (the legal entity to which this specific SAM record, represented by a Unique Entity ID, belongs) receive both of the following: 1. 80 percent or more of your annual gross revenues in U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements and 2. \$25,000,000 or more in annual gross revenues from U.S. federal contracts, subcontracts, loans, grants, subgrants, and/or cooperative agreements?

No

Does the public have access to information about the compensation of the senior executives in your business or organization (the legal entity to which this specific SAM record, represented by a Unique Entity ID, belongs) through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986?

Not Selected

Proceedings Questions

Is your business or organization, as represented by the Unique Entity ID on this entity registration, responding to a Federal procurement opportunity that contains the provision at FAR 52.209-7, subject to the clause in FAR 52.209-9 in a current Federal contract, or applying for a Federal grant opportunity which contains the award term and condition described in 2 C.F.R. 200 Appendix XII?

No

Does your business or organization, as represented by the Unique Entity ID on this specific SAM record, have current active Federal contracts and/or grants with total value (including any exercised/unexercised options) greater than \$10,000,000?

Not Selected

Within the last five years, had the business or organization (represented by the Unique Entity ID on this specific SAM record) and/or any of its principals, in connection with the award to or performance by the business or organization of a Federal contract or grant, been the subject of a Federal or State (1) criminal proceeding resulting in a conviction or other acknowledgment of fault; (2) civil proceeding resulting in a finding of fault with a monetary fine, penalty, reimbursement, restitution, and/or damages greater than \$5,000, or other acknowledgment of fault; and/or (3) administrative proceeding resulting in a finding of fault with either a monetary fine or penalty greater than \$5,000 or reimbursement, restitution, or damages greater than \$100,000, or other acknowledgment of fault?

Not Selected

Exclusion Summary

Active Exclusions Records?

No**SAM Search Authorization**

I authorize my entity's non-sensitive information to be displayed in SAM public search results:

Yes**Entity Types****Business Types**

Entity Structure

Sole Proprietorship

Profit Structure

For Profit Organization

Entity Type

Business or Organization

Organization Factors

Limited Liability Company**Socio-Economic Types****Minority-Owned Business****Women-Owned Small Business****Women-Owned Business****Black American Owned**

Check the registrant's Reps & Certs, if present, under FAR 52.212-3 or FAR 52.219-1 to determine if the entity is an SBA-certified HUBZone small business concern. Additional small business information may be found in the SBA's Dynamic Small Business Search if the entity completed the SBA supplemental pages during registration.

Financial Information

Accepts Credit Card Payments

Yes

Debt Subject To Offset

No

EFT Indicator

0000

CAGE Code

964A9**Electronic Funds Transfer**

Account Type

Checking

Routing Number

*******17**

Lock Box Number

(blank)

Financial Institution

CITIZENS BANK NA

Account Number

*******10****Automated Clearing House**

Phone (U.S.)

2484763724

Email

(blank)

Phone (non-U.S.)

(blank)

Fax

(blank)**Remittance Address****The Allen Lewis Agency****30600 Northwestern HWY STE 210****Farmington Hills, Michigan 48334****United States****Taxpayer Information**

EIN

*******6133**

Type of Tax

Applicable Federal Tax

Taxpayer Name

The Allen Lewis Agency

Tax Year (Most Recent Tax Year)

2021

Name/Title of Individual Executing Consent

Co-founder And Coo

TIN Consent Date

Aug 7, 2023

Address


30600 Northwestern HWY STE 210**Farmington Hills, Michigan 48334**

Signature


Chandra Lewis**Points of Contact****Accounts Receivable POC**

Feb 07, 2024 05:37:31 PM GMT

<https://sam.gov/entity/FN7MMF672C43/coreData?status=null>



Chandra S Lewis, Ms
 Chandra@theallenlewisagency.com
 2482070631

Electronic Business


Chandra S Lewis, Ms
 Chandra@theallenlewisagency.com
 2482070631


30600 Northwestern HWY STE 210
Farmington Hills, Michigan 48334
United States

Government Business


Chandra S Lewis, Ms
 Chandra@theallenlewisagency.com
 2482070631

30600 Northwestern HWY STE 210
Farmington Hills, Michigan 48334
United States

Past Performance


Jocelyn K Coley, Mrs
 Jocelyn@theallenlewisagency.com
 2484164568

30600 Northwestern HWY STE 210
Farmington Hills, Michigan 48334
United States

Sole Proprietorship POC


Chandra S Lewis, Ms
 Chandra@theallenlewisagency.com
 2482070631

Service Classifications

NAICS Codes

Primary	NAICS Codes	NAICS Title
Yes	541820	Public Relations Agencies
	541613	Marketing Consulting Services
	541810	Advertising Agencies
	541830	Media Buying Agencies

Size Metrics

IGT Size Metrics

Annual Revenue (from all IGTs)
(blank)

Worldwide

Annual Receipts (in accordance with 13 CFR 121)	Number of Employees (in accordance with 13 CFR 121)
\$1,372,385.00	10

Location

Annual Receipts (in accordance with 13 CFR 121)	Number of Employees (in accordance with 13 CFR 121)
(blank)	(blank)

Industry-Specific

Barrels Capacity	Megawatt Hours	Total Assets
(blank)	(blank)	(blank)

Electronic Data Interchange (EDI) Information

This entity did not enter the EDI information

Disaster Response

This entity does not appear in the disaster response registry.

WBENC

WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

hereby grants

National Women's Business Enterprise Certification

to

The Allen Lewis Agency, LLC

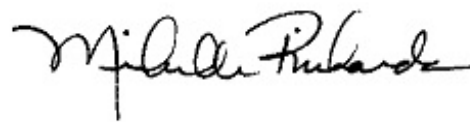
who has successfully met WBENC's standards as a Women's Business Enterprise (WBE).
This certification affirms the business is woman-owned, operated and controlled and is valid through the date herein.

WBENC National WBE Certification was processed and validated by Great Lakes Women's Business Council, a WBENC Regional Partner Organization.

Certification Granted: November 2, 2021

Expiration Date: November 2, 2024

WBENC National Certification Number: WBE2102881



Authorized by Michelle Richards, President
Great Lakes Women's Business Council

Great Lakes
Women's
Business
COUNCIL

NAICS: 541820, 541613, 541810, 541830

UNSPSC: 80170000



WBENC FLORIDA
WOMEN'S BUSINESS ENTERPRISE COUNCIL



WBENC METRONY
WOMEN'S BUSINESS ENTERPRISE CENTER

WBENC GREATER DMV
WOMEN'S BUSINESS ENTERPRISE CENTER



WBENC EAST
WOMEN'S BUSINESS ENTERPRISE CENTER

WBENC ORV
WOMEN'S BUSINESS ENTERPRISE COUNCIL
OHIO RIVER VALLEY

WBENC PACIFIC
WOMEN'S BUSINESS ENTERPRISE COUNCIL



WBENC SOUTH
WOMEN'S BUSINESS ENTERPRISE COUNCIL

WBENC WEST
WOMEN'S BUSINESS ENTERPRISE COUNCIL

THIS CERTIFIES THAT

The Allen Lewis Agency, LLC



* Nationally certified by the: **MICHIGAN MINORITY SUPPLIER DEVELOPMENT COUNCIL**

*NAICS Code(s): 541820; 541613; 541810

* Description of their product/services as defined by the North American Industry Classification System (NAICS)

02/01/2024

Issued Date

MI02152

Certificate Number

02/01/2025

Expiration Date

A handwritten signature in black ink, appearing to read "Ying McGuire".

**Ying McGuire
NMSDC CEO and President**

A handwritten signature in black ink, appearing to read "Michelle Sourie Robinson".

Michelle Sourie Robinson, President & CEO

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

Certify, Develop, Connect, Advocate.

* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®



WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

JOIN FORCES. SUCCEED TOGETHER.

**HEREBY GRANTS
WOMAN OWNED SMALL BUSINESS (WOSB) CERTIFICATION TO**

The Allen Lewis Agency, LLC

The identified small business is an eligible WOSB for the WOSB Program, as set forth in 13 C.F.R. part 127 and has been certified as such by an SBA approved Third Party Certifier pursuant to the Third Party Agreement, dated June 30, 2011, and available at www.sba.gov/wosb.

The WOSB Certification expires on the date herein unless there is a change to the SBA's regulation that makes the WOSB ineligible or there is a change in the WOSB that makes the WOSB ineligible. If either occurs, this WOSB Certification is immediately invalid. The WOSB must not misrepresent its certification status to any other party, including any local or State government or contracting official or the Federal government or any of its contracting officials.

Majority Female Owner: Chandra Lewis
NAICS: 541820, 541613, 541810, 541830 UNSPSC: 80170000
Certification Number: WOSB220102
Renewal Date: November 2, 2024
WOSB Regulation Expiration Date: 11/2/2024



Michelle Richards, Great Lakes Women's
Business Council President

Pamela Prince-Easton, WBENC President & CEO

LaKesha White, Vice President, Certification