



# CONTRACT #6005209 EMERALD MEDIA

May 4, 2023

Emerald Media, 440 Burroughs, Suite 134, Detroit, MI 48202

Three vendors responded to RFP183038 and after a thorough review, Emerald Media was selected by consensus evaluation. The \$6-million Emerald Media contract will be utilized by various City of Detroit departments for 12 or more different initiatives over 3 years. The vendor provides a broad depth of media knowledge and experience in the Detroit media market that the City does not have internally. Using departments include, but are not limited to, Detroit Health Department, DPD, GSD, DPW, DDOT, and BSEED.

Emerald Media is a multi-media planning and buying advertising agency, certified by CRIO as a Detroit Based Business (DBB) 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 departments on their focus to improve and initiate opportunities for Detroiters. This includes programs that help eliminate lead in Southwest Detroit homes with young children and have them tested for poisoning; improve the opportunity for healthier babies and moms-to-be with mentor programs; educate Detroit teens and others with reproductive health information in a safe environment; recruit

Detroiters from our neighborhoods as police officers; focus on illegal dumping and ways to resolve blight before it starts; register families with young children for WIC programs; and recruiting bus drivers to help expand bus routes.

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 and 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

- March-July, FB/Instagram only - \$21,332
- April-Sept, Outdoor boards, bus cards, SEM, FB/Instagram and Radio (WJLB and WMXD) - \$50,000
- 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 2,800 leads from digital ads – outdoor and radio brought brand awareness/visibility and paid social (Facebook and Instagram) and SEM (search/pay-per-click) 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
- Paid Social (Facebook/Instagram/TikTok) + YouTube
- Detroit-zoned Cable, OTT/Streaming video (including Spanish focus ad)
- Radio –WJLB 97.9 FM + WYXT 97.1 FM The Ticket, plus special event programs with The Bounce 105.1

All media campaign tactics performed well above benchmarks with positive engagement, resulting in 2,000+ 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.

## DPW - Keep Detroit Clean

**Goal:** A very highly visible campaign, both externally in targeted outdoor and in-device with digital. Outdoor ads were utilized to pinpoint locations where illegal dumping was taking place, thanks to a partnership with DPD. Visible neighborhood posters let people know about fines and other issues surrounding illegal dumping.

## Media Tactics

- Paid social (Facebook and Instagram) had a 1.38% click through rate on 2,420,150 impressions (with more than 33K click throughs). The results were above the industry standard of 0.9 % across the entire campaign resulting in High Engagement
- Results with the post ads: 97,832 (likes, reposts) Comments: 465 (provided a better understanding of the issues surrounding waste disposal, bulk, pick up)
- Paid SEM (search/PPC) Overall CTR - 27.58% (well above the benchmark 4.62%) Top performing keywords – Report Illegal Dumping Detroit (47.80% CTR), Keep Detroit Clean (55.65% CTR), bulk waste drop off (46.70% CTR). YouTube viewership was nearly 58% - up above the forecast of 30-40% as a standard.

## HRD - Lead Removal Program

**Goal:** Campaign to specifically target three ZIP Codes in Southwest Detroit in both Spanish/English in a cost-effective way, over the course of six months.

### Media Tactics

- Utilized both paid targeted social media to engage homeowners who may be affected by lead in their homes, based on the age of the home, and with children in the home as well as targeted outdoor and targeted email in English and Spanish. Incorporated streaming video to target audiences who do not pay for cable or streaming services but may receive free streaming services is very important in the Southwest Detroit ZIP codes.
- Outreach event had 150 families in attendance. Email campaigns had a 19% open/view rate of 13,957.

## EMERALD MEDIA (COD DEPTS) 3-Year Amount

GSD PARKS AND REC YEAR 1	\$58,000.00	DPW KEEP DETROIT CLEAN YEAR 1	\$50,000.00	DPD HR/POLICE RECRUITING YEAR 1	\$550,000.00
GSD PARKS AND REC YEAR 2	\$58,000.00	DPW KEEP DETROIT CLEAN YEAR 2	\$50,000.00	DPD HR/POLICE RECRUITING YEAR 2	\$590,000.00
GSD PARKS AND REC YEAR 3	\$58,000.00	DPW KEEP DETROIT CLEAN YEAR 3	\$50,000.00	DPD HR/POLICE RECRUITING YEAR 3	\$640,000.00
GSD ANIMAL CONTROL YEAR 1	\$75,000.00	DPW ROAD CONSTRUCTION YEAR 1	\$10,000.00	DHD MATERNAL CHILD HEALTH YEAR 1	\$50,000.00
GSD ANIMAL CONTROL YEAR 2	\$75,000.00	DPW ROAD CONSTRUCTION YEAR 2	\$10,000.00	DHD MATERNAL CHILD HEALTH YEAR 2	\$50,000.00
GSD ANIMAL CONTROL YEAR 3	\$75,000.00	DPW ROAD CONSTRUCTION YEAR 3	\$10,000.00	DHD MATERNAL CHILD HEALTH YEAR 3	\$50,000.00
GSD RECRUITMENT YEAR 1	\$20,000.00	BSEED BUSINESS LICENSING YEAR 1	\$15,000.00	MULTI DEPT ANTI-LITTER/DUMP YEAR 1	\$400,000.00
GSD RECRUITMENT YEAR 2	\$20,000.00	BSEED BUSINESS LICENSING YEAR 2	\$15,000.00	MULTI DEPT ANTI-LITTER/DUMP YEAR 2	\$400,000.00
GSD RECRUITMENT YEAR 3	\$20,000.00	BSEED BUSINESS LICENSING YEAR 3	\$15,000.00	MULTI DEPT ANTI-LITTER/DUMP YEAR 3	\$400,000.00
GSD BOOSTED POSTS YEAR 1	\$20,000.00	BSEED RENTAL COMPLIANCE YEAR 1	\$20,000.00	MULTI DEPT FUTURE NEEDS YEAR 1	\$242,000.00
GSD BOOSTED POSTS YEAR 2	\$20,000.00	BSEED RENTAL COMPLIANCE YEAR 2	\$20,000.00	MULTI DEPT FUTURE NEEDS YEAR 2	\$242,000.00
GSD BOOSTED POSTS YEAR 3	\$20,000.00	BSEED RENTAL COMPLIANCE YEAR 3	\$20,000.00	MULTI DEPT FUTURE NEEDS YEAR 3	\$242,000.00
DPW SOLID/BULK WASTE YEAR 1	\$60,000.00	DPD REWARDS TV YEAR 1	\$260,000.00		
DPW SOLID/BULK WASTE YEAR 2	\$250,000.00	DPD REWARDS TV YEAR 2	\$260,000.00	<b>TOTAL</b>	<b>\$6,000,000</b>
DPW SOLID/BULK WASTE YEAR 3	\$250,000.00	DPD REWARDS TV YEAR 3	\$260,000.00		