



February 16, 2009

**MEMORANDUM**

**TO:** District Board of Trustees

**FROM:** William D. Law, Jr., President

**SUBJECT:** Communications & Marketing Consulting Services

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To assist in numerous communications and marketing initiatives, the College desires to establish and cultivate relationships with organizations possessing expertise in these areas. In an effort to pre-screen qualified vendors, the College advertised for and received proposals from fifteen (15) companies specializing in consulting services for various communications and marketing strategies.

Upon review and evaluation of the received proposals, staff believes that the attached list of companies would be most beneficial in providing support to the College and our marketing initiatives.

STAFF RESOURCE: TERESA SMITH

RECOMMENDED ACTION:  
Authorize prequalification of companies as presented.

## **Prequalified Vendors for Consulting Services**

### **Strategic Communication and Marketing**

- Think Creative and Ron Sachs Communications
- Onyx Group
- Simpson and Scarborough
- The Zimmerman Agency
- TM + R Design
- Kidd Group
- MLB Creative
- Stamats
- Interact Communications
- Revolution Media Group/Steele Creative Strategy

### **Market Research**

- Onyx Group
- Simpson and Scarborough
- The Zimmerman Agency
- MLB Creative
- Stamats
- Interact Communications
- Revolution Media Group/Steele Creative Strategy

### **Focus Group Administration**

- Onyx Group
- Simpson and Scarborough
- The Zimmerman Agency
- MLB Creative
- Stamats
- Interact Communications
- Revolution Media Group/Steele Creative Strategy

### **Public Relations Council**

- Think Creative and Ron Sachs Communications
- Onyx Group
- Simpson and Scarborough
- The Zimmerman Agency
- Kidd Group
- MLB Creative
- Interact Communications
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

## **Prequalified Vendors for Consulting Services (cont)**

### **Crisis Communication**

- Think Creative and Ron Sachs Communications
- Onyx Group
- The Zimmerman Agency
- Kidd Group
- MLB Creative
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

### **Press Conference and Special Events Coordination**

- Onyx Group
- The Zimmerman Agency
- Kidd Group
- MLB Creative
- Revolution Media Group/Steele Creative Strategy

### **Creative/Design**

- Think Creative and Ron Sachs Communications
- Onyx Group
- Cooksey & Greubel
- The Zimmerman Agency
- TM + R Design
- Kidd Group
- MLB Creative
- Stamats
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

### **Social Media Campaign Coordination**

- Onyx Group
- Governance Services, LLC
- The Zimmerman Agency
- Kidd Group
- MLB Creative
- Stamats
- Rose Lee Productions
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

## **Prequalified Vendors for Consulting Services (cont)**

### **Media Buying**

- Onyx Group
- Cooksey & Greubel
- The Zimmerman Agency
- TM + R Design
- Kidd Group
- MLB Creative
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

### **Website Development**

- Think Creative and Ron Sachs Communications
- Onyx Group
- Cooksey & Greubel
- The Zimmerman Agency
- TM + R Design
- Kidd Group
- MLB Creative
- Stamats
- Interact
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

### **TV/Radio Production**

- Think Creative and Ron Sachs Communications
- Onyx Group
- Cooksey & Greubel
- The Zimmerman Agency
- TM + R Design
- MLB Creative
- Interact
- Rose Lee Productions
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

### **Feature Story Writing and Submission**

- Onyx Group
- Simpson and Scarborough
- The Zimmerman Agency

## **Prequalified Vendors for Consulting Services (cont)**

### **Feature Story Writing and Submission (cont)**

- Kidd Group
- MLB Creative
- Rose Lee Productions
- Wilesmith Advertising
- Revolution Media Group/Steele Creative Strategy

### **Photography**

- Onyx Group
- The Zimmerman Agency
- MLB Creative
- Interact
- Wilesmith Advertising