

UNIVERSITY OF HAWAI'I NOTICE OF EXEMPTION CHAPTER 103D, HRS

The Chief Procurement Officer, University of Hawai'i, is in the process of reviewing the request from University of Hawaii at Manoa, Office of the Provost, Branding & Marketing (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:
The University of Hawaii at Manoa is seeking to continue the creation and development of institutionally branded videos for the "Finding Our Kuleana" campaign under the cinematic direction of a creative storytelling company.

Vendor/Contractor: 1001 Stories LLC
(If known)
Address: P.O. Box 700657
Kapolei, Hawaii 96709

Term of Contract: (If known)	From: To be determined	To: To be determined	Cost: Not to exceed \$225,000.00 (est.)
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Direct any inquiries to: Department: University of Hawaii at Manoa, Office of the Provost, Branding & Marketing Contact Name/Title: Jennel Sosoko, Director of Branding & Marketing Address: 2500 Campus Road, Hawaii Hall #118 Honolulu, Hawaii 96822	Phone Number: (808) 956-0467 Fax Number: N/A
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Date Posted: April 30, 2025

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement Management
1400 Lower Campus Road, Room 15
Honolulu, Hawai'i 96822
email: OPM@hawaii.edu

UNIVERSITY OF HAWAII
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

To: Kalbert Young **Date:** 3/4/25
Chief Procurement Officer, University of Hawai'i

Via: Office of Procurement Management

From: UH Mānoa Office of the Provost, Branding & Marketing
(Campus & Department/Program)

Vendor/Contractor: 1001 Stories

Estimated Amount: not to exceed \$225,000

Term of Contract, if applicable: _____

Pursuant to University Administrative Procedure 8.220, and consistent with Hawaii Revised Statutes §103D-102(b)(4) and Hawaii Administrative Rules Chapter 3-120, the department requests a procurement exemption to purchase the following (attach additional sheets if necessary):

1. Description of the goods or services:

Please see attached.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

Please see attached.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

Please see attached.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

Please see attached.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

Please see attached.

6. Direct questions to: Jennel Sesoko Email Address: jsesoko@hawaii.edu

Certification: I certify that the information provided herein is true and correct to the best of my knowledge.

Jennel Sesoko
Full Name of Principal Investigator, Department Head, or Administrator

Jennel Sesoko Digitally signed by Jennel Sesoko
Date: 2025.03.04 16:21:45 -10'00'
Signature Date

Tiffany Magno
Full Name of Fiscal Administrator

Tiffany Magno Digitally signed by Tiffany Magno
Date: 2025.03.05 07:15:21 -10'00'
Signature Date

APPROVED:

Alexandra French, Chief Business Officer
Full Name of Vice President or Chancellor

 Digitally signed by Alexandra French
Date: 2025.03.17 18:20:09 -10'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

Sarah Allen Digitally signed by Sarah Allen
Date: 2025.05.09 11:25:56 -10'00'
CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

05/09/25
DATE

PRINT

RESET

**Request for Exemption from 103D, HRS
UH Mānoa Institutional Brand Videos**

1) Description of the goods or services:

The University of Hawai'i at Mānoa is seeking to continue the creation and development of institutionally branded videos for the Finding Our Kuleana campaign under the cinematic direction of a creative storytelling company in support of the University's marketing efforts to drive recruitment and enrollment of students from Hawai'i and abroad and strengthen the overall campus reputation and perception with the general community. The videos will be emotional in nature and the end product is intended for distribution and airing on various digital and social media platforms and broadcast media outlets, as well as for recruiters and other stakeholders to use for recruitment, public relations and marketing purposes. These videos will serve as powerful communication tools for the institution to showcase and disseminate compelling messaging about the Mānoa campus and unique experiences from both students and employees, impacting the fall 2025 academic and recruitment cycle.

2) Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

Procurement by standard competitive means is not practicable or advantageous for the following reasons:

In 2021, the university entered into a contract with 1001 Stories to direct and produce institutionally branded videos to support the University's marketing efforts to drive recruitment and enrollment of students from Hawai'i and abroad and strengthen the overall campus reputation and perception with the general community. As the state of Hawaii's flagship and largest state-funded institution, these branded videos brought awareness around the University to ultimately appeal, to and attract targeted audiences as identified by UH Mānoa key markets. The videos were emotionally captivating to educate, inform, encourage, and inspire. The final product included eight videos, four of which were long-form and the other four specifically for distribution and airing on various digital and social media platforms and broadcast media outlets. These videos comprised the "Finding Our Kuleana" campaign that garnered a national advertising award for cinematography and four local advertising awards for cinematography, campaign cinematography, original music composition, and corporate social responsibility.

In this original contract with 1001 Stories, UH Mānoa can use the final product directed and produced by 1001 Stories in perpetuity; however, repurposing the footage with another vendor is not part of the original contract nor is access to raw footage itself, which requires a complete licensing buyout. In addition, the music licensing of the music

included in the videos is bound to the same idea, regarded in the same as raw footage. 1001 Stories secured original custom music at a low fee, custom-tailored for the branded videos. The raw footage for each video from the original branded video project would cost \$25,000 per video, thus totaling an additional \$100,000.

UH Mānoa is seeking to continue the "Finding Our Kuleana" brand videos in the same narrative, look, feel, aesthetics, sound, music composition, and cinematic direction. It will be more advantageous to continue working with the current director and producer, 1001 Stories. Again, with existing footage specific to 1001 Stories, a new vendor would have to obtain footage from 1001 Stories and be required to complete a licensing buyout of the footage (approximately \$100,000 additional). Switching vendors can disrupt operations, and lead to additional, increased costs.

In addition to supporting the marketing efforts to drive student enrollment, these videos will also have an employee component to ultimately increase workforce engagement by aligning employees across the campus around the institutions' missions and vision, improving workplace culture, and fostering brand advocacy through relevant messages that successfully drive intended actions. Incoming new faculty have an on-boarding and student recruitment for Fall 2026 begins in August 2025, as well as the timing of the new hired employees start date of August 2025. Time is of the essence as these institutionally branded videos will not meet the critical enrollment deadlines if undergoing the standard procurement process. As such, procurement by standard competitive means is neither practicable nor advantageous to the University for these videos/commercials. For any new vendor, there is an on-boarding process to understand, interview, research, and connect with the UH Mānoa academic units and support services. This would increase the time in the workflow, thus impacting the target deadline of Fall 2026.

These institutionally branded videos are to ultimately help drive enrollment for the university and make an impact on the upcoming academic year. These videos will help support and encourage applying during these seasonal campaigning periods, builds brand awareness among our competitors, and keeps the appeal of the university evident. Our university depends on its ability to market and advertise the university in such a way that resonates with our targeted audience, by these specific deadlines. The videos produced will allow us to showcase our university through social media channels, email communications, online websites, and also broadcast media. Time is of the essence as these institutionally branded videos will not meet the critical enrollment deadlines if undergoing the standard procurement process. Continuation of these institutional videos with the same vendor used for the Finding Our Kuleana brand videos is ideal as they can seamlessly execute a continuity in service and product within the specific timeline.

3) Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

During the initial UH Mānoa procurement process in 2021, several companies that provided such services were surveyed by a committee comprised of UH representatives from Communications, Enrollment Management, and Branding & Marketing. A total of (3) vendors were surveyed and were graded based on proposal submission.

Selecting the vendor is imperative due to prior relevant experience, ability to meet the schedule set by UH Mānoa, the proposed cost of services/scope of work to be provided, and the quality of the proposal, all of which were taken into consideration. The institutional brand videos with the previous vendor have proven results based on delivery timeline, and execution of the project within budget, in addition to local and national awards recognition in advertising and cinematography. For the "Finding Our Kuleana" campaign, 1001 Stories achieved the American Advertising National Silver Addy Award in cinematography, three Pele Gold awards in cinematography, cinematography campaign, original music composition, and corporate social responsibility. These awards and recognition commemorate brand creativity and effectiveness, impact, and influence locally and nationally. 1001 Stories has provided a cost-effective budget, and a different vendor would cause the university to be over budget, as this would involve a complete buyout of licensing for a new vendor. 1001 Stories has a proven record of success and it would be most practicable, effective, and efficient to continue to utilize their services in the continuation and build of the second series of the campaign.

4) Provide a description of the department's internal controls and approval requirements for the exempt procurement:

The Director of Branding and Marketing, in conjunction with a committee composed of key stakeholders (UH System Communications, UH System VP of Administration, Provost) will monitor all aspects of the campaign and work closely with the selected vendor to ensure that the University's goals are met and that all aspects of the videos produced are met in the varying lengths, formats, and include the key messaging, and that all aspects of the campaign are covered on all media types.

5) Provide a list department personnel, by position title, who will be involved in the approval process and administration of the contract:

Jennel Sesoko - Director, UH Mānoa Office of the Provost, Branding and Marketing
Tiffany Magno for Jenine Isawa - Fiscal Admin, UH Mānoa Office of the Provost
Michael Bruno - Provost, UH Mānoa Office of the Provost