UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawai‘i, is in the process of reviewing the request from
University of Hawai‘i at Hilo, Office of University Relations, Institutional Marketing (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:
Development of a digital media campaign including Google Search, Facebook and Instagram advertisements for the University of Hawai‘i at Hilo, to attract in-state and out-of-state residents looking to attend a post-secondary educational institution.

Vendor: To be determined. (If known)
Address:

Term of Contract: From: To be determined To: To be determined Cost: $15,000 - $20,000 (est.)

Direct any inquiries to:
Department: University of Hawai‘i at Hilo, Office of University Relations, Institutional Marketing
Contact Name/Title: Nyssa Kushi, Director of Institutional Marketing
Address: University of Hawai‘i at Hilo
200 W. Kāwili St., PB-21, Room 118
Hilo, Hawai‘i 96720-4091

Phone Number: (808) 932-7668
Fax Number: (808) 932-7913

Date Posted: May 6, 2022

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
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

TO: OFFICE OF PROCUREMENT MANAGEMENT

FROM: UH Hilo Office of University Relations, Institutional Marketing

(Please provide (Department/Program) information)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

Description of goods, services, or construction:
The University of Hawai‘i at Hilo is seeking to attract in-state and out-of-state residents looking to attend a post-secondary educational institution by developing a digital media campaign including Google Search, Facebook and Instagram advertisements. The vendor would be expected to develop creative products (video spots of varying lengths, photo-based ads, and copywriting services), as well as strategic guidance and ad placement for various campaigns over a recruitment timeframe targeted to reach prospective student audiences in selected regions. Analytical reports and A/B ad testing timeline should also be included as part of the overall quote.

Estimated Cost: $ 15,000.00 - 20,000.00 (est.)

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

Please see attached.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

Please see attached.
(3) A description of the Department’s internal controls and approval requirements for the exempted procurement; and
Please see attached.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:
Please see attached.

Direct questions to: Nyssa Kushi Phone: (808) 932-7668

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

Alyson Kakugawa-Leong
Full Name of Principal Investigator, Department Head, or Administrator

Signature Date

Carrie P Masanda
Full Name of Fiscal Administrator

Signature Date 4/19/2022

APPROVED:

Bonnie D. Irwin
Full Name of Vice President or Chancellor

Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

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✓ APPROVED DENIED

Digital signature by David Lassner
Date: 2022-05-25 08:33:13 -10'00'

PRESIDENT, UNIVERSITY OF HAWAII DATE 5/25/2022
Description of goods, services, or construction:

The University of Hawai‘i at Hilo is seeking to attract in-state and out-of-state residents looking to attend a post-secondary educational institution by developing a digital media campaign including Google Search, Facebook and Instagram advertisements. The vendor would be expected to develop creative products (video spots of varying lengths, photo-based ads, and copywriting services), as well as strategic guidance and ad placement for various campaigns over a recruitment timeframe targeted to reach prospective student audiences in selected regions. Analytical reports and A/B ad testing timeline should also be included as part of the overall quote.

(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University:

Due to the COVID-19 pandemic, social media platforms and website searches are experiencing increased traffic as people turn to virtual options to research and connect. It is crucial to advertise digitally to ensure UH Hilo’s messaging is received by multiple audiences, with a special focus on prospective students.

The goals of the digital media campaign are to:

- Increase in-state and out-of-state student applications, resulting in higher enrollment
- Promote brand awareness of UH Hilo for both in-state and out-of-state residents
- Improve UH Hilo’s website search engine optimization (SEO)

The target audience is primarily prospective students, 18-24 years old, who reside in the state of Hawai‘i and selected U.S. mainland and international regions.

Based on the above specific target audience requirements, procurement by standard competitive means is not practicable nor advantageous as the University will be advertising in various digital platforms using narrowly defined audience demographics. This is consistent with Section 3-120-4, Hawai‘i Administrative Rules (HAR), which identifies the purchase of radio and television airtime as a procurement that is exempt from Chapter 103D, HRS, when the selection is based on targeted audiences. Although advertising through digital media is not included as part of the aforementioned exemption, the premise is the same.

In addition to the above, due to the varying capabilities and/or limitations of each vendor, as well as the subjective nature of the recommendations requested involving creative ad development and strategic ad placement and timing, the Superquote
process cannot be clearly stated so that all vendors are able to bid on exactly the same product, as each vendor is being asked to develop their own unique campaigns across the three platforms (Google Search, Facebook and Instagram). A Superquote bid would be disadvantageous to the University, as an award based on the lowest price may not fulfill all of the above digital media campaign goals to the fullest potential possible.

(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable:

The University researched several potential digital platforms and has identified Google Search, Facebook and Instagram as the most effective means of reaching our target audience and their influencers (parents, family, friends and community members).

Based on recommendations, including the attached Pacific Business News “Advertising Agencies Ranked by 2019 Capitalized Billings,” a list of potential vendors will be assembled. Social media advertising companies will be contacted and notified of the opportunity to submit quotes. A single vendor will be selected from a minimum of three different quote submissions to handle the Google Search, Facebook and Instagram campaigns. Quotes will be evaluated based on:

- Ability to provide creative ad designs (including video editing and photos for Facebook and Instagram ads) for all three requested platforms (Google Search, Facebook and Instagram) within the estimated budget
- Ability to provide strategic ad placement and planning for all three requested platforms (Google Search, Facebook and Instagram) within the estimated budget
- Base quote must be within reasonable range of estimated budget amount
- Ad samples for both video and social media posts must be provided
- Target audiences must include all requested demographics and regions, including Hawai‘i, mainland and international prospective student audiences
- If not year-round, timeframes for ad postings should strategically align with UH Hilo’s recruitment timeframe
- A/B testing and access to analytical reports must be included in quote

To ensure that the University receives the most benefit for its budget, the analytics for all three platforms (Google Search, Facebook and Instagram) will be reviewed on a weekly basis, with parameters adjusted to further refine target audience demographics and click-through rates. A/B ad testing will also be used on Facebook and Instagram to vet ads for performance by content, type (video vs. photos) and regional audience (in-state vs. out-of-state).

(3) A description of the Department’s internal controls and approval requirements for the exempted procurement:
The vendor will provide access to analytical reports on an ongoing basis, allowing UH Hilo’s Institutional Marketing Office and the personnel listed below to monitor all aspects of the digital media campaign for Google Search, Facebook and Instagram ads to ensure that the University’s goals are met and that all aspects of the campaign are covered.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:

Alyson Kakugawa-Leong, UH Hilo Interim Director of University Relations
Nyssa Kushi, UH Hilo Director of Institutional Marketing
Deneen Ongais Louie, Office of University Relations Secretary
Xinyan Wang, Office of the Chancellor Administrative and Fiscal Support Specialist
The List

Advertising Agencies Ranked by 2019 Capitalized Billings

Locally Researched by: Lucy Tuitupou, Pacific Business News

SUBSCRIBER CONTENT: Aug 11, 2020, 10:13am HST

Information on The List was supplied by individual companies through questionnaires, phone interviews, company websites and could not be verified independently by Pacific Business News. Only those who responded to our inquiries were listed.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Business Name / 2019 Rank</th>
<th>2019 Capitalized Billings</th>
<th>Year Est. in Hawaii</th>
<th>Services</th>
<th>Four Notable Clients</th>
<th>Top Local Executive(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anthology Marketing Group Inc.</td>
<td>64108400</td>
<td>2007</td>
<td>71</td>
<td>Identity and branding; integrated traditional and digital marketing and advertising; creative strategy; broadcast/video production; market research</td>
<td>American Savings Bank, Foodland, Hawaii Pacific Health, Hawaiian Airlines, Hawaiian Telcom, HMSA, Na Hoku, PACCAR Parts</td>
</tr>
<tr>
<td>2</td>
<td>MVNP</td>
<td>43130606</td>
<td>1994</td>
<td>42</td>
<td>Strategic planning, integrated marketing and advertising, digital, public relations and social media.</td>
<td>First Hawaiian Bank, Hawaii Visitors and Convention Bureau, McDonald's of Hawaii, First Insurance Company of Hawaii</td>
</tr>
<tr>
<td>3</td>
<td>Core Group One Inc.</td>
<td>12142345</td>
<td>2005</td>
<td>26</td>
<td>Marketing strategy, digital, social media, offline media, creative In-house Creative &amp; image/video Production, Digital Optimization, Marketing Support, Public Relations.</td>
<td>Ala Moana Center, Emi Anamizu, CEO <a href="mailto:emi.anamizu@coregrouponInc.com">emi.anamizu@coregrouponInc.com</a></td>
</tr>
<tr>
<td>4</td>
<td>Harris Hawaii Marketing Group</td>
<td>11883445</td>
<td>2004</td>
<td>12</td>
<td>Marketing, Public Relations, Branding, Creative, Digital, Social and Online Media, Strategy</td>
<td>HMAA Healthcare, KTA Super Stores, Kintetsu International, Mochi Foods</td>
</tr>
<tr>
<td>5</td>
<td>Gilbert &amp; Associates</td>
<td>5405523.14</td>
<td>1974</td>
<td>24</td>
<td>Marketing, Public Relations, Branding, Creative, Digital, Social and Online Media, Strategy</td>
<td>Hawaii Petroleum, The Shops at Wailea, National Tropical Botanical Garden, Kaanapali Beach Hotel</td>
</tr>
<tr>
<td>Rank</td>
<td>Business Name / 2019 Rank</td>
<td>2019 Capitalized Billings</td>
<td>Year Est. in Hawaii</td>
<td>Clients</td>
<td>Services</td>
<td>Four Notable Clients</td>
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<tr>
<td>6</td>
<td>OMG Marketing Communications</td>
<td>4120000</td>
<td>2013</td>
<td>15</td>
<td>Advertising, Media, Creative Production, Research, Social Media, Marketing Consultation, Branding and Research</td>
<td>Longs Drugs/CVS Hawaii, KFC Restaurants, AirAsia, Hawaii State Office of Elections</td>
</tr>
<tr>
<td>7</td>
<td>Matsumoto &amp; Clapperton</td>
<td>4024071</td>
<td>2000</td>
<td>12</td>
<td>Marketing, Advertising, Branding</td>
<td>Arcadia, Aloha Pacific Federal Credit Union, Carrier Hawaii, Pacific Invitro Fertilization</td>
</tr>
<tr>
<td>8</td>
<td>Heinrich &amp; Bullard Marketing</td>
<td>3315183</td>
<td>2003</td>
<td>25</td>
<td>account service, media, creative, digital, promotions/pr</td>
<td>MDX Hawaii, Papa Johns Pizza, Wet n Wild, Honolulu Freight Service, Ivy Development, Accuity,TKG/Team Y&amp;R, Humana Polynesian Cultural Center, Board of Water Supply, Hawaiian Humane Society, Kahala Mall</td>
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<tr>
<td>9</td>
<td>Element 8</td>
<td>2610331</td>
<td>2001</td>
<td>8.0</td>
<td>Marketing, advertising, branding, media, creative services.</td>
<td>NAPA Auto Parts Dole Plantation Hawaii P20 Research Corporation of the University of Hawaii Hale Kūʻike LLC</td>
</tr>
<tr>
<td>10</td>
<td>Kai Media &amp; Marketing</td>
<td>2215328</td>
<td>2008</td>
<td>5.0</td>
<td>Marketing Planning &amp; Management Advertising Campaign Development Creative &amp; Media Planning Services Strategic Planning &amp; Branding, Interactive Marketing, Creative, Promotions &amp; Events</td>
<td>NA</td>
</tr>
<tr>
<td>11</td>
<td>PCF International Integrated Marketing &amp; Technology</td>
<td>2153314</td>
<td>1996</td>
<td>21</td>
<td>Full Service Marketing Research, Planning, Media Buying Corporate Communications Creative Production Social Media Management Website Development</td>
<td>Hawaii Lumber Products Association Accredo ATRC Chun Kerr Grace Pacific Engineered Systems Pacific Recreation Tropical Island Water WYAO Corporate Wellness</td>
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<tr>
<td>12</td>
<td>Mana Means Communications</td>
<td>2.25</td>
<td>1992</td>
<td>32</td>
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