

UNIVERSITY OF HAWAII NOTICE OF EXEMPTION CHAPTER 103D, HRS

The President, University of Hawaii, 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: (If known)	From: To be determined	To: To be determined	Cost: \$15,000 - \$20,000 (est.)
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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
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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
(Department/Program)

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

Alyson Kakugawa-Leong Digitally signed by Alyson Kakugawa-Leong
Date: 2022.04.19 09:22:37 -10'00'
Signature Date

Carrie P Masanda
Full Name of Fiscal Administrator

Carrie P Masanda Digitally signed by Carrie P Masanda
DN: cn=Carrie P Masanda, o=UH Hilo, ou=Business Office, email=cmasanda@hawaii.edu, c=US
Date: 2022.04.19 12:17:55 -10'00'
Signature Date 4/19/2022

APPROVED:

Bonnie D. Irwin
Full Name of Vice President or Chancellor

Bonnie D. Irwin Digitally signed by Bonnie D. Irwin
Date: 2022.04.22 16:05:39 -07'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED

David Lassner Digitally signed by David Lassner
Date: 2022.05.25 08:33:13 -10'00'
PRESIDENT, UNIVERSITY OF HAWAII

5/25/2022
DATE

Request for Exemption from Chapter 103D, HRS
Digital Media Advertising Campaign

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

Staff *Pacific Business News*

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.

Rank	Business Name / 2019 Rank	2019 Capitalized Billings	Year Est. in Hawaii	Clients	Services	Four Notable Clients	Top Local Executive(s)
1	Anthology Marketing Group Inc. 1003 Bishop St., 9th Fl. Honolulu, HI 96813 808-544-3000 anthologygroup.com	64108400	2007	71	Identity and branding; integrated traditional and digital marketing and advertising; creative strategy; broadcast/video production; market research	American Savings Bank, Foodland, Hawaii Pacific Health, Hawaiian Airlines, Hawaiian Telcom, HMSA, Na Hoku, PACCAR Parts	Dennis Christianson, President/CEO dennis.christianson@anthologygroup.com
2	MVNP 745 Fort St., #900 Honolulu, HI 96813 808-536-0881 mvnp.com	43130606	1994	42	Strategic planning, integrated marketing and advertising, digital, public relations and social media.	First Hawaiian Bank, Hawaii Visitors and Convention Bureau, McDonald's of Hawaii, First Insurance Company of Hawaii	Nick Ng Pack, Chairman Emeritus Markus Staib, President/CEO mstaib@mvnp.com Dave Abrass, COO dabrass@mvnp.com
3	Core Group One Inc. 928 Nuuanu Ave., #100 Honolulu, HI 96817 808-440-9421 coregroupone.com	12142345	2005	26	Marketing strategy, digital, social media, offline media, creative	Ala Moana Center, HECO, Pizza Hut, Taco Bell	Emi Anamizu, CEO emi.anamizu@coregroupone.com Jim Horiuchi, President
4	Harris Hawaii Marketing Group 2250 Kalakaua Ave., #313 Honolulu, HI 96815 808-946-4626 harris-agency.com	11883445	2004	12	In-house-Creative & image/video Production, Digital Optimization, Marketing Support, Public Relations.	HMAA Healthcare, KTA Super Stores, Kintetsu International, Mochi Foods	Doug Harris, President/CEO dough@harris-agency.com
5	Gilbert & Associates 360 Hoohana St., #A-202 Kahului, HI 96732 808-871-6230 gilbertadvertising.com	5405523.14	1974	24	Marketing, Public Relations, Branding, Creative, Digital, Social and Online Media, Strategy	Hawaii Petroleum, The Shops at Wailea, National Tropical Botanical Garden, Kaanapali Beach Hotel	Larry Gilbert, Owner/President larry@gilbertadvertising.com Nicholas Gilbert, EVP nicholas@gilbertadvertising.com Amy Landin, Creative Director amy@gilbertadvertising.com

Rank	Business Name / 2019 Rank	2019 Capitalized Billings	Year Est. in Hawaii	Clients	Services	Four Notable Clients	Top Local Executive(s)
6	OMG Marketing Communications 500 Ala Moana Blvd., #7-515 Honolulu, HI 96813 808-529-4368 oahumediagroup.com	4120000	2013	15	Advertising, Media, Creative Production, Research, Social and Digital Media, Marketing Consultation, Branding and Research	Longs Drugs/CVS Hawaii, KFC Restaurants, AirAsia, Hawaii State Office of Elections	Timothy Deegan, Managing Director tdeegan@oahumediagroup.com
7	Matsumoto & Clapperton 715 S. King St., #205 Honolulu, HI 96813 808-548-6188 mca-hawaii.com	4024071	2000	12	Marketing, Advertising, Branding	Arcadia, Aloha Pacific Federal Credit Union, Carrier Hawaii, Pacific Invitro Fertilization	Ed Clapperton, President ed@mca-hawaii.com Craig Matsumoto, Creative Director
8	Heinrich & Bullard Marketing 1132 Bishop St., #1420 Honolulu, HI 96813 808-566-0572 hbhawaii.com	3315183	2003	25	account service, media, creative, digital, promotions/pr	MDX Hawaii, Papa Johns Pizza, Wet n Wild, Honolulu Freight Service, Ivy Development, Accuity, TKG/Team Y&R, Humana	Patrick Bullard, Principal pbullard@heinrich.com
9	Element 8 119 Merchant St., #320 Honolulu, HI 96813 808-587-8258 element08.com	2610331	2001	8.0	Marketing, advertising, branding, media, creative services.	Polynesian Cultural Center, Board of Water Supply, Hawaiian Humane Society, Kahala Mall	Jerry Blue, Partner jerry@element08.com
10	Kai Media & Marketing 501 Summer St., Penthouse 5 Honolulu, HI 96817 808-220-4981 kaimediamarketing.com	2215328	2008	5.0	Marketing Planning & Management Advertising Campaign Development Creative & Media Planning Services	NAPA Auto Parts Dole Plantation Hawaii P20 Research Corporation of the University of Hawaii Hale Kū'ike LLC	Greg Cabanting Raude Nagaishi, Partners raude@kaimarketinghawaii.com
11	PCF International Integrated Marketing & Technology 4348 Waialae Ave., #405 Honolulu, HI 96816 808-753-6999 pcfinternational.com	2153314	1996	21	Strategic Planning & Branding, Interactive Marketing, Creative, Promotions & Events	NA	Ginger Peterson, CEO/Owner ginger@pcfinternational.com
12	Mana Means Communications 1088 Bishop St., #1209 Honolulu, HI 96813 808-521-1160 manameanscommunications.com	2.25	1992	32	Full Service Marketing Research, Planning, Media Buying Corporate Communications Creative Production Social Media Management Website Development	Hawaii Lumber Products Associatioin Accredo ATRC Chun Kerr Grace Pacific Engineered Systems Pacific Recreation Tropical Island Water WYAO Corporate Wellness	Janet Scheffer, President/Founder janet@manameans.com