

ABILITY TO PROVIDE THE SERVICES

SECTION 3.2

YOU'RE ASKING

Do they have
the chops?





1.2 CRITERION TWO: RESPONDENT'S PAST PERFORMANCE ON REPRESENTATIVE PROJECTS SECTION 3.2

References shall be considered relevant based on specific project participation and experience with the Respondent. The University may contact references during any part of this process. The University reserves the right to contact any other references at any time during the Solicitation Process.

Identify and describe past experience for providing services that are most related to this project within the last five years. List the projects in order of priority, with the most relevant project listed first. Provide the following information for each project listed (Maximum of five projects):

- Project name, location, and description
- References (for each project listed above, identify the following):
 - > The Owner's name and representative who served as the day-to-day liaison during the project, including telephone number and/or email address
 - > Length of business relationship with the Owner



NORTH EAST TEXAS REGIONAL MOBILITY AUTHORITY (NET RMA)

CASE STUDY



TEXAS
STATE
UNIVERSITY



Take action against distraction

CHALLENGE

Our research showed driver behavior is the most significant contributing factor to accidents on the roadway. Ironically, while many drivers recognize bad driving habits in others, they often fail to do so in themselves.

SOLUTION

As a result, the campaign concept, “Take action against distraction,” was designed to capture the attention of the target audience by exaggerating everyday distracted driving scenarios. Through creative messaging and visual representations, the campaign aimed to prompt reflection and behavioral change among drivers, ultimately promoting safer driving practices.

RESULTS



The campaign effectively utilized a mix of traditional and digital channels to raise awareness about distracted driving and promote safer behaviors on Toll 49. By leveraging creative messaging and targeted distribution, the campaign contributed to improving road safety and fostering a culture of responsible driving in the community.

“In combination with our safe driving marketing campaign efforts and some safety improvements NET RMA has done on the toll, it's resulted in 0 fatalities and reduced number of accidents on the toll in 2024!”

Campaign won
Gold at
The Communicator
Awards



8.5M
DIGITAL AD
IMPRESSIONS

10K
UNIQUE
WEB VIEWS

Organization	NET RMA - North East Texas Regional Mobility Authority
Contact Name	Colleen C. Colby
Title	Director of Communications & Administration
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Email Address	colleen.colby@netrma.org

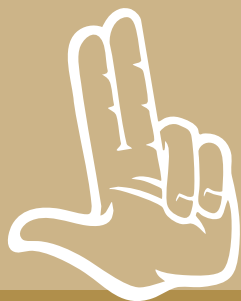


NET RMA CASE STUDY VIDEO

**Don't reward
your bad side**

>>>>

Click on image to watch



**Don't feed your
bad side**

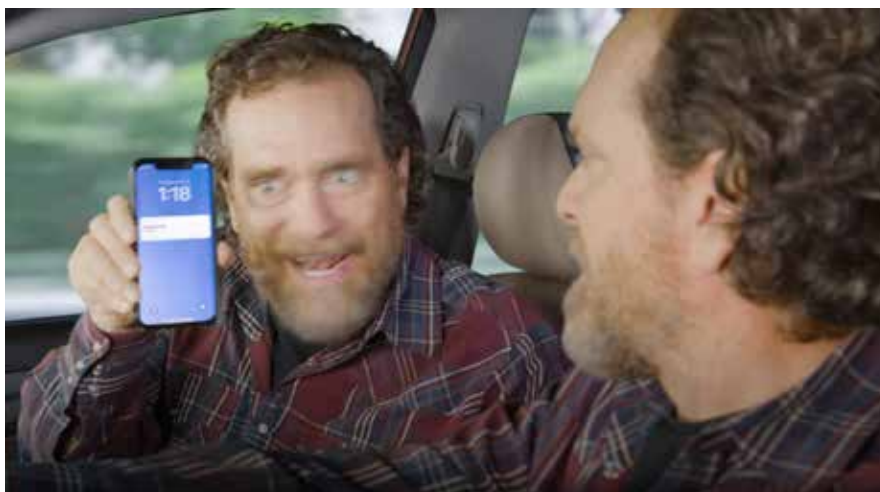
>>>>

Click on image to watch

**Put your bad
side on silent**

>>>>

Click on image to watch



HE NET RMA
CASE STUDY
OUTDOOR

Distracted?
Give them
the hand
sign.



NET RMA
CASE STUDY
DIGITAL

Dogs
make
great
click bait.





BEEF LOVING TEXANS - BBQQUEST





The Quest for the best Texas BBQ needed to have longer stories

CHALLENGE

Texas Beef Council is a non-profit, statewide checkoff program funded by Texas farmers and ranchers. The Texas Beef Checkoff is managed through a \$1 per head assessment on cattle at each point of ownership transfer in Texas, and the purpose is to increase beef demand. Beef Loving Texans, the consumer-facing brand of Texas Beef Council, accomplishes this through various programming including promotion, research and education.

SOLUTION

In collaboration with Beef Loving Texans, Hahn (AOR) created the long-form video series, BBQuest. First airing in 2018, the series originated as branded content featuring Texas restaurants and mouth-watering secret menu items to connect with meat eaters and BBQ enthusiasts across the state. This campaign was further extended by creating unique, exclusive barbecue recipes on BeefLovingTexans.com to drive more beef sales.



Season 3 Co-hosts, Kelsey Pribiliski and Jess Pryles

RESULTS

7,300
ORGANIC
VIDEO VIEWS

37,421
RECIPE
PAGEVIEWS

11,930
EPISODE
PAGEVIEWS

98%
POSITIVE OR
NEUTRAL
SOCIAL MEDIA
SENTIMENT

HULU
TOP FIVE
COOKING
SHOWS

MULTI AWARD-WINNING SERIES



*Note, due to restrictions and contractual agreements, we're unable to provide proprietary information from Hulu's content partner portal.

Organization	Texas Beef Council
Contact Name	Rachel Chou
Title	Director, Consumer Marketing
Phone Number	(512) 355-2333 X300
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BEEF LOVING TEXANS -
BBQUEST
CASE STUDY

SEASON 3 TRAILER

1.2 CRITERION TWO: ABILITY TO PROVIDE SERVICES / SECTION 3.2



Click here to see video: <https://www.youtube.com/watch?v=enLtMjH8pdA>



**BEEF LOVING TEXANS -
BBQUEST
CASE STUDY
EPISODES**

1.2 CRITERION TWO: ABILITY TO PROVIDE SERVICES / SECTION 3.2



EPISODE No. 1

Legacy & Tradition

<https://www.youtube.com/watch?v=Q5b9b6nktqs>



EPISODE No. 2

Creativity & Innovation

<https://www.youtube.com/watch?v=jYDqwdGNAJk>



EPISODE No. 3

Texas Trailblazers

<https://www.youtube.com/watch?v=HPvNgJDJwZs>



EPISODE No. 4

Family & Community

<https://www.youtube.com/watch?v=v-YzzNKZmVo>

hulu

YouTube

**BEEF
LOVING
TEXANS**



TEXAS HIGHER EDUCATION COORDINATING BOARD - MY TEXAS FUTURE



The future looks brighter and brighter.

CHALLENGE

Increase website traffic and engagements to ultimately raise the percentage of Texans earning postsecondary degrees or credentials, enhancing workforce readiness and economic opportunities statewide.

SOLUTION

Increase website pageviews and engagements to ultimately raise the percentage of Texans earning postsecondary degrees or credentials, enhancing workforce readiness and economic opportunities statewide.

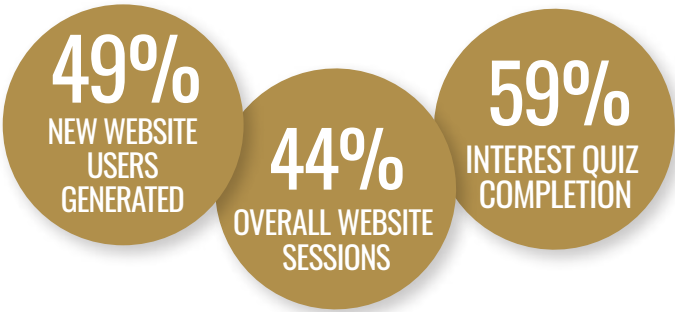
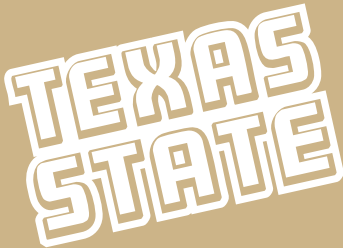
RESULTS

In Flight One, the campaign delivered over 10 million impressions statewide and is on track to surpass the overall impression goal by the end of the campaign.

Clicks on digital ads generated 44% of total website sessions and 49% of new users during the period.

Digital ads drove over 6,000 quiz completions and accounted for 59% of the period’s total completions.

The campaign sustained website users despite seasonal dips in website traffic, with a 1% growth in new users and a 3% increase in total users compared to the prior period.



Organization	Texas Higher Education Coordinating Board - My Texas Future
Contact Name	Allison Rizzolo
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Geared to parents

Click here to see video: <https://youtu.be/lHsFdhiXTgl>



Geared to students

Click here to see video: <https://youtu.be/uVyixAN52P0>



<<<<
Geared to
parents

>>>>
Geared to
students



First rule of
marketing:
Know thy
audience.







TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

TEXAS DEPARTMENT OF AGRICULTURE - WILD CAUGHT TEXAS SHRIMP





CHALLENGE

Wild Caught Texas Shrimp.
Better by the boatload.

The Wild Caught Texas Shrimp Campaign is a two-year effort created by Hahn and the Texas Department of Agriculture to elevate the Texas shrimp industry by addressing the growing competition from imported, farm-raised shrimp, which launched in October 2024.



SOLUTION

At its core, the campaign embraced the tagline, “Caught here. Not brought here.”, symbolizing Texas pride and the superior quality of locally-sourced shrimp. The integrated marketing strategy includes educational outreach, print and digital advertising, influencer partnerships, and media outreach.

RESULTS

Stakeholders across Texas lauded the campaign's creative approach and messaging, with endorsements from industry leaders and state representatives affirming its success. This campaign exemplifies the power of integrated marketing to champion local industries, cultivate consumer trust, and drive meaningful economic growth.

From just October 1 to December 31, 2024, the campaign:

31.1M
IMPRESSIONS

23.2K
TOTAL USERS
ON WEBSITE

12.6K
ENGAGEMENTS ON
META PLATFORMS*

* including post reactions, comments, shares, and saves

Organization	Texas Department of Agriculture - Wild Caught Texas Shrimp
Contact Name	Robert ‘Bobby’ Champion, Jr.
Title	Marketing Coordinator
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Email Address	robert.champion@texasagriculture.gov



TX DEPT. OF AGRICULTURE-
WILD CAUGHT
TEXAS SHRIMP
CASE STUDY

VIDEO



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

Funded by a RESTORE Act Direct Component grant. This ad does not represent an endorsement by the Treasury Department or its official position.

Click here to see video: <https://www.youtube.com/watch?v=VIAvMkfptYU>

Makes you
want to ask,
“where does
your shrimp
come from?”

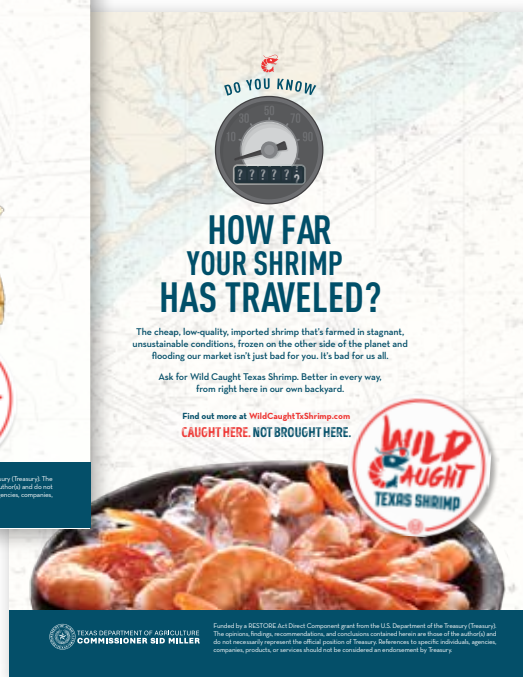


TX DEPT. OF AGRICULTURE- WILD CAUGHT TEXAS SHRIMP CASE STUDY

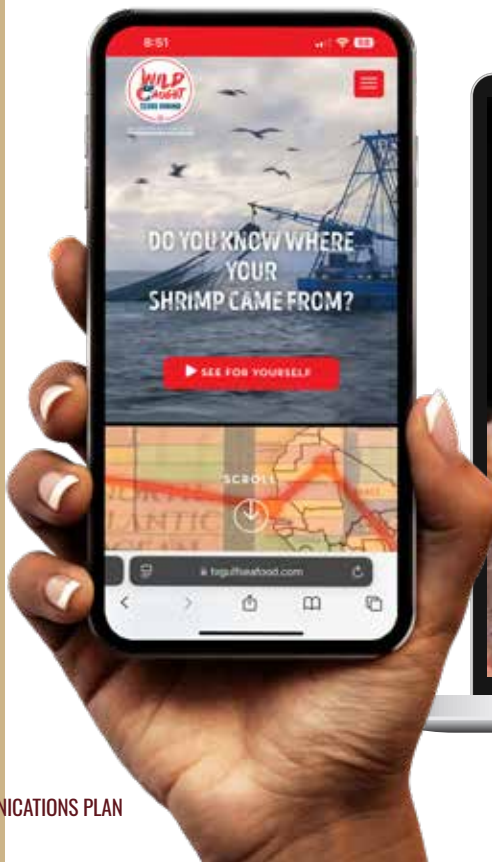
PRINT & WEB

1.2 CRITERION TWO: ABILITY TO PROVIDE SERVICES / SECTION 3.2

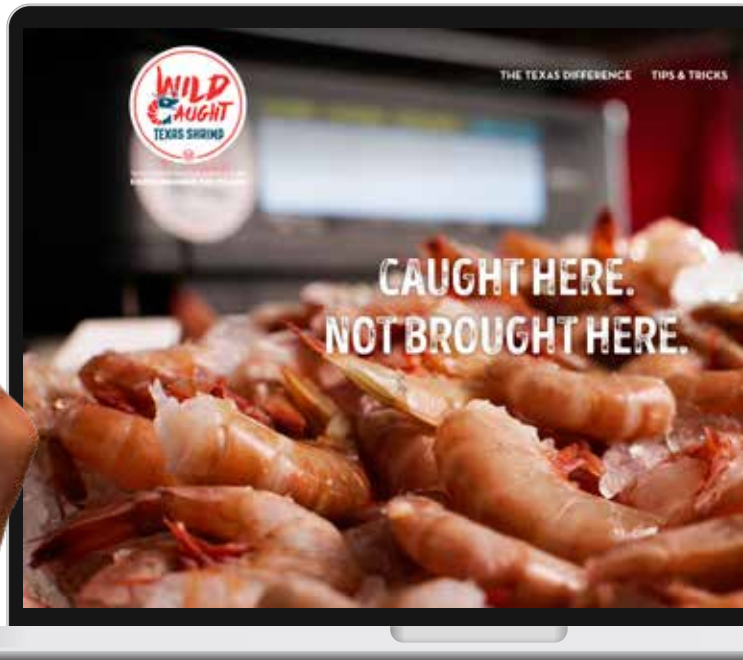
Print



Website



Mobile



TX DEPT. OF AGRICULTURE-
WILD CAUGHT
TEXAS SHRIMP
CASE STUDY

DIGITAL & SPECIALTY

1.2 CRITERION TWO: ABILITY TO PROVIDE SERVICES / SECTION 3.2



>>>>
Specialty
Sanitation Stations
placed throughout
Texas grocery
stores were well
received





El Paso Electric

EL PASO ELECTRIC - THE INSTALLERS TOUR



CASE STUDY





EL PASO ELECTRIC /// THE INSTALLERS WORLD TOUR

CHALLENGE

You've got the power.

El Paso Electric (EPE) was preparing to mobilize an army of Smart Meter Installers to every home and business in the borderplex region. They wanted to build excitement for the fact that folks could see when their install date was and how to save on their bill with their new meter.

SOLUTION

We produced a music video that led a region-wide, 360 degree, integrated campaign to build hype for the fictional band The Installers' "World Tour" who were coming to put the power to save right in customers' hands.

RESULTS

The Smart Meter campaign generated:

23M
IMPRESSIONS

43K
AD CLICKS

2.6M
COMPLETED
VIDEO VIEWS



Organization	El Paso Electric
Contact Name	George De La Torre
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EL PASO ELECTRIC -
THE INSTALLERS
TOUR
CASE STUDY

VIDEO

1.2 CRITERION TWO: ABILITY TO PROVIDE SERVICES / SECTION 3.2



The Installers
"You've Got the Power"
Smart Meter World Tour
El Paso Electric

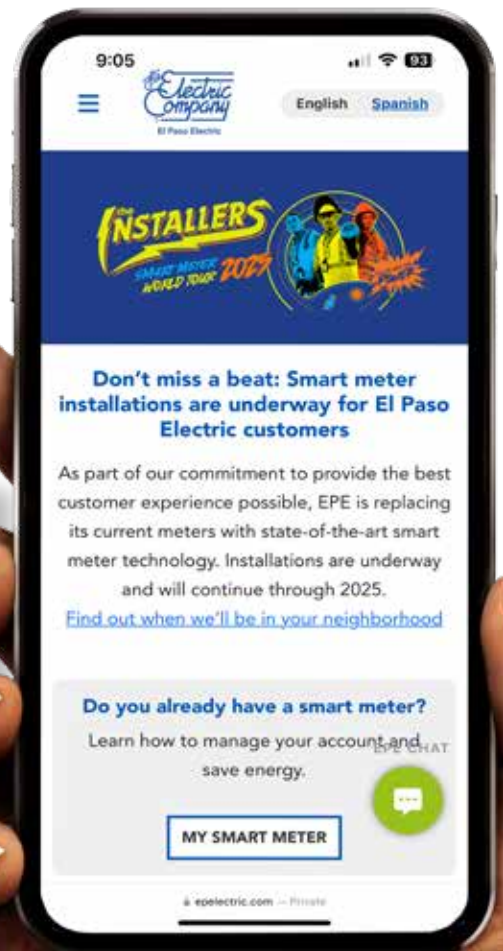
Click here to see video: <https://www.youtube.com/watch?v=7xSUIXzgzMY>



EL PASO ELECTRIC - THE INSTALLERS TOUR CASE STUDY

DIGITAL

1.2 CRITERION TWO: ABILITY TO PROVIDE SERVICES / SECTION 3.2



PRINT

Introduction
Poster



Makes you want to ask, “when do I get my smart meter?”

