

1.4

CRITERION FOUR

# PROJECT SPECIFIC INFORMATION

SECTION 3.4

TEXAS  
STATE



TAKE BACK  
TEXAS



YOU'RE ASKING

## What makes them special?



*Hahn*  
SURE  
THING.

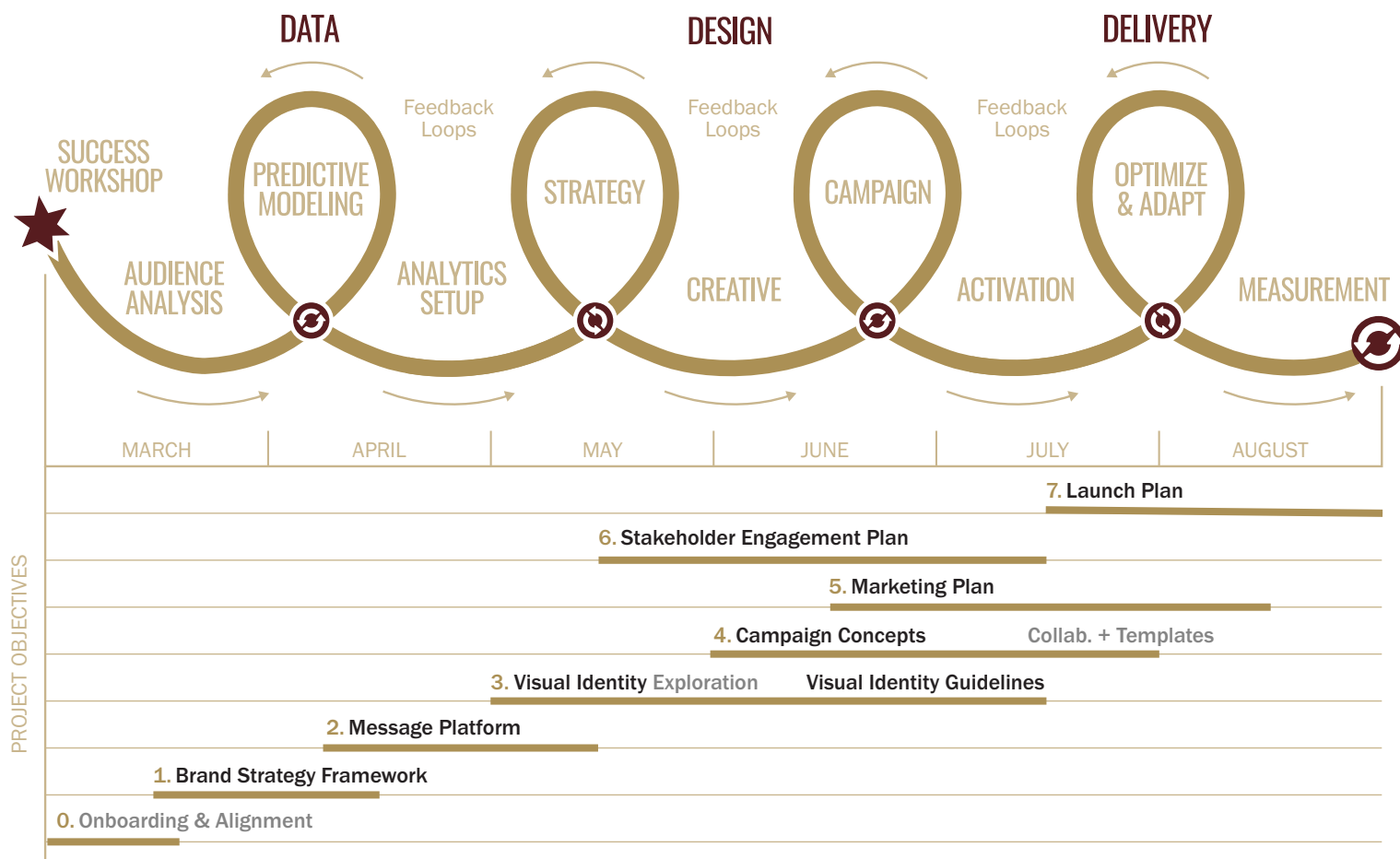
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## PROJECT SPECIFIC INFORMATION

### a. Can you provide a project timeline with key milestones?

Yes. Meet our **3D Approach** /// Data. Design. Delivery.

We integrate data analytics, creative storytelling, and execution strategy into a single, cohesive process of forward-moving feedback loops. This ensures every project is compelling because it's rooted in insights that drive measurable results.



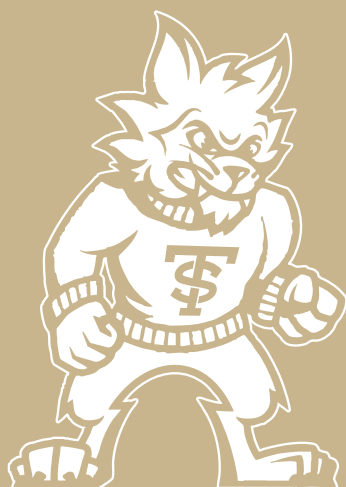
### b. How does your proposed approach align with the project objectives?

See above.

### c. What do you perceive as the most significant challenges for this project, and how do you plan to address them?

Changing long-held perceptions is a tall order. Unless **the reality is true**. It starts at a high level with awareness, and then takes some time of sticking to our guns with a consistent and compelling campaign.

**Authenticity is key.** A student we spoke to described the university in one word: “**underestimated**.” That’s got to be a platform. Tell the story of a challenger brand (but not for long). That has the emotion for students and parents craving access as well as alumni. This could be a vehicle toward earning the respect and perception we know is well-deserved.





## PROJECT SPECIFIC INFORMATION



Ignite your  
brand's potential.

### d. What technical skills or certifications does your team possess that are relevant to this project?

Hahn holds several pertinent certifications including:

- Google Partner
- Google Analytics Certified Professional
- MediaMath Academy Programmatic AdOps
- MeltWater Preferred Partner
- Certified Associate in Project Management (CAPM)
- B.F.A TXST
- M.A. TXST

### e. What proprietary and/or innovative solutions or methodologies do you propose for this project that set you apart from competitors?

At Hahn, we don't just follow industry trends—we create them. Our proprietary tools and methodologies, developed through **Hahn Labs**, set us apart by turning data science into actionable marketing intelligence.

#### PRFX by Hahn Labs

Our tech-enabled service, **PRFX**, pioneers **earned media lift metrics**, providing brands and marketers with unmatched foresight into public response. With **PRFX**, clients can:

- Measure and predict public interest before launching campaigns
- Attribute financial value to earned media efforts
- Forecast earned media lift to optimize messaging and maximize ROI

#### FuseLight<sup>SM</sup> The Future of Brand Collaboration & Influencer Marketing

**FuseLight<sup>SM</sup>** is our data-science-powered AI product that evaluates and predicts the media potential of brand partnerships—or what we call “brand fusions.” Designed to help branding, marketing, social media, and entertainment professionals deliver data-backed insights, FuseLight<sup>SM</sup> enables you to:

- Identify high-impact collaborations with measurable potential
- Support partnership decisions with predictive analytics
- Generate and pitch breakthrough, convention-challenging ideas with automatically generated presentation decks

FuseLight<sup>SM</sup> isn't just a tool—it's a creative playground for discovering the most powerful partnerships possible.

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## PROJECT SPECIFIC INFORMATION

### f. How will your approach add value beyond the basic project requirements?

By integrating data science, predictive analytics, and proprietary methodologies with strategic creative and media, Hahn delivers forward-thinking, results-driven brand marketing that gives our clients an undeniable competitive edge.

We go beyond simply meeting project requirements—we *elevate them*. Our approach blends proprietary tools, expert training, and creative resources to provide strategic advantages that other agencies don't.

#### Exclusive Access to Tools & Training

Clients gain access to our podcast and video studio, allowing for high-quality content creation without additional investment. We also offer specialized workshops including:

#### Cassandra Calculator™ Crisis Communications Diagnostic

A proprietary tool that helps brands assess and strengthen crisis response strategies.

#### Predictive Media Network™ Spokesperson Training

A data-driven program that refines messaging and media presence for maximum impact.

#### Predictive Analytics for Smarter Marketing

By leveraging predictive models, we can help TXST:

- Enhance student recruitment strategies
- Reduce audience churn
- Optimize media investment for higher ROI

TAKE BACK  
TEXAS



We don't just execute projects —  
we empower brands with insights,  
tools, and creative strategies  
that drive lasting success.





## PROJECT SPECIFIC INFORMATION

### **g.** How will you handle unexpected challenges or changes in the project scope?

Hahn addresses unexpected challenges or changes in project scope by maintaining proactive communication and transparency with clients.

We hold regular status meetings to discuss progress and address any challenges that arise. When potential scope changes occur we assess the situation and adjust accordingly.

Hahn continually emphasizes thorough scoping efforts and explores different budgeting models to better manage unexpected challenges in scope and budget.

While we make sure to leave contingency padding within budgets, changes that need more than accounted for are easily handled through adding new scope when/if necessary.

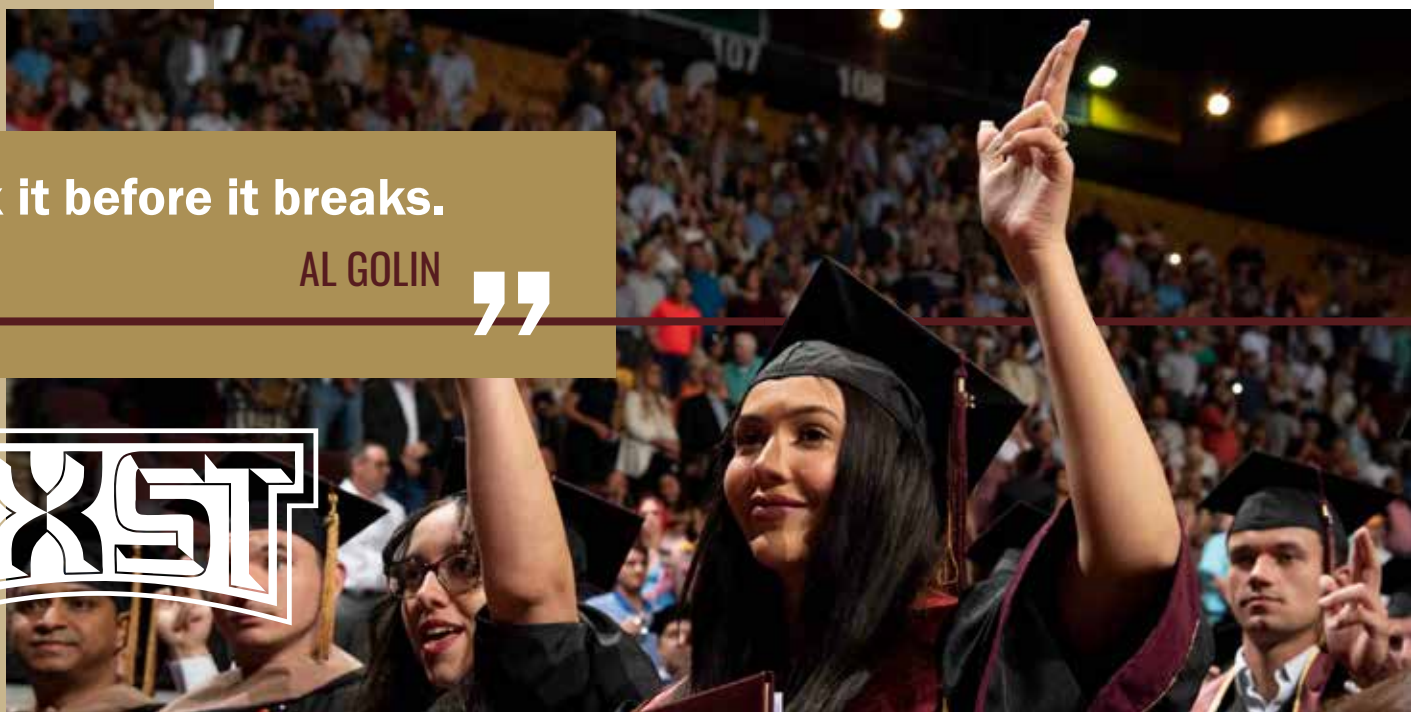
### **h.** What kind of support do you offer after project completion?

After project completion, Hahn provides ongoing support through regular check-ins, meetings, and monthly reports. These reports are unique to each client and include an in-depth analysis of outputs and outcomes, offering a full perspective of the ROI being produced.



**Fix it before it breaks.**

**AL GOLIN**





## PROJECT SPECIFIC INFORMATION



**Our Compliance Plan serves as a framework to ensure our operations remain legally sound, ethically responsible, and aligned with industry standards.**

- Provide a compliance plan with all regulatory requirements whether they are federal, state, or local regulations.**

Hahn is fully committed to meet all regulatory requirements at the federal, state, and local levels. Our commitment to regulatory compliance ensures operational integrity, risk mitigation, and adherence to industry best practices.

### Federal Compliance Requirements

Our organization complies with all applicable federal laws and regulations, including but not limited to:

- Federal Acquisition Regulations (FAR)
- Occupational Safety and Health Administration (OSHA)
- Americans with Disabilities Act (ADA)
- Environmental Protection Agency (EPA)
- Health Insurance Portability and Accountability Act (HIPAA)
- Equal Employment Opportunity Commission (EEOC)
- Department of Labor (DOL) Regulations
- Federal Trade Commission (FTC) Compliance

### State Compliance Requirements

Our organization adheres to all relevant state laws and regulations specific to the jurisdiction(s) in which we operate. This includes:

- State Labor Laws
- State Environmental Regulations
- State Licensing and Permits
- State Tax Compliance
- Industry-Specific Regulations

### Local Compliance Requirements

In addition to federal and state compliance, we adhere to all local regulations, including:

- Zoning and Land Use Laws
- Local Business Licenses and Permits
- Health and Safety Codes
- Local Taxation and Fees
- Procurement and Contracting Rules
- Compliance Oversight and Enforcement

**To ensure ongoing compliance with all applicable regulations, we implement the following measures:**

- Training and Education
- Auditing and Monitoring
- Reporting and Documentation



## PROJECT SPECIFIC INFORMATION



2024  
SABRE  
AWARDS

Digital Agency  
of the Year

*Hahn*  
SURE  
THING.

### j. Describe your quality control processes.

Hahn Agency measures client satisfaction, a key component of quality control, through a 7-point assessment tool.

This tool asks clients to rate the firm on several attributes:

1. Account Handling
2. Strategic Input
3. Creativity
4. Proactivity
5. On Time
6. On Budget
7. Value for the Money

### k. Provide an organizational chart and a brief résumé for each of the proposed key personnel, focusing on relevant experience, and list the assigned function of each key person as it relates to this RFP. Provide information related to previous projects.

**Also include a statement describing the firm's commitment of the individuals proposed to perform the requested services. List any state or national professional organizations the firm is a member of or actively involved with as well as any pertinent licenses.**

Hahn is a Veteran-Owned Small Business incorporated in the State of Texas and is actively involved in several professional organizations and holds pertinent certifications.

The agency is a *Google Partner* and has certifications such as *Google Analytics Certified Professional*, *MediaMath Academy Programmatic AdOps*, and *Certified Associate in Project Management (CAPM)*.

Additionally, Hahn has received recognition through awards like the SABRE Awards and **Anvil Awards for storytelling and impactful presentations** and was **PRovoke's 2024 Digital Agency of the Year**.

Hahn commits that each individual proposed to perform the requested services will possess the necessary qualifications, education, training, experience, and certifications required to execute the services as outlined in the RFP.

This commitment ensures that all personnel, including any replacement employees, are fully equipped to meet the service standards expected by the client.



## PROJECT SPECIFIC INFORMATION

**k.** (continued)

Our organizational structure directly reflects our operational **3D Approach** to exceptional service.



**Jen Cannon**

Chief of Staff

### DATA

**Michael Griebe**

Managing Director

Data Science  
AI + Machine Learning  
Research & Analytics  
Predictive Modeling  
Earned Media Lift Metrics  
Competitive Whitescaping  
Product Development  
Brand Strategy

### DESIGN

**Lauren Clayton**

Managing Director

Brand Strategy  
Epiphany Mining  
Creative Concept/Design  
Campaign Development  
Production Design  
Media Strategy/Deployment  
UI/UX/Interactivity  
Digital/Mobile/Social  
Experiential

### DELIVERY

**Ryan Orendorf**

Managing Director

Account Management  
Campaign Implementation  
Marketing Communications  
Health & Nutrition  
Energy & Essentials  
Campaign Management  
Media Relations  
Crisis Management

**Lara Kluth**

Chief Administrative Officer





## PROJECT SPECIFIC INFORMATION

**k.** (continued)

Our team is a powder keg of strategic thinkers, creative minds, passionate professionals, expert collaborators, positive-mischief makers and channel ninjas.



## LAUREN CLAYTON

DESIGN / Managing Director

Lauren is an award-winning media buyer with extensive experience in crafting and executing innovative traditional and digital media campaigns across diverse business sectors and brands. She excels in planning, negotiating, purchasing, optimizing, and reporting across all paid media channels, leveraging data-driven insights to drive informed decision-making and deliver tangible results.

Driven by a passion for excellence and innovation, Lauren continues to redefine industry standards and shape the future of media strategy and execution.



“

**Texas State soccer camp was the best experience ever! I learned so much, made new friends, and loved being on campus. I'm a Bobcat fan for life. I can't wait to be part of the Texas State family one day!**

**MCKINLEY CLAYTON** AGE 8

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## PROJECT SPECIFIC INFORMATION

**k.** (continued)  
Your team



### MICHAEL GRIEBEL

**DATA** / Chief Data Officer, Managing Director

Michael is a professional economist and statistician that specializes in applying quantitative and economic analysis to practical business problems. He manages a team of data scientists, analysts and engineers to develop quantitative models to answer difficult questions. His techniques are rooted in statistics and econometric methods. The outputs of his team's work range from presentations, to reports, to automated reports, to internet-based dashboards.

Prior to working as a professional economist, Michael taught (5 years) and studied (7 years) economics at the **University of Oxford**. He has an MPhil from Oxford University and a B.A. from the University of Texas. He was the president of graduates at St. Edmund Hall and a member of three Senior Common Rooms. Having taught undergraduates for many years, he is well-versed in both the application and communication of econometric results and methods.



### JOE STANFA

**DESIGN** / Executive Creative Director

Joe is a creative strategist, designer, writer, illustrator, and conceptual thinker who supports clients across the agency.

He's been leading and perfecting global agencies' creative product for brands from his early years at **DDB, Havas, FCB Global**, and **Golin** to leading his own consultancy for 8 years. He's a design-nerd who loves collaborating across teams, managing creative talent, blowing up the think box, leveraging a bit of good mischief, seeing ideas come to life and client success. Also fonts. (Don't ask.)



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## PROJECT SPECIFIC INFORMATION

**k.** (continued)  
Your team



### GREG BARTON

DESIGN / VP, Creative Director, *TXST BFA*

If Greg were asked to brand himself, he'd wrap up his talents as creative director, art director, designer and strategist as simply, "idea guy."

His diverse industry experience includes sectors such as energy, transportation, food service, health care, city and place branding, higher education and high tech. Some of the companies that have prospered from his award-winning ideas are **The Texas State University System, Texas Dept. of Agriculture – Gulf Seafood and Texas Wines, Oklahoma Natural Gas, Central Texas Regional Mobility Authority, Bullock Texas History Museum, and St. David's Foundation**, just to aname a few.

He is also a highly active member in the Texas State University Alumni community as well as a regular guest mentor in the Texas State University Design Department.



“

My time at SWT was great! I met life-long friends and learned a ton. Got to relive a bit when my daughter went there and recently graduated in 2023. Love a Grin's burger!

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## PROJECT SPECIFIC INFORMATION

**k.** (continued)  
Your team



### RUSS RHEA

**DESIGN & DELIVERY** / VP, Media Relations & Production

Russ is one of Texas' most effective media relations practitioners. His 20 years of experience in covering multiple sides of public issues as a reporter has equipped him to gather opinions of community leaders and stakeholder groups and identify potential issues.

Russ' expertise in media relations has connected Hahn clients with publications such as **BusinessWeek** and **The New York Times**, as well as broadcast networks including **CNN** and **NBC**.



### DESMOND DAVIS

**DELIVERY** / Account Director

A versatile communications professional, Desmond provides strategic counsel, project management, writing and media relations across a multitude of different sectors. Coupled with data reporting, strategic insights and problem-solving, Desmond ensures high quality work is delivered, deadlines are met, and clients feel confident in their level of communication with the agency.

He has worked as a key account lead for **Texas Higher Education Coordinating Board** projects such as **My Texas Future** and **DataBridge**.





## PROJECT SPECIFIC INFORMATION

**k.** (continued)  
Your team

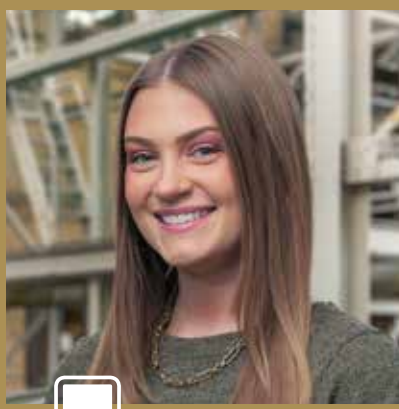


### AMY HOLCOMB

**DESIGN & DELIVERY** / Project Management Director

As an experienced project manager, Amy specializes in project execution and delivering high-quality results. Her primary project activities include project planning and organization, coordination of deliverables and timelines, meeting facilitation, resource management, product delivery and testing, and execution of project goals.

Amy has been with the agency for nearly 11 years, and works across many of Hahn's accounts including **Texas Beef Council**, **Texas Co-op Power**, **Texas REALTORS** and **Sendero Health Plans**.



### HALEY NEWBANKS

**DESIGN** / Senior Social Media Strategist

Haley is a social media marketing leader specializing in brand strategy, social media content development, and influencer campaign execution. With a track record of driving high-performing campaigns for brands like **Beef Loving Texans** and **Texas REALTORS**, Haley excels in audience growth, content optimization, and cross-platform integration.

She brings a results-focused approach to messaging, brand storytelling, and digital engagement.

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## PROJECT SPECIFIC INFORMATION

**k.** (continued)  
Your team

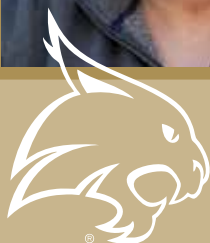


### ANDREW HAMLIN

DESIGN / Information Architect

As an Information Architect (IA), Andrew gets to translate dreams into diagrams. He is one of the first on our team to meet with every prospect, listen to stories about their company and website, and translate their needs into documentation that spells out what they can expect from Hahn and what our team will use as blueprints to get things cooking.

He has worked with a variety of clients, including **E3 Alliance** / **CenTxCAN.org**, **Ko.is**, **ERCOT**, and **TDHCA**. His diverse project experience allows him to bring innovative tools and insights from one industry to another, fostering creative problem-solving and cross-sector adaptability.



**WE'RE HUNGRY.  
EAT 'EM UP, CATS!**

