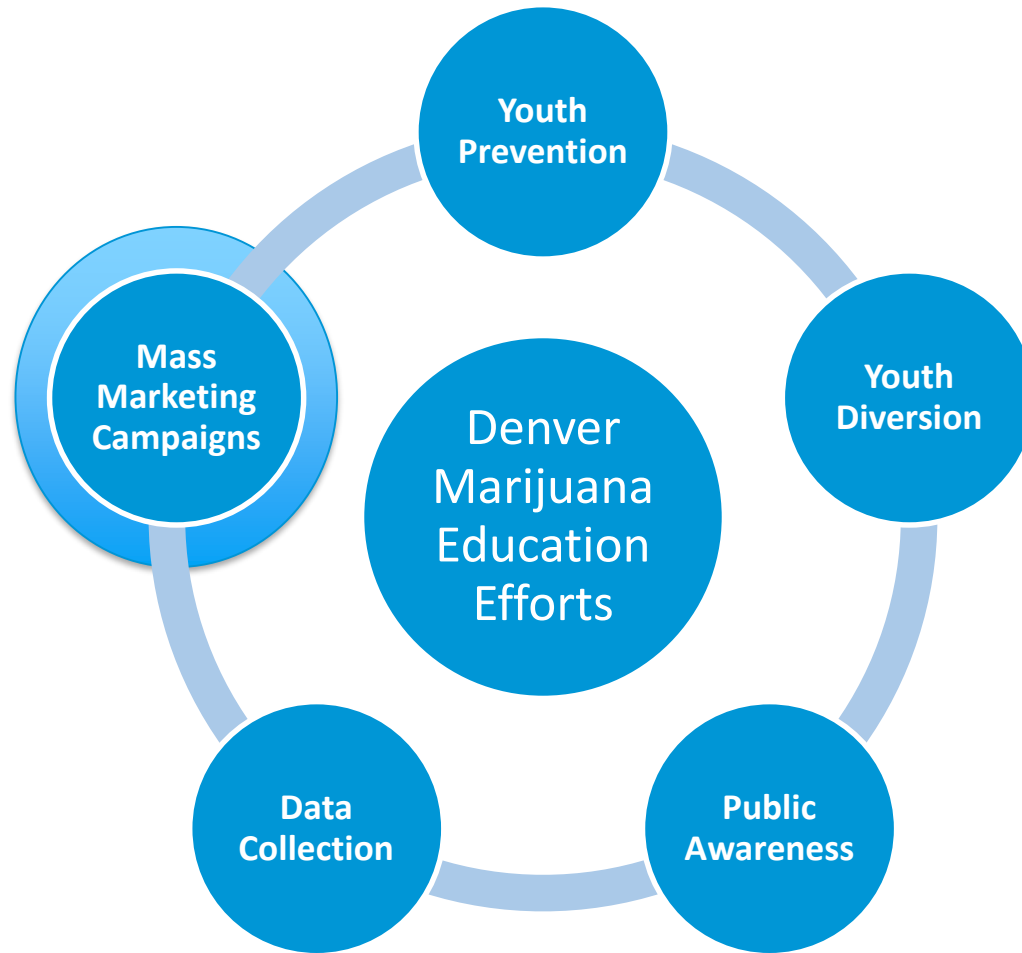




Amélie Company Contract Amendment

October 21, 2020

DENVER'S MARIJUANA EDUCATION AND YOUTH PREVENTION APPROACH



Amelie Company Contract Background

2016

- Selected Amelie Company after a competitive RFP bid process for development of a youth marijuana education and prevention campaign
- August-Initiated contract: 1/1/2017-12/31/17 , \$450,000 (2016 base budget)
- November-City Council approved 2017 budget for \$850,000

2017

- January-Contract started, Began campaign research and development
- July-amended contract: 1/1/2017-12/31/2018, \$1.3 million (+\$850,000 from 2017 and 2018 budget)
- December-released campaign into market

2018

- Continuation of campaign
- July-amended contract: 1/1/2017-12/31/2019, \$2.15 million (+\$850,000 from 2018 and 2019 budget)

2019

- Continuation of campaign
- March - amended contract: 1/1/2017-12/31/2019, \$2.45 million (+\$300,000 from 2019 budget)

2020

- Continuation of campaign
- Amend contract (November 2019): 1/1/2017-12/31/2020, \$2.9 million (+\$450,000 from 2020 budget)

2021

- Completion of campaign
- **Amend contract (October 2020):** 1/1/2017-12/31/2021, \$2.95 million (+\$50,000 from 2021 budget)

2020 Campaign Performance

January 1, 2020 – October 13, 2020



Over **27 million** paid media impressions through digital video, mobile gaming apps, digital radio, social media, and out-of-home school bus placements.

Nearly **9 million** earned media impressions through 48 news story placements and pick-ups, generating a publicity value just shy of \$90,000.

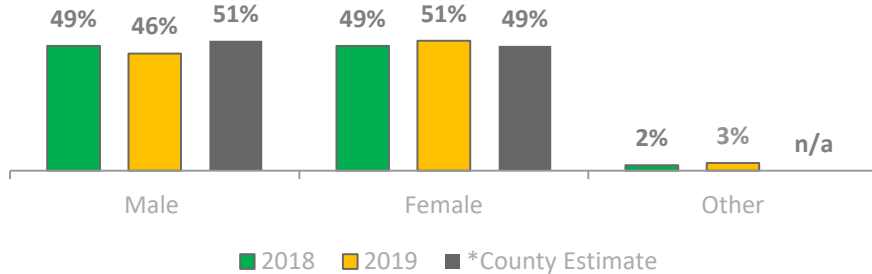
Since the campaign launch in December 2017, High Costs paid media, social media, PR and web impressions have totaled nearly **250 million**.

2019 Post-Campaign Survey

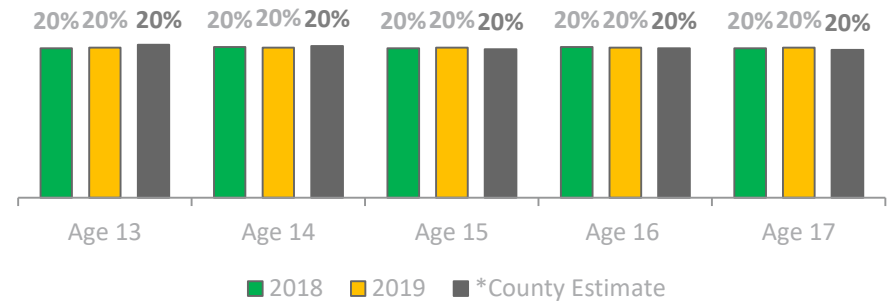


Conducted an online survey among 537 Denver teens to evaluate campaign effectiveness including awareness, ad recall and likability. The respondent pool was representative of the City and County of Denver:

Gender



Age Distribution**



The online survey was administered by a local research company, and was performed at a 95% confidence level.

*County Estimates: Source Colorado Dept. of Local Affairs for 2017 **Data weighted by age to reflect county age distribution

2019 Post-Campaign Survey



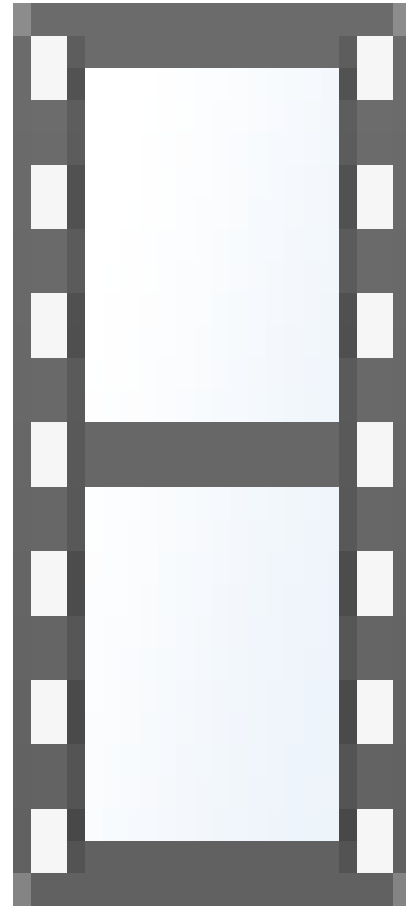
Among teens aware of the campaign, **81%** indicated that the ‘High Costs’ campaign discouraged them from using marijuana.

74% of teens who saw the online posts engaged with them by liking, sharing or talking about them with friends.

The majority of teens agree that the High Costs campaign **has a clear message, is educational, trustworthy and likeable.**

'High Costs' 2020 Campaign





Online Quiz

HIGH COSTS

THE FACTS THE QUIZ ABOUT Es

Whatchu know bout weed?

Take our quiz and find out.

Begin

TEDxMileHigh Partnership

HIGH COSTS

ADVENTURES

The High Costs campaign has partnered with TEDxMileHigh to create four Adventures for Denver Youth.

Workshops are served digitally due to COVID-19 as a mix of virtual webinars, on-demand webinar recordings, and pre-recorded video modules.

The Adventures are promoted to Denver youth ages 12-18, with a focus placed on reaching under-served youth.

2021 Campaign Continuation



Campaign maintenance through account management, planning, and project management.

Social media planning and strategy, optimization and moderation, and creative development.

Possible poster placement in schools.

Campaign reporting on a flight-by-flight basis, as well as a comprehensive post-campaign report.

Action Item

EXL is requesting to amend the contract with the Amelie Company. The amendment will add \$50k for a new total of \$2.95 million and add one year for a new end date of 12-31-21.



Thank You