



CHARLOTTE COUNTY

RFP NO. 20250503
TRANSIT MARKETING SERVICES
AUGUST 4, 2025

August 4, 2025

Mad 4 Marketing (M4M) is excited to be considered as the Agency of Record for Charlotte County Transit. We are excited about your growth and look forward to taking awareness and ridership to the next level.

M4M is a 33 year-old marketing and advertising firm with considerable experience in the transportation industry. From Sarasota County's Breeze Transit and Broward County Transit's Premium Mobility Plan (PREMO) to MAP Broward (Mobility Advancement Program) and Hallandale Beach's new all-electric bus fleet known as the Cloud, among others, we have executed branding and awareness campaigns, event promotion, and community involvement programs throughout the state of Florida for over 20 years.

As you will see in the Project History section of this response, our award-winning creative concepts and execution have garnered measurable results and positive feedback from stakeholders at all levels. You can feel confident in your decision to hire Mad 4 Marketing because our dedicated and talented team of marketing, media and creative professionals have successfully worked with many clients to promote their unique brands, programs, and events.

What makes Mad 4 Marketing different? Our deep-dive assessment process will provide the knowledge of the issues facing your current marketing, so we can guide you in building the smartest plan designed to unleash future success. We will find new and compelling ways to motivate consumers to choose Charlotte County transportation options, giving you a distinct competitive advantage. We will be proactive in making sure messaging will work in multiple languages and dialects, and across cultures to ensure we connect with target audiences. We will make sure your messaging is engaging, enticing and consistent, effectively positioning you as a reliable transportation option at the forefront of affordability, convenience and comfort. And we will monitor results and success continuously, adjusting elements of your strategy as needed to ensure every campaign is successful.

Get on board with Mad 4 Marketing and find out where this ride can take you!

Sincerely,



Christine Madsen, President
Mad 4 Marketing

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GENERAL INFORMATION

Mad 4 Marketing, Inc.
5255 NW 33rd Avenue
Fort Lauderdale, Florida 33309

954-485-5448

laura@mad4marketing.com

Federal Tax ID# 65-0354851
Articles of Incorporation July 23, 1992 #H92000003960

mad4marketing.com

Mad 4 Marketing is a corporation owned solely by Christine Madsen since July of 1992. We are licensed by the State of Florida and are a certified Woman-owned Business Entity (WBE). See certification below. Our proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

FL Business Certification / WBE Certification



We have no litigation, disputes, defaults or liens.

Brief History of the Agency:

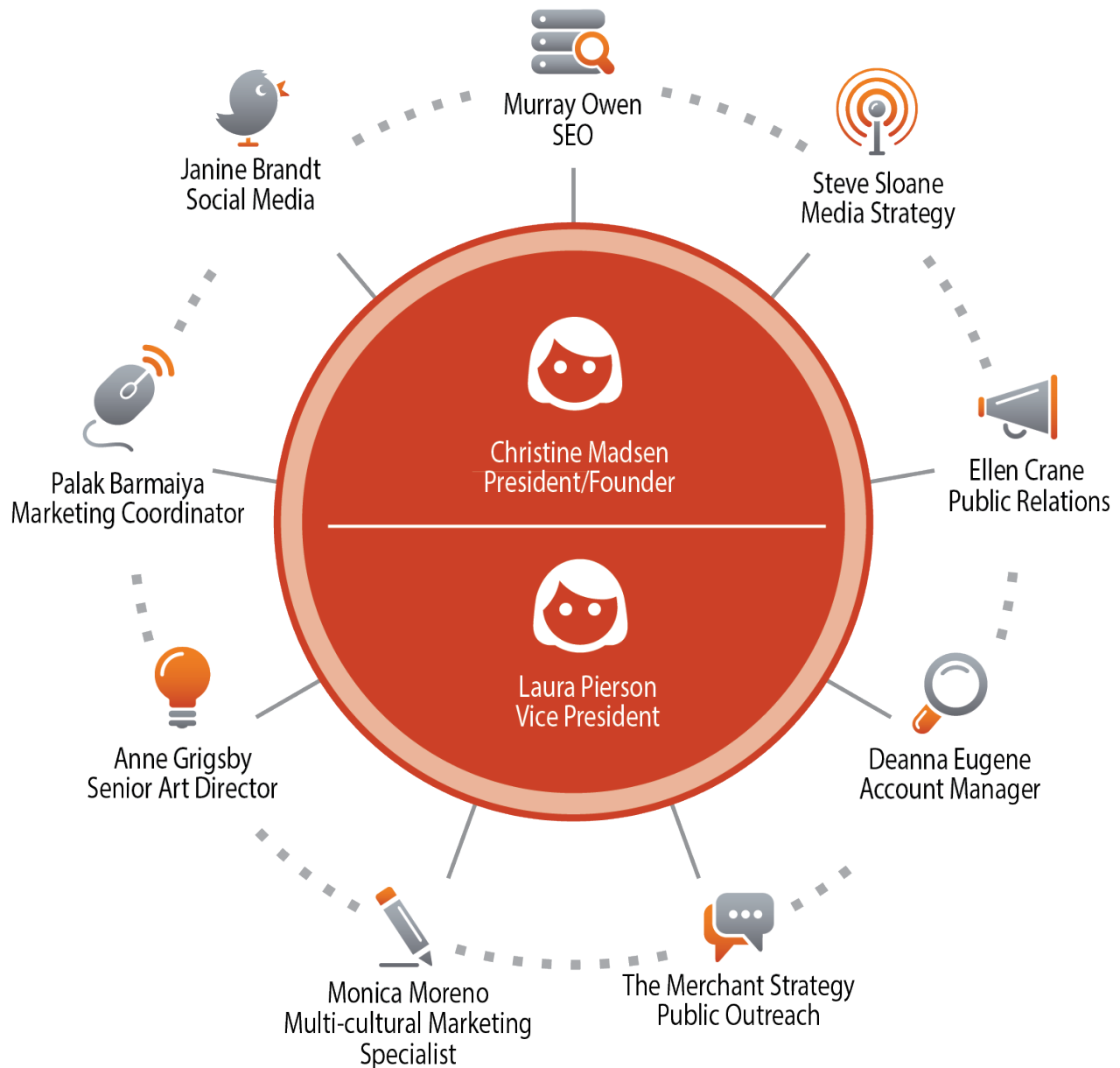
Mad 4 Marketing is a WBE certified, full-service marketing and advertising agency, established in 1992. Although we started 33 years ago in the traditional marketing space, handling everything from branding, broadcast TV and radio, to print advertising, direct mail and event marketing, we have added a full suite of digital and interactive initiatives which includes website design and development, email marketing, SEO/SEM, social media, digital advertising, AI and more.

Choosing an agency to provide creative and engaging messaging across a wide variety of platforms and media, and that can advise and manage all of your media planning and buying often involves more than reviewing the agency's qualifications. It often involves looking at its reputation, its size, its capabilities, and its personality and the perceived chemistry between your staff and the agency's.

- If it's by reputation, we have built a reputation for being able to maintain the integrity and efficacy of marketing and promotional programs while embracing the personality and tone of our clients to reach your diverse audiences. We will immerse ourselves in your county culture in order to develop a strategy that works.
- If it's by size, we're a medium-sized agency. Unlike the larger firms, we don't have account representatives that act as middle people. That means we offer you direct communications with the actual people who are doing the work, along with the senior team handling strategy and oversight. That's the most effective way to build long-lasting relationships that will benefit you in the short and the long term.
- If it's by capabilities, what we offer is a practical holistic approach, one that considers how each piece of the plan – from messaging to media – affects the others. We track our progress, and we are nimble and can make the necessary changes quickly and optimize over time.
- If it's by personality or chemistry, we completely understand that working with a marketing firm is as much about the fit as it is about the experience. We believe in consensus building and we will work hard at developing a seamless long-term relationship with our partners at Charlotte County.

OUR TEAM

Part of the Mad 4 Marketing philosophy involves a team approach to our accounts, so that knowledge and inspiration are shared. The common denominator behind our culture and success is our people...



Christine Madsen – President

Christine is founder and President of Mad 4 Marketing. She comes from a marketing and print/design background where she discovered her true entrepreneurial spirit. She opened the agency in 1992 and never looked back. By surrounding herself with dedicated professionals who have a diverse set of skills, she has built the agency and her standing in the community where she has served in numerous leadership roles such as Chair of the Greater Ft. Lauderdale Chamber of Commerce, and a graduate of Leadership Broward and Leadership Florida. She also believes in giving back to the community and has served on many non-profit boards. Through these relationships, she has been able to serve our clients well, providing countless introductions and cooperative efforts that benefit all parties involved.

Chris has been very involved with all of our transit clients. She will provide strategic oversight for this account and all activities related to its successful execution.

Laura Pierson – Vice President

Laura is enjoying her 13th year at Mad 4 Marketing where she manages client relationships, strategic planning, and results-driven campaigns. With a B.S. degree in Graphic Design from University of Florida, and a strong background (20 years) in digital and web marketing, she understands the importance of combining compelling creative with data to generate the best possible outcome and ROI for our clients. She is the primary contact on the Sarasota County Breeze Transit contract, the Broward County Transit account, and also handled strategy for City of Miramar, City of Hallandale Beach CRA, and various projects for The City of Fort Lauderdale, so she is no stranger to government clients.

Laura will be the main point of contact for Charlotte County, should we be fortunate enough to be awarded this contract.

Monica Moreno – Account Management

Throughout Monica's career, she has worked in all aspects of the marketing and advertising business. Her 14 years of experience marketing numerous industries gives her a unique, "big picture" viewpoint of marketing strategy and execution, and her tenacious focus on ROI has helped her succeed in growing our clients' business. She is also the account executive for accounts with similar scope, including Hallandale Beach CRA and Sarasota County's Breeze Transit.



Monica's expertise includes:

- Web design and development projects
- Search Engine Optimization implementation
- Multimedia advertising campaigns utilizing traditional, non-traditional and grassroots media
- Innovative creative conceiving and execution
- Vendor and resource management
- Project Management

Janine Brandt – Social Media Management

Janine is a digitally savvy marketer who has handled the social media management and Google Ads management for many of our clients, including Fort Lauderdale Water Taxi, MAP Broward, City of Dania Beach and City of Hallandale Beach CRA. She is an experienced digital and social media marketing leader with heavy experience in social media strategy, channel management, email marketing, paid digital media, and user experience strategy. She has proficiency in developing strategies for automation, testing, applying best practices, and reporting on key wins. She consistently looks at everything through a data-driven lens and strives for the best possible social media metrics for the target audience. She has a wealth of experience in all platforms on social media and keeps up with the industry trends to ensure social media strategy is always holistic and timely.


Murray Owen - Web Development and SEO

Murray is a dedicated developer that has worked with our team for over 15 years and has 30+ years of web experience. He handles end-to-end website development with a specialization in WordPress and Search Engine development, and has a unique ability to translate "business to web." He is Google Analytics certified and driven by this data. With a comprehensive understanding of Google's algorithm and how it works, he knows exactly what to do to "move the needle" and drive relevant traffic to any website.

Steve Sloane – Media Strategist

Steve Sloane is uniquely positioned to get our clients the most value for their media investment because he has worked successfully "inside" media companies for more than 20 years, selling for companies like Beasley Broadcast Group and iHeartMedia. Since "switching sides" he has become an expert in media strategy, planning and buying on national, regional and local levels.





Steve is a highly strategic, data-driven professional that leverages the “secret sauce” of media negotiation and thus our clients reap the benefit of that knowledge, experience and buying power. He has worked with clients that run the gamut from high-end retail, financial services, government, healthcare, B2B and technology sectors.

Anne Grigsby – Senior Art Director

A creative visionary with over 20 years of experience, Anne’s creative passion coupled with her strong business sense delivers unique and targeted marketing solutions. Anne has a BFA specializing in Graphic Design from the *University of Florida* and has worked in major markets such as Toronto, Dallas and South Florida. She is a respected strategic thinker, team leader and creative manager. She is the primary creative talent on the work we do for Sarasota County Transit, Broward County Transit, and others. Anne’s work has been awarded and recognized by the *Florida Direct Marketing Association’s Max Sackheim Creative Awards*, *The American Advertising Federation’s ADDY Awards*, and the *National Mature Media Awards*.

Ellen Crane – Public Relations

Ellen Crane has a proven background in providing strategic public relations planning and execution in public and private companies, governmental organizations and nonprofits. A strong writer with a curious mind, Ellen enjoys the process of listening to clients’ visions, and then applying creative communications techniques that deliver measurable results.

She previously served as Director of External Affairs and Communications for Boca Raton-based Cancer Treatment Centers of America® (CTCA), a national network of hospitals and outpatient facilities that treat adults fighting cancer. Before joining CTCA, she managed her own public relations firm for more than 15 years. Among her clients were the statewide law firm Broad and Cassel, Canon Solutions America, Broward Education Foundation, John Knox Village Foundation, YMCA of South Palm Beach County and the Lighthouse of Broward.

Throughout her career she has held senior public relations positions with such major companies as the Aluminum Company of America in Pittsburgh, Pennsylvania; American Airlines in Fort Worth, Texas; and Hill and Knowlton in Tampa and Fort Lauderdale, Florida. She also worked for Offerdahl’s Bagel Gourmet during its transition to Einstein Bros Bagels, the Fort Lauderdale law firm of Tripp, Scott, the e-learning company LearningPays.com, and the Barbar Group, a Boca Raton-based real estate firm.

Mad 4 Marketing Team Certifications

- Google Ads Certification
- Meta Ads Certification
- Google Analytics Advanced Certification
- Datorama Certification
- Salesforce Marketing Cloud Certification
- Social Marketing in Transportation Certification

The Merchant Strategy

We have built a unique alliance with a firm that will act as a subconsultant on this contract if we are fortunate enough to win it. The Merchant Strategy is a woman owned, DBE certified public involvement firm headquartered in West Palm Beach, founded in 2003. Combined, our firms offer Charlotte County the depth and breadth of expertise to build a highly successful strategy that is sure to meet and exceed your business goals.

The Merchant Strategy (TMS) provides the essential skills, relationships, and experience to help clients communicate effectively, build support, and cut through government red tape. TMS is owned and operated by the company president, Sharon Merchant, a former State Representative, and lifelong resident of Palm Beach County.

This team of professionals offers extensive expertise in public involvement, government/community relations, crisis management, social media, and media relations. The team's client list provides services to city and county governments, non-profit agencies, industry leaders in transportation, architecture, engineering, construction, health care, education, environmental services, and utilities.

TMS began serving clients in 2003 and currently holds DBE and ACDBE Certifications by both the Florida and South Carolina Departments of Transportation. Additional certifications include: SWBE by Palm Beach County, Florida; MWBE for the City of Charleston, by South Florida Water Management District, Palm Beach County School District, Charleston County, South Carolina, and the City of West Palm Beach; CBE by Broward County, and MWBE by Broward and Dade County School Districts and the State of Florida.

PROJECT HISTORY

Mad 4 Marketing has worked with many Florida municipalities and has extensive experience specifically with Public Transit. Each of the examples below will demonstrate our ability to perform all the required initiatives for Charlotte County and track our results for regular reporting.

Sarasota County's Breeze Transit

Contract Description: Mad 4 Marketing was hired to execute a full rebrand and handle subsequent brand awareness and ridership campaigns. This contract is in its fourth year with full expectations of being renewed for the fifth year option.

Client Contact:

Miranda Lansdale, Marketing and Communications Coordinator for Breeze Transit

5303 Pinkney Ave, Sarasota, FL 34233

Cell: 941-202-2294

Email: mlansdale@scgov.net

Specific projects included in this contract are:

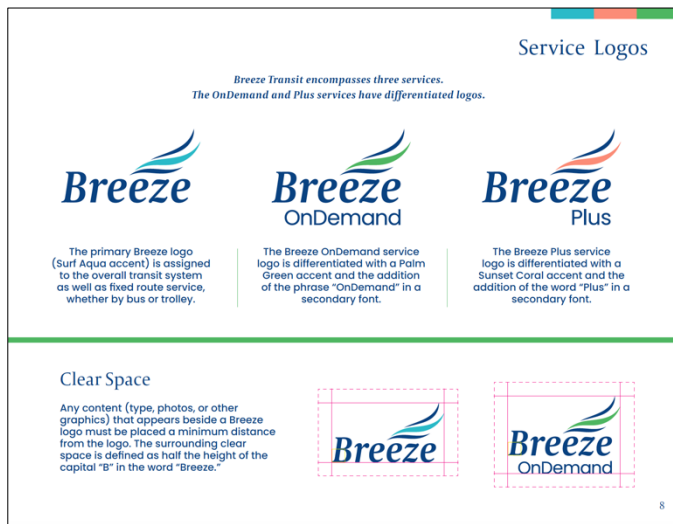
- Market research
- Rebrand from SCAT (Sarasota County Area Transit) to Breeze Transit (includes new logo, look and feel, and messaging to multiple target audiences)
- Strategy and planning for all campaigns
- Creative development for print, out-of-home, television and digital advertising
- Media planning and placement, reporting on all campaign performance
- Yearly benchmark research study to measure increases in awareness over time, as well as other changes in the market that will drive marketing/media strategy
- Design for bus, trolley and other vehicle wraps, bus stop signs, system maps, building signage, banners, etc.

Below are some examples of the work provided:

NEW BRANDING



EXCERPTS FROM BRAND STYLE GUIDE:

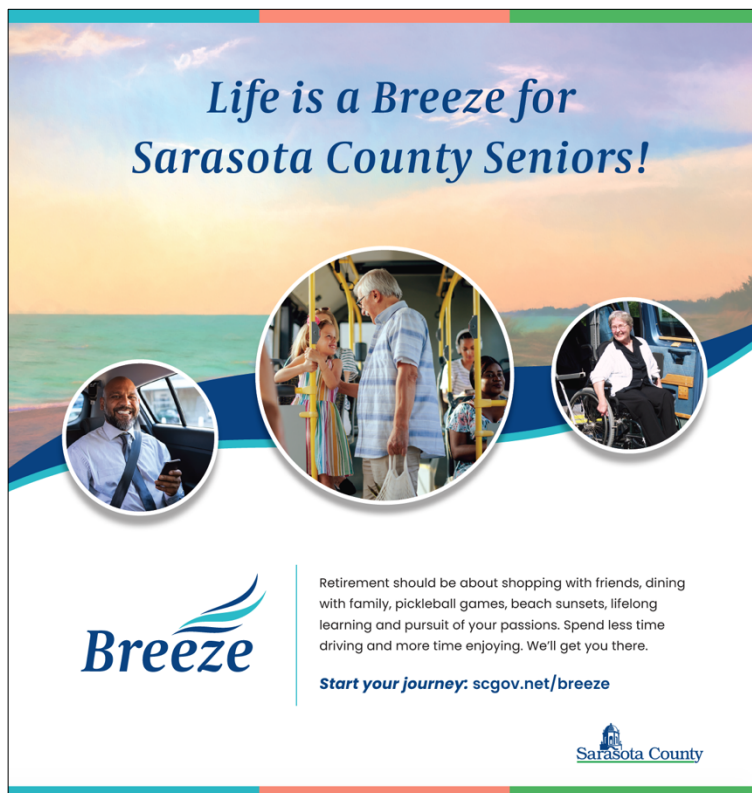


BRAND LAUNCH AD CAMPAIGNS

Community Awareness: Showing the importance of public transit to support the workforce



Leisure Senior Target

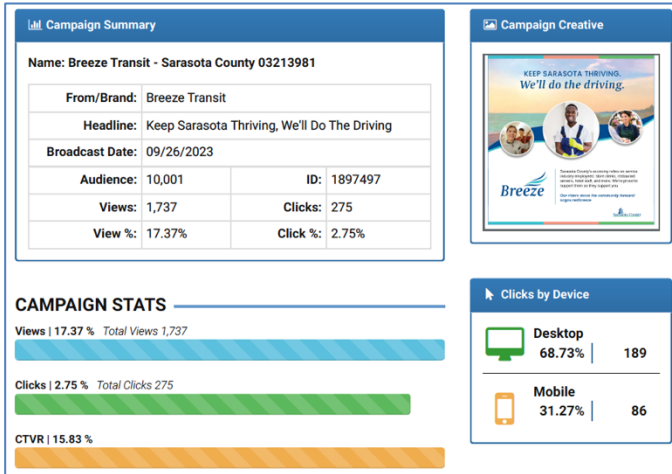


General Ridership

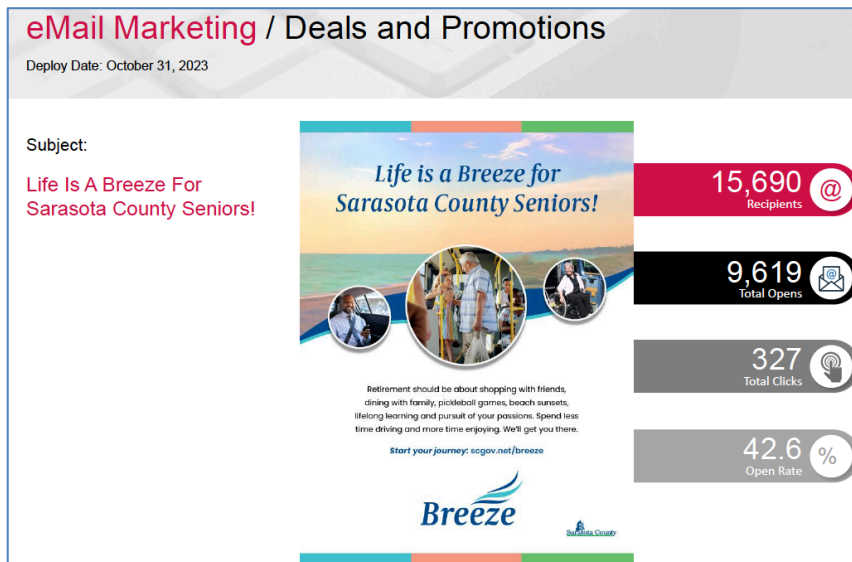
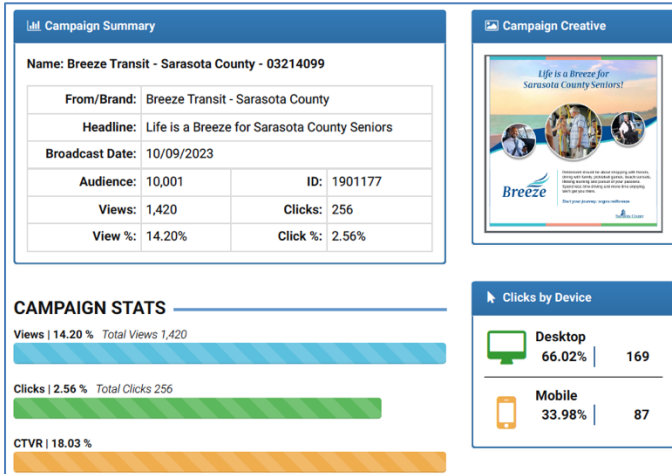
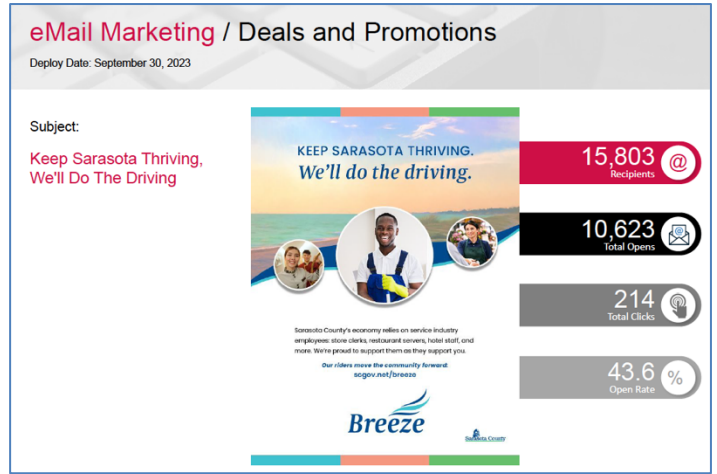


SOME OF OUR AD CAMPAIGN RESULTS

Sarasota Herald Tribune



The Observer



GENERAL RIDERSHIP AD CAMPAIGN

Print Ad



*Take it Easy. Take **Breeze***

Visit scgov.net/breeze for information on how to ride.

 Sarasota County



Digital Banners

*Take it Easy.
Take **Breeze***

 Sarasota County



GENERAL RIDERSHIP AD CAMPAIGN (cont'd)



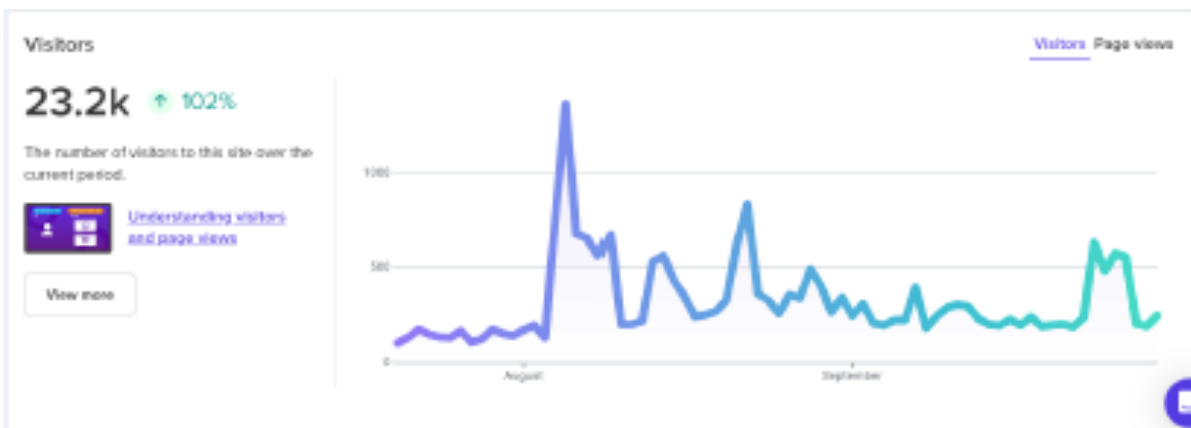
View our Television
Commercial at the link below:

youtube.com/watch?v=E6lHafdoyeU

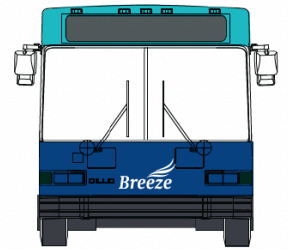
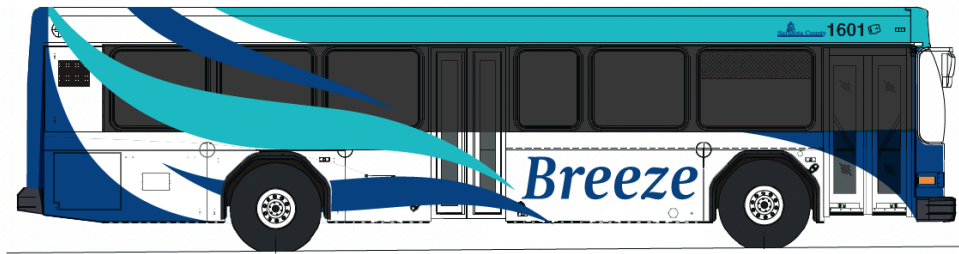
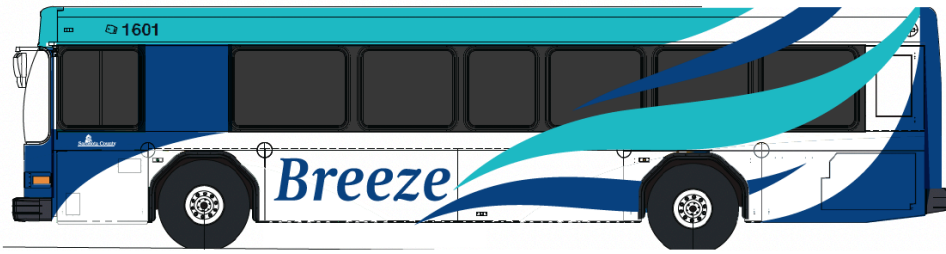


Mad 4 Marketing also handled all photography and videography for this campaign.

This campaign generated a significant lift in traffic to the Breeze Transit website pages.



VEHICLE DESIGNS



track.measure.manage.

ADDITIONAL ITEMS
Rack cards and Bus Stop Signage

**TRANSPORTATION
RIDES ON DEMAND**



**Breeze
OnDemand**

Access shopping, dining, and recreation
using our public rideshare service:

- Longboat Key
- Lido Beach & Ted Sperling Park
- St. Armand's Circle
- Downtown Sarasota
- Downtown Venice
- Venice Beach & Caspersen Beach
- Englewood
- North Port Area

*In a Breeze OnDemand zone, you
set the pickup and drop-off
locations when you're ready to go –
for only \$2 per passenger!*

scgov.net/breeze/ondemand



Finding your ride is a breeze with
Breeze OnDemand!

- 1**

**DOWNLOAD THE
BREEZE OnDEMAND APP**

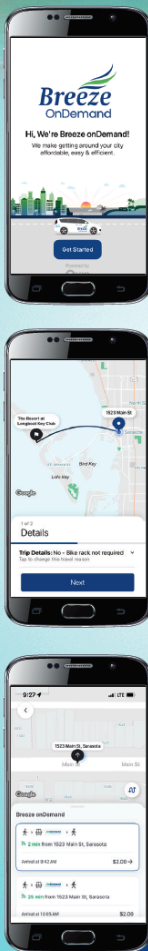

 - Create an account
 - Allow the app to use your GPS
 - Or visit:
breezetransit.net/breezeondemand
- 2**

PLAN YOUR TRIP

 - Enter your destination,
number of passengers,
and other trip details
 - Book the ride
- 3**

TRACK YOUR RIDE

 - Note your driver's name and
license plate number
 - Monitor the arrival time as
the vehicle icon moves toward
your location

Or book a trip by calling
941-300-1553

Sarasota County
Call 311 • breeze@scgov.net

BROWARD COUNTY TRANSIT'S PREMO PLAN

Contract Description: Mad 4 Marketing was hired as a subcontractor to the prime environmental consulting company, WSP, to design a new brand for the mobility plan being funded by the Penny Surtax. We were subsequently to assist in developing materials for the public outreach, as well as planning and placing media to keep the public informed of the status of the ongoing plan activities.

Client Contact:

Scott Pringle, AICP at WSP

5411 Sky Center Drive, Tampa, FL 33607

Cell: 813-391-7694

Email: scott.pringle@wsp.com

Specific projects included in this contract are:

- Brand development (name, logo and messaging for PREMO)
- Strategy and planning for all campaigns
- Creative development for print, out-of-home, video and digital advertising
- Media planning and placement, reporting on all campaign performance

Below are some examples of the work provided:

BRANDING (Name, Logo, Messaging)



Palm Card

Broward County Premium Mobility Plan
Innovative Solutions for Transit

WHAT ARE THE GOALS

- Improve Mobility For All
- Implement Equitable Transit Solutions
- Improve Safety, Security, and Ensure Environmental Stewardship
- Enhance Economic Development and Ensure Financial Stability
- Integrate and Serve Communities

GET INVOLVED!

Go to our website: premo.broward.org
Scan the QR code to:

- Take our survey
- Sign up to receive updates
- Provide feedback on the PREMO interactive map
- Attend meetings and workshops

Email: premo@broward.org
Call: 877-436-0207

PROTECTIONS OF TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 AS AMENDED:
Any person(s) or group(s) who believes that they have been subjected to discrimination because of race, color, or national origin, under any transit program or activity provided by Broward County Transit (BCT), may call 954-357-8481 to file a Title VI discrimination complaint or write to Broward County Transit Division, Compliance Manager, 1 N. University Drive, Suite 3100A, Plantation, FL 33324
2,500 copies of this public document were promulgated at a gross cost of \$404.10, or \$0.16 per copy to inform the public about Broward County Transit's PREMO Plan, 6.22

On-board bus signage

Broward County Premium Mobility Plan
PREMO
Broward County Transit

Let's create tomorrow's transportation today.

Scan the QR code to provide your feedback.
Learn more at premo.broward.org

Broward County Premium Mobility Plan
PREMO
Broward County Transit

Let's create tomorrow's transportation today.

Scan the QR code to provide your feedback.
Learn more at premo.broward.org

Broward County Premium Mobility Plan
PREMO
Broward County Transit

Let's create tomorrow's transportation today.

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Learn more at premo.broward.org

Billboards

Tired of sitting in traffic?

Go to PREMO.Broward.org

See how transit is getting better

PREMO
Broward County Transit

Bus Rapid Transit is Coming to Oakland Park Blvd!

Learn more at premo.broward.org

PREMO
Broward County Transit

HALLANDALE BEACH CRA

Contract Description: Mad 4 Marketing was hired to provide ongoing marketing support to the City and CRA in various areas. This was a three year contract.

Client Contact:

Kisha Eugene, Public Information Officer for the City of Hallandale Beach and CRA

400 South Federal Highway, Hallandale Beach, FL 33009

Phone: 954-457-1381

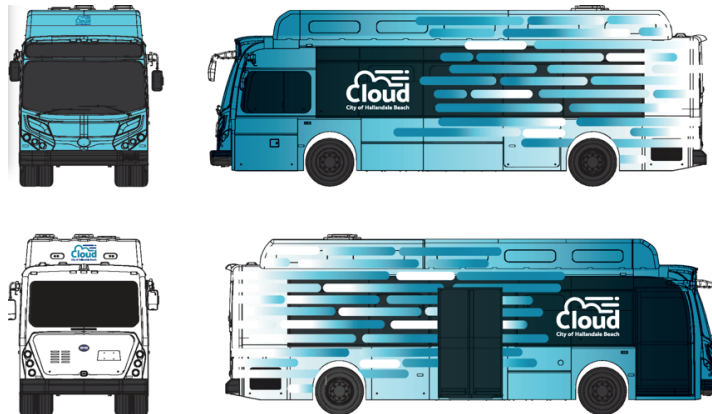
Email: keugene@hallandalebeachfl.gov

Specific projects included in this contract are:

- Bi-weekly e-newsletters (design and distribution)
- Strategy and planning for all campaigns
- Creative development for print, out-of-home, video and digital advertising
- Media planning and placement, reporting on all campaign performance
- Bus wrap design for new electric bus fleet, the Cloud
- Website updates landing page development
- Press Release writing and distribution
- Social Media management

Below are some examples of the work provided:

Bus wrap concept



Finished Bus wrap



Event Collateral



SAVE THE DATE

February 23rd and 24th, 2024

FOOD & GROOVE '24

A WINE, FOOD AND ART EXPERIENCE

Feb. 23rd
Celebrity Chef Dinner
at KAO Bar & Grill
Hosted by Chris Valdes
and Georgina Sulle

Feb. 24th
Food & Wine Festival
at Village at Gulfstream
Pegasus Park

Tickets
and
more
information
is available at:
hallandalebeachfoodandgroove.com




Hallandale Beach
 COMMUNITY REDEVELOPMENT AGENCY
cohbcra.org ■ 400 South Federal Highway, Hallandale Beach, FL 33009 ■ (954) 457-2228

FREE TREE GIVE-A-WAY!

Monday, January 15, 2024 ■ Noon - 3 PM

TAKE HOME A FREE NATIVE OR FRUIT TREE TO PLANT AT YOUR HOME!

FIRST COME FIRST SERVED!
Proof of Hallandale Beach residency is required.

SPECIES AVAILABLE:
Avocado, Mango, Miracle Fruit, Short-Leaf Fig, Simpson's Stopper & Soldierwood

PICK UP LOCATION:
Dr. MLK Jr. Day Parade and Celebration at OB Johnson Park, 1000 NW 8th Ave.




Hallandale Beach
 COMMUNITY REDEVELOPMENT AGENCY
cohbcra.org ■ 400 South Federal Highway, Hallandale Beach, FL 33009 ■ (954) 457-2228


community GREENING

Kimley»Horn

Step & Repeat



MAP Broward

Contract Description: Mad 4 Marketing was hired to provide interim social media management services, as well as the design and development of a brand-new WordPress website. The social media ended in May of last year and the new website is live at mapbroward.org.

Client Contact:

Tashauna Wilson, Public Relations Manager

1 N. University Drive, Suite 1400A, Plantation, FL. 33324

Phone: 954-357-9502

Email: taswilson@broward.org

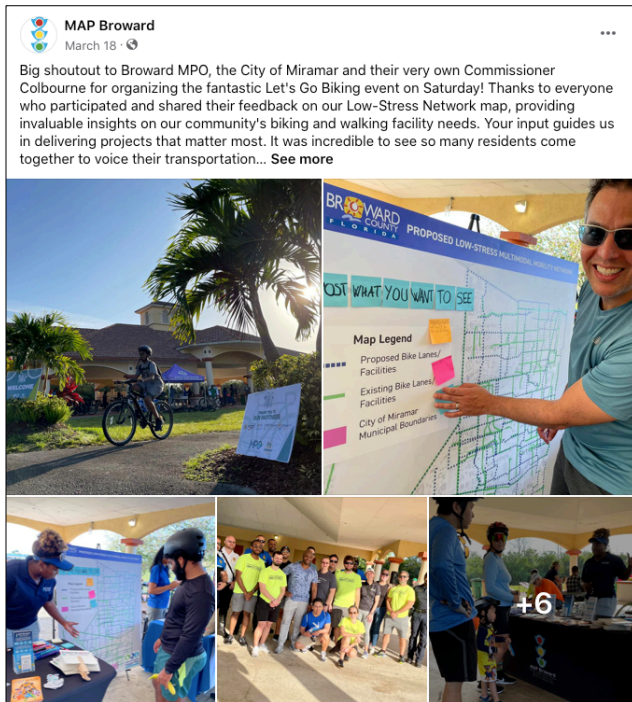
Specific projects included in this contract are:

- Social media content development, posting and reporting
- Website design and development

Below are some examples of the work provided:

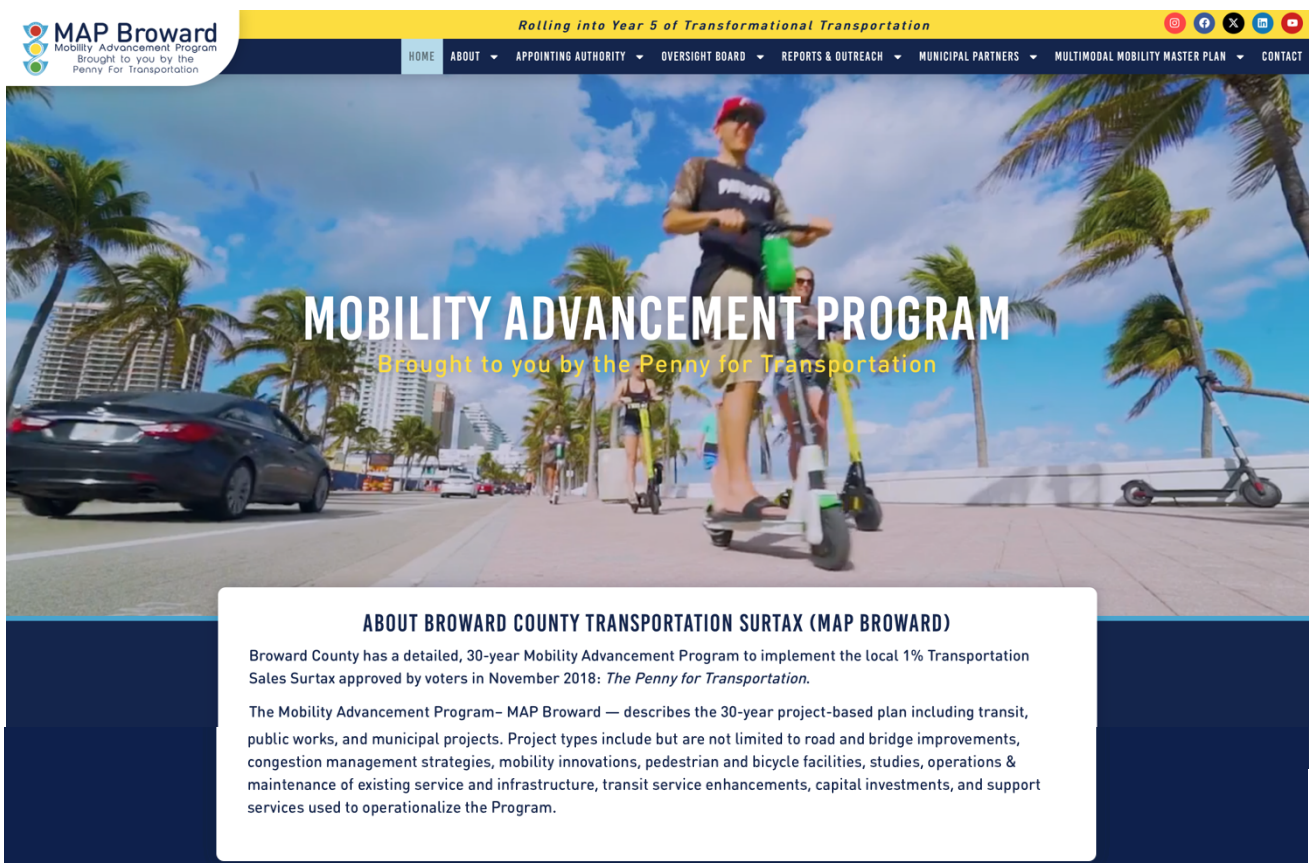
Social Media posts and reporting





Posts <div>44 posts</div> <div>↗ 91.3% from 23</div>	Posts > Social network Instagram B... ↗ 300% 24 Twitter ↗ 28.6% 9 Facebook Page ↗ 20% 6 LinkedIn Page 0% 5 Youtube Channel 0% 0
Post reactions & likes <div>101 reactions</div> <div>↗ 44.3% from 70</div>	Post reactions & likes > ... Instagram B... ↗ 133% 63 LinkedIn Page ↘ 40% 15 Twitter ↗ 15.4% 15 Facebook Page ↗ 60% 8 Youtube Channel 0% 0

Website screen shots



MAP BROWARD'S 5 GOALS

The 30-year transportation surtax program goals are as follows:

1 CREATING CONNECTIVITY



2 IMPROVING TRANSIT SERVICE



- Make premium transit investments (bus rapid transit and light rail transit)
- Fund existing the paratransit system
- Provide capital and operating costs for Municipal Community Shuttles
- Acquire sustainable, low/no emission vehicles
- Improve amenities on fixed route transit service
- Enhance safety, reliability, and accessibility across public transit



3 MANAGING CONGESTION



4 ENHANCING MULTIMODAL OPTIONS



5 COMMITTING TO LOCAL ECONOMIC DEVELOPMENT AND BENEFITS



IMPROVING TRANSPORTATION FAQS

Frequently Asked Questions and answers are available here, along with contact information for additional inquiries.

[CLICK HERE](#)

OVERSIGHT BOARD

The Independent Transportation Surtax Oversight Board, established by the Broward County Commission by ordinance 31 1/2 - 75 has 9 volunteer members who meet at least quarterly and oversee the Program.

[CLICK HERE](#)

PROJECT VIDEOS & PHOTOS

For certain surtax-funded projects, photos and videos may be available.

[CLICK HERE](#)

PUBLIC PROJECT DASHBOARD

This is a geospatial GIS tool that will show you the local of approved and programmed projects funded with the transportation surtax, in whole or in part.

[CLICK HERE](#)

RESOURCES

This includes contact information, guidance documents, forms/links, historical data, a municipal grantee project portal, and more.

[CLICK HERE](#)

SURTAX SUMMARIES BY MUNICIPALITY

Downloadable PDFs showing County and Municipal projects occurring within each of Broward's 29 participating municipalities and the Broward Municipal Services District.

[CLICK HERE](#)



NEWSLETTER SIGNUP:

<input type="text"/>	<input type="text"/>
<input type="button" value="SEND"/>	

Copyright © 2024 MAP Broward Mobility Advancement Program - All Rights Reserved.



track.measure.manage.

APPROACH AND UNDERSTANDING OF THE PROJECT

Mad 4 Marketing has a full understanding of the scope of work described in this RFP. We currently handle very similar scopes for multiple clients, including transit related entities.

A strong communication plan requires messaging across multiple channels and platforms. Our team is experienced at effectively delivering our message through traditional and digital media channels. First, however, we will use all available research to identify key messaging points that are relevant and engaging to your audiences. Different people use transportation services for different reasons and in different ways. By understanding what their “pain points” are and how various transit services can best serve these needs, we can effectively cut through the clutter and talk to them one-on-one, communicating the key points that resonate with them.

In today’s busy world, we are bombarded by messaging. A critical factor in any successful campaign, from a creative perspective, is developing a great concept that will be memorable, engaging and generates buzz. This is where we shine. Our creative team members have developed high profile branding campaigns such as Office Depot’s “Taking care of business” and Baptist Health’s “Get Treated Better”. Through unique graphical images, engaging textual content and specific calls-to-action, we will define and develop creative messaging that not only gets noticed, but gets response. Our ultimate goal is to compel our audiences to engage with us whether it is to find out more about Charlotte County services, follow us on social media, or discover new ways to utilize our transit options. We work hard to deliver tangible and trackable results you can measure. Staying true to our mantra of Track, Measure, Manage, we will incorporate ways of tracking our campaign tactics, and measure against the goals established using Key Performance Indicators (KPIs) to optimize over the course of our campaigns.

Lastly, we customize our approach for each specific medium. Successful social media messaging differs vastly from engagement on a street bus stop or at a community event. We make sure our creative messaging is specifically designed for the medium we are using while staying true to overall consistency of the campaign.

At Mad 4 Marketing, our team will work seamlessly with your team to ensure all aspects of the Marketing Campaign from the initial planning through to execution and tracking are well-researched, strategically planned, and implemented smoothly. Our highly experienced account management team and creative team not only have solid experience in transit related marketing, but work meticulously to ensure that no detail is missed in delivering above and beyond your expectations.

Agency Vice President, Laura Pierson, prides herself on being closely involved in all strategic planning and client relationship management for our clients and would provide this oversight to Charlotte County on an ongoing basis.



OUR SERVICES

CREATIVE SERVICES

We offer a variety of creative services to establish and integrate your brand and promotional themes throughout the media matrix. Regardless of the size or type of initiative, Mad 4 Marketing (M4M) will present a unified look that will resonate with your audiences; this consistency of communication in look and tone will help to reinforce your brand.

Our Creative and Media team combine backgrounds in conventional and new media design with a complete understanding of the right balance between creative impact and media mix.

Our recommended creative strategy, key messaging, and delivery is informed by data. We develop a creative brief based on the key learning from the research that encompasses the brand attribute messages. We develop creative concept options and key messaging options for review and your approval. Final approved creative will be formatted for each channel and trafficked to the appropriate media outlet, as well as provided to the County for storage.


M4M creative services include logo design and branding, print and digital ads, email, video and audio production (voice over and jingle/music track), website design (UI/UX), package design, out-of-home and more.

MEDIA PLANNING AND BUYING

Mad 4 Marketing provides the full range of media services to our clients:

- Media and market research which adds guidance for target identification and strategic direction
- Platform neutral media planning, negotiation, buying
- Online tracking, optimization and campaign maintenance
- Performance verification, invoice auditing, reconciliation and billing
- Budget management and full disclosure to clients

The development and implementation of effective media campaigns depends on having the right team of media people equipped with state-of-the-art resources. The Mad 4 Marketing team has kept up with the rapid changes driven by technology. Although the media plans mirror today's media habits and the new economic realities, the structured media planning process is built on a solid foundation that has stood the test of time.



Multi-channel campaigns – The development and implementation of a multi-media campaign in today's media environment is no easy task. There is no question that digital marketing opportunities have been a "game changer". However, as we often say to our clients "there is no silver bullet when it comes to media." Mad 4 Marketing understands how to use traditional and digital media together for optimum results – a challenge considering the ever-changing digital marketing world.

Every component of the plan will be customized according to the various target audiences and specific goals, and will work together as one and communicate in a single voice. Our media strategists have long-standing relationships with media representatives throughout the state of Florida which helps to better leverage your media buys, negotiate value-added benefits, and to keep your promotional opportunities top-of-mind.

SOCIAL MEDIA

It is vastly important in today's fragmented media environment, to choose the appropriate platforms to support your other marketing initiatives. Transportation marketing is very visual and lends itself perfectly to many Social Media channels. Mad 4 Marketing will develop a strong content calendar for each chosen channel that will take the stress out of consistent posting. This calendar will contain a mix of different types of posts to keep your followers engaged. We will monitor this engagement to optimize the content over time and increase your reach. Supporting your team with best practices in responding to positive and negative sentiment will build brand ambassadors and grow your fan base, not to mention create a buzz around new services, improvements and activities going on in your community.

VIDEO PRODUCTION & RELATED SERVICES

Mad 4 Marketing has produced video projects for numerous clients including Breeze Transit, Fort Lauderdale Water Taxi, Las Olas Boulevard and others. These projects were used for TV, social media, digital advertising, websites, events and anywhere else video assets are needed. M4M will plan, schedule and direct all video and photo shoots, including ground and drone footage. We will develop a shot list based on the goals and objectives of each shoot and get approval prior to shooting. All footage will be provided to Charlotte County and images/video will be used to create marketing materials to promote Charlotte County Transit and its services.

STRATEGIC PLANNING

Long -term strategic planning is a critical function of each client's success. Understanding the internal environment and goals of your organization, as well as the external business, economic and competitive environment is crucial so that the use of resources is both effective and efficient. Mad 4 Marketing has gained insights and compiled information from working with transit departments, municipalities, shopping districts, travel and tourism companies, and other relevant industries.

We recognize the importance of maintaining a strong relationship with the County, and creating and maintaining similar opportunities with agencies from nearby cities and beyond.

Our analytical approach coupled with our technology tools, assure that you will understand your current and potential riders and how to reach and interact with them most effectively. Taking an integrated and more "holistic" approach to strategic planning assures better results and more accurate tracking during and after the campaigns. This starts with research. We will use any secondary research available to us, along with conducting research of our own, to inform our planning and use as a benchmark against future measurement of awareness and the impact of our initiatives.

RESEARCH

Mad 4 Marketing understands the importance of research for identifying and reaching the correct audience with the right messaging. We will not only use any secondary research available to us, we are experienced in public outreach and surveying to establish benchmarks that can be measured against over time. We feel that ongoing benchmark research and reporting establishes solid data on the impact we are having for our clients. Anecdotal data is nice, but being able to measure progress and plan media and messaging based on research greatly improves the ability to move the needle and achieve marketing goals.

ACCOUNT MANAGEMENT

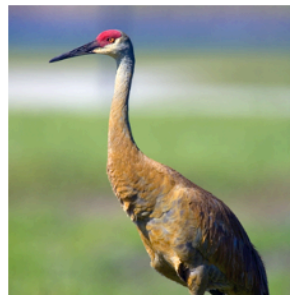
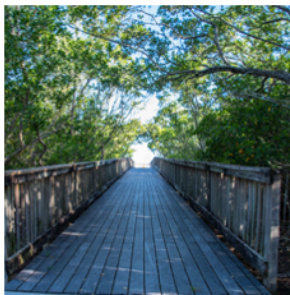
The account services team is prepared to adjust to the daily changes that occur within today's business world. Our communication style allows your team to know daily what is happening, but not be inundated with all the details of the initiatives. Several tools are utilized to make sure we are all working collaboratively, including detailed conference reports following each meeting, timelines and weekly project status reports to track the life of a promotion/project which will be shared and will also be housed in our project management platform, Basecamp. This will serve as a client information portal exclusive for

your staff where you will have all of this at your fingertips, 24/7. Being proactive in terms of new plans, timing, planning and setting initiatives is an integral part of our process.

We will also attend all required City Commission and staff meetings as well as work seamlessly with your team.

IN CONCLUSION

From our experience with other transportation clients, we know that the industry requires a unique agility. The needs of your audience may change with age, influx, technology, and even unforeseen circumstances. Perhaps the greatest strength in the strategy outlined here is that it is consistently driven by feedback, data, and accountability. We are prepared to accommodate your audience as they engage with us more deeply, and with greater trust, over time. What's important is that Charlotte County Transit is always right there with them, moving at their speed. Mad 4 Marketing will successfully convey that your residents and visitors alike can count on public transit.



AWARDS RECEIVED



Mad 4 Marketing has been fortunate to win many awards over the years. More recently we received a Silver Addy Award for a custom illustration campaign for Fort Lauderdale Water Taxi and a Gold Addy Award for a multi-channel marketing campaign for Las Olas Boulevard.

PRICING

Mad 4 Marketing will handle the full scope of work required in this RFP. Below you will find our hourly rates by position which will be applied to these projects. A contract total amount can be provided based on hours estimated if required.

Hourly Rates by position

Position	Hourly rate
Admin/Project Management	\$70
Supervisor	\$135
Social Media	\$100
Events/Public Outreach	\$125
Creative Director	\$135
Creative Design	\$125
Media Strategy	\$100
Copywriting	\$125
Videography and Editing	\$150
Photography	\$125

REPORTING AND ANALYTICS

At Mad 4 Marketing, we are fanatics about collecting data and making decisions based on performance. We will include a tracking mechanism for every channel possible, and set goals for those metrics at the onset of a campaign. We optimize along the way and learn/document for future campaigns as well.

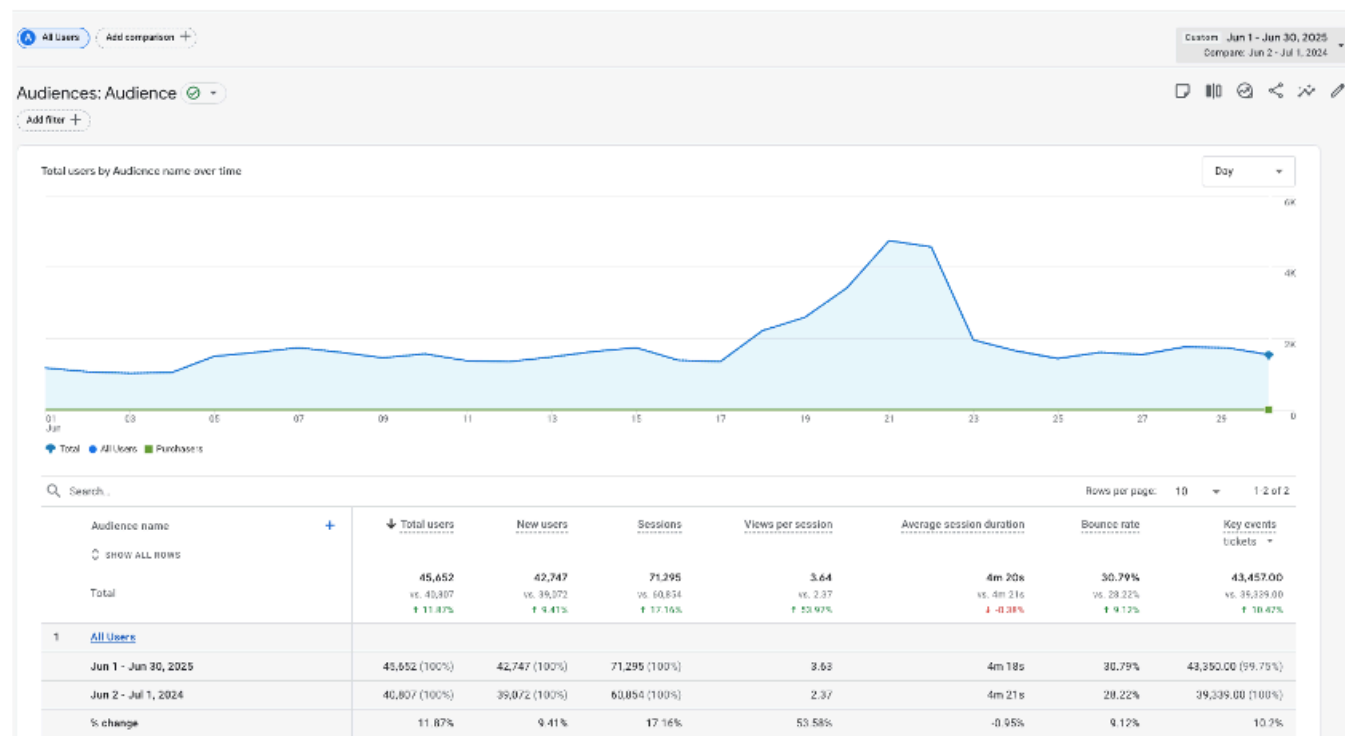
Goal setting: The KPIs for our campaigns will vary based on channel, conversion goals (awareness vs. actions, etc.), target audience and length of the campaign. Although many traditional channels are harder to measure, we are very good at including some sort of digital component to provide insight into the performance of those efforts. This could include QR code scans, a unique and memorable URL/landing page, multiple phone numbers and promo codes. Digital channels are much easier to track, however it is still very important to track the right metric. Optimizing for conversion will be different from optimizing for click-thru and it is important to understand the difference. We also implement A/B testing when possible, to learn as much as we can about what compels our target audience to act.

M4M utilizes many tools for tracking and reporting. Of course, we use Google Analytics to track many obvious things like overall traffic, traffic source, customer journey, visitor demographics, and lead capture. But we take that a step further and track anything that we deem an indicator of “buying behavior” which includes views to contact or location information, visits to the booking or ecommerce pages etc. and consider the source of this traffic. This tells us which of our tactics are not only driving traffic, but are driving the relevant traffic that ends in a conversion or sale. We track every campaign at the channel level. To do this, we implement tracking urls and codes that provide the detailed insight needed for a strong analysis of campaign performance and ROI. Website analytics are just one piece of the puzzle. We also provide open and click-thru data for email marketing (with heat maps when available), impressions, click- thru and conversion data for digital advertising, and reach/engagement/fan-building insights for organic and paid social media. This gives us the ability to determine where we saw the best return on ad spend (ROAS) and this information is used when planning our next campaign.

M4M provides ongoing campaign reports, along with a monthly report that encompasses everything we are running in one place. We compare metrics month-over-month and year-over-year to account for seasonality and add context to the numbers. We don’t just report on the metrics, we analyze the results and provide actionable insights and recommendations for future efforts and budget adjustments/allocation. All reports are custom to the client and their goals and include an executive summary of highlights for a quick glance at performance.

Although some examples of campaign performance were provided in earlier sections of this response, we have included some additional snapshots of our reporting for one client below for your review. Full reports are available upon request with an implied NDA.

Website Audience Overview Compared to Last Year



- Compared to the same period last year, we see increases across the board, mostly due to the Panthers' Parade traffic. We had a very slight dip in Avg. Session Duration.

Specific Traffic Sources- Top 20

Session source / medium	Total users	New users	Views	Sessions	Bounce rate	Key events tickets
Total	45,652 100% of total	42,747 100% of total	259,063 100% of total	71,295 100% of total	30.79% Avg 0%	43,350.00 50.03% of total
1 google / organic	14,380 (31.5%)	12,643 (29.58%)	91,505 (35.32%)	23,061 (32.35%)	25.91%	12,979.00 (29.94%)
2 (direct) / (none)	13,146 (28.8%)	12,553 (29.37%)	58,884 (22.73%)	18,667 (26.18%)	36.97%	9,764.00 (22.52%)
3 google / cpc	8,300 (18.18%)	7,215 (16.88%)	57,067 (22.03%)	12,946 (18.16%)	17.16%	13,820.00 (31.88%)
4 facebook / ad	2,330 (5.1%)	2,156 (5.04%)	4,079 (1.57%)	2,507 (3.52%)	67.85%	268.00 (0.62%)
5 fb / paid	1,452 (3.18%)	1,337 (3.13%)	2,428 (0.94%)	1,531 (2.15%)	68.78%	172.00 (0.4%)
6 General Brochure 2025 / Print	1,111 (2.43%)	900 (2.11%)	7,655 (2.95%)	1,758 (2.47%)	25.2%	1,206.00 (2.78%)
7 Water Taxi Website / Digital	911 (2%)	755 (1.77%)	3,488 (1.35%)	1,232 (1.73%)	42.45%	429.00 (0.99%)
8 bing / organic	628 (1.38%)	577 (1.35%)	4,125 (1.59%)	956 (1.34%)	23.54%	448.00 (1.03%)
9 m.facebook.com / referral	497 (1.09%)	482 (1.13%)	1,219 (0.47%)	513 (0.72%)	33.33%	110.00 (0.25%)
10 leadsgo.io / referral	474 (1.04%)	474 (1.11%)	898 (0.35%)	474 (0.66%)	0.42%	0.00 (0%)
11 Weekender / Email	422 (0.92%)	422 (0.99%)	448 (0.17%)	434 (0.61%)	86.41%	1.00 (-0.01%)



General NL- Multi-topic

Sent WT Insider- June General NL

Copy

Share on Social

...

Details **Reporting** Heat Map

Email Performance

See how your emails are doing with your audience.

Sent

63266

Open Rate

66%

Click Rate

0.5%

ⓘ

	Original	Resend	Total		Original	Resend	Total
Opens	37454	5467	42921	Clicks	241	106	347
Sent	63266	27121	90387	Did Not Open	25504	21612	47116
Bounces	308	42	350	Unsubscribed	172	76	248
Successful Deliveries	62958	27079	90037	Spam Reports	7	0	7
Desktop Open Percentage			98.6%	Mobile Open Percentage			1.4%

Sending on different days in June (vs our usual Wednesday) affected the email results negatively, so it's important to make sure we send out on Tuesday or Wednesday.

Current Industry Average

Business Type	Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
Travel & Tourism (passenger transport, accommodations, travel agencies, etc.)	33.97%	0.85%	8.61%

Newsletter Heat Map- Most Clicked On Areas



Summer Concert Series Giveaway



We're giving away 2 concert tickets + 2 Water Taxi All-Day Passes so you can cruise in style and kick off summer right.

And that's just the beginning... we've got big giveaways all summer long, so make sure you're following us to stay in the loop.

Want in?

Head to our Instagram or Facebook (@FortLauderdaleWaterTaxi) for official giveaway rules and how to enter.

Brunch to Boat: The Perfect Pairings

Brunch and boating go together, especially when your Water Taxi pass saves you \$\$\$ on your meal. Here are some fan-favorite brunch spots you can cruise to (and save at) right along our route by showing your Water Taxi pass:

Blue Moon Fish Co. (P3)

- Complimentary appetizer (1 per table w/ purchase of 2 entrees)

Shooters Waterfront (Stop F10 / P1)

- 10% off food

Wild Sea L36 Oles (F1)

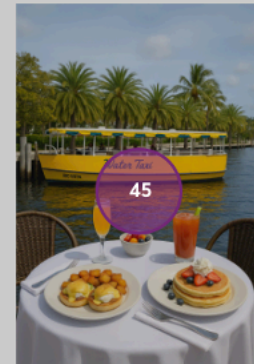
- 10% off food

Coconuts 40 Stop F7)

- 10% off food

GG's Waterfront (H1)

- 10% off food



Brunch, breeze, and the best way to get there!

Book Now



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Paid Social Media- Meta Ads

Water Taxi's campaigns continue to drive strong results, with the **Tourist + Cruise Ad (012025)** delivering outstanding performance. The ad reached nearly **4,000 users** and generated an impressive **59,514 impressions**, demonstrating both sustained interest and effective frequency in attracting high-intent audiences. This reinforces the lasting appeal of cruise-focused messaging and highlights strong potential for scale in future audience targeting and creative rotations.

The **July 4th Ads** also launched with solid early traction, reaching nearly **1,000 users** and delivering over **15,000 impressions**, further validating our seasonal activation strategy.

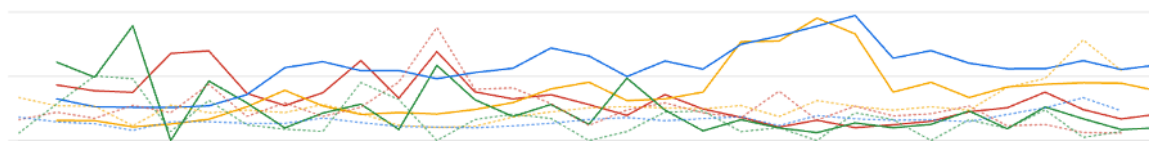
	Results	Reach	Frequency
Water Taxi - July 4th 2025 Ads	7-day click or ... Link clicks	976	15,386
Water Taxi Tourist + Cruise Ad 012025	7-day click or ... Link clicks	3,946	59,514

Ongoing Google Ads Campaign (MoM)

- Performance across our Google Ads campaigns continues to trend upward, with strong growth in **impressions and clicks** both **YoY and MoM**. These results clearly validate that the recent updates to our ad sets are having the desired impact, driving greater visibility and engagement across the board.
- Impressions rose significantly with the rollout of new creative, and while we initially observed a slight dip in click-through rate, this is typical when introducing fresh ad units into the rotation. Importantly, clicks have already rebounded in June, reflecting early traction with the new messaging and targeting.
- Average CPC remains low, especially compared to last year, which speaks to ongoing efficiency gains. Most notably, we also saw the **highest number of conversions to "Get Directions"**, pointing to a meaningful lift in local intent and foot traffic to Water Taxi locations.

Impressions	Avg. CPC	Clicks	Conv. rate
118K ↑ 84.5K	\$0.10 ↑ \$0.02	14.7K ↑ 4.05K	0.75% ↑ 0.18%

- Clicks to Call: 114 (vs. 112)
- Local Directions: 615 (vs. 623)
- Other Local Actions: 1,903 (vs. 609)



REQUIRED FORMS

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

* APPLICANT'S ORGANIZATION			
M4 Marketing, Inc.			
* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE			
Prefix:	<input type="text"/>	* First Name:	Laura
		Middle Name:	
* Last Name:	Pierson	Suffix:	<input type="text"/>
* Title:	Vice President		
* SIGNATURE:	Laura Pierson	* DATE:	7/30/25



PART IV - SUBMITTAL FORMS
PROPOSAL SUBMITTAL SIGNATURE FORM

The undersigned attests to his/her authority to submit this proposal and to bind the firm herein named to perform as per contract, if the firm is awarded the Contract by the County. The undersigned further certifies that he/she has read the Request for Proposal, Terms and Conditions, Insurance Requirements and any other documentation relating to this request and this proposal is submitted with full knowledge and understanding of the requirements and time constraints noted herein.

By signing this form, the proposer hereby declares that this proposal is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

In accordance with section 287.135, Florida Statutes, the undersigned certifies that the company is not on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, and does not have business operations in Cuba or Syria (if applicable) or the Scrutinized Companies that Boycott Israel List, or is not participating in a boycott of Israel.

As Addenda are considered binding as if contained in the original specifications, it is critical that the Consultant acknowledge receipt of same. The submittal may be considered void if receipt of an addendum is not acknowledged.

Addendum No. 1 Dated 7/9/25 Addendum No. _____ Dated _____ Addendum No. _____ Dated _____
Addendum No. _____ Dated _____ Addendum No. _____ Dated _____ Addendum No. _____ Dated _____

Type of Organization (please check one):

INDIVIDUAL
CORPORATION

☒
☐

PARTNERSHIP
JOINT VENTURE

☐
☐

Firm Name

Mad 4 Marketing, Inc.

Telephone

954-485-5448

Fictitious or d/b/a Name

n/a

Federal Employer Identification Number (FEIN)

65-0354851

Home Office Address

5255 NW 33 Avenue

City, State, Zip

Fort Lauderdale, FL 33309

Number of Years in Business

33 years

Address: Office Servicing Charlotte County, other than above

Name/Title of your Charlotte County Rep.

Laura Pierson, V.P.

Telephone

Name/Title of Individual Binding Firm (Please Print)

Laura Pierson

Date

7/30/25

Signature of Individual Binding Firm

laura@mad4marketing.com

Email Address

(This form must be completed & returned)



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DRUG FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that

Mad 4 Marketing, Inc
(name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Laura Piroon
Proposer's Signature

7/30/25
Date

NAME OF FIRM

Mad 4 Marketing

(This form must be completed and returned)

13

RFP NO. 20250503



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**HUMAN TRAFFICKING AFFIDAVIT
for Nongovernmental Entities Pursuant To FS. §787.06**

Charlotte County Contract #20250503

The undersigned on behalf of the entity listed below, (the "Nongovernmental Entity"), hereby attests under penalty of perjury as follows:

1. I am over the age of 18 and I have personal knowledge of the matters set forth except as otherwise set forth herein.
2. I am an officer or representative of the Nongovernmental Entity and authorized to provide this affidavit on the Company's behalf.
3. Nongovernmental Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.
4. This declaration is made pursuant to Section 92.525, Florida Statutes. I understand that making a false statement in this declaration may subject me to criminal penalties.

Under penalties of perjury, I declare that I have read the foregoing Human Trafficking Affidavit and that the facts stated in it are true.

Further Affiant sayeth naught.

Laura Gibson
Signature

Laura Gibson
Printed Name

Vice President
Title

Mad 4 Marketing, Inc.
Nongovernmental Entity

7/30/25
Date

END OF PART IV

NAME OF FIRM

Mad 4 marketing
(This form must be completed and returned)

14

RFP NO. 20250503



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