

AZ ABLE Oversight Committee Meeting Minutes

June 1, 2022

10:00am-11:00am (MST)

In Attendance (via Google Meets):

Shannon Goodman, Davidson Belluso Account Executive
Gustavo Estrella, Davidson Belluso Director of Creative Services
Bruce Nilsson, Davidson Belluso Chief Creative and Strategy Officer
Gloria Ludolph, Davidson Belluso Project Manager
Brittaney Chipley, AZ ABLE Executive Director
Tasya Peterson, Arizona Department of Economic Security Communications Director
Robert B. Fleming, Committee Member, Chairman
Grahame P. Richards, Committee Member
Jason Alan Snead, Committee Member
Cassidy Taylor, Committee Member

1. Mr. Robert Fleming calls the meeting to order at 10:00am
2. Welcome and introductions are completed with a roll call.
3. Davidson & Belluso General Awareness Campaign Kickoff Discussion – Ms. Shannon Goodman provides an overview of the following, highlighting definitions/examples of the campaign assets.
 - a. Scope of Work - Develop creative concept for brand awareness campaign
 1. Develop primary messaging and campaign look and feel
 - i. One concept
 2. Campaign Assets
 - i. Social Media Ads
 - ii. Digital Banner Display Ads
 - iii. :30 second streaming radio script
 - iv. Pay-per-click
 - v. Two rounds of revisions (graphics and copy)
 - b. Context Setting
 1. Goal/Purpose – After hearing feedback from Committee members, members agree that the following is the goal/purpose of the marketing campaign:
 - i. Awareness of AZ ABLE is
 - ii. Opening an account
 - iii. Call to Action
 2. Messaging – The following are discussed:
 - i. What type of personality/tonality, attitude, and feeling should be the focus?
 - ii. Benefits, Account Features, Contributions & Balances, Demographics, Criteria, Barriers of AZ ABLE and ABLE Accounts

Mrs. Brittaney Chipley will request statistics on the average amount of money people open an account from Ohio.

- iii. Incorporating Testimonials – As concerns are raised with incorporating testimonials in some assets, Ms. Tasya Peterson explains that DES Communications is producing a success story/testimonial that will be separate from the Davidson Belluso AZ ABLE Awareness Campaign.
 - iv. Distribution of Marketing Materials
 - v. Target Audience
3. Look & Feel – Mr. Jason Snead provides feedback on color scheme and accessibility requirements. Ms. Peterson has provided Mrs. Chipley with DES branding guidelines to distribute to Davidson Belluso. Mrs. Chipley will additionally provide logos and imagery.
- c. Key Dates
1. Timeline/Events to Consider – The potential delivery date for the Davidson Belluso concept is 6/9/2022; Mrs. Chipley will disseminate the concept to the Committee for individual feedback & approval. Mr. Cassidy Taylor advises that there will be a 2-week lag time for the digital media buy purchase order due to the start of a new fiscal year in July.
 2. Vacations/Out of town travel – Mrs. Chipley will be on vacation 6/30-7/11/2022.
- d. Protocols
1. Main Point of Contact
 - i. Shannon Goodman (shannon@davidsonbelluso.com); CC. Gloria Ludolph (gloria@davidsonbelluso.com)
 2. AZ ABLE Project Lead
 - i. Brittaney Chipley (bchipley@azdes.gov)
 3. Invoicing
 - i. One invoice submitted to bchipley@azdes.gov and wwilda@azdes.gov
- e. Open Discussion – None further
- f. Next Steps – Davidson Belluso will provide the project timeline. Mrs. Chipley will provide:
1. State & National Data/Statistics and Account Financials
 2. Branding Guidelines
 3. Imagery to use in assets
4. Mr. Fleming opens the forum for public comments. There are none.
 5. Mr. Fleming adjourns the meeting at 10:59 am.