Proposed action

Executive a five-year contract with two one-year options with Copacino + Fujikado to provide marketing and advertising services for an amount not to exceed $9,940,000 plus applicable taxes.
Purpose of the contract

Create advertising programs that:

- Promote Sound Transit ridership and customer retention;
- Promote new services facilities; and
- Increase awareness of Sound Transit services.
Key features

- Analyze potential markets for ST services;
- Develop and implement advertising campaigns;
- Place advertising media;
- Promote the launch of service openings 2021-2024 (includes Link light rail and the new Stride BRT system)
Key services provided:

− Media buying services
− Creating and preparing advertising ideas and program
− Preparing cost estimates for producing recommended programs
− Checking and verifying insertions, displays, or broadcasts
− Evaluating and reporting on advertising results
Types of advertising we do:

- **Digital**
- **Print**
- **Geo-targeted Cable**
- **Movie theaters**
- **Transit and outdoor**
- **Online**
- **Paid social**
- **Radio/Traffic sponsorships**
- **Diversity media**
Contract cost includes:

- Ad agency fees
- Cost of advertising media
- Advertising production costs
- Relevant taxes

This is a task-order based contract for work on an as-needed basis.
Thank you.