

Food For People, Not for Landfills

| Human. On purpose.

On the docket

1. About KPS3
2. Project Overview
3. Project Options
4. Questions

01

About
KPS3

We're an agency you'll love working with

Whether it's a website with the right tech stack, a campaign that gets a presidential nod, or a brand that changes the perception of its audience, we love what we do. And we want to partner with people and brands who love what they do, too.

We're human. On purpose.



**Inc.
5000**

Google
Partner

2018
2019
2020
2021
2022



BEST
PLACES
TO WORK
NORTHERN
NEVADA

AMERICAN
ADVERTISING
AWARDS

PRSA
Silver Anvil Awards

Nevada
Business
2022 Spirit of Nevada
Business of the Year

We offer full-service solutions

BRAND

Positioning
Messaging
Identity
Visual Language
Content & Video

WEB, DIGITAL & SEARCH

Web Design & Development
SEO & Digital Presence
UI & UX
Mobile & App
Growth & A/B Testing

CAMPAIGNS

Print
Outdoor
Paid Digital
Native
Social Integration
Outreach & Comms

SOCIAL

Content Creation
Profile Management
Influencer Relations

PUBLIC RELATIONS

Pitching
Media Monitoring
Activation Stunts

OUTTA THE BOX

Puppet Shows
Ferry Wraps
Swirl Machines
Whatever Else We Think Of

32

Years in business
(founded in 1991)

51

Employees (out of
56) live in northern
Nevada

7x

Best places to work
winner/finalist



Inc.
5000

Google
Partner

5th ANNUAL
Webby
AWARDS

aaf american
advertising
federation

We specialize
in marketing,
not industries

Brand development and marketing are
kind of our things. We leverage
knowledge from multiple industries to
push boundaries and apply them to others
where it's never been done.

A handful of our clients

Government



Nonprofit/Local



Consumer



Education



B2B Companies



Importance of Community

30

30+ current non-profit and government clients

100k

#30k + in cash donations and 70k+ in in-kind

20

20+ different organizations that our team volunteers for



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Project
Overview

The Situation

- Food waste is between 30-40% of food supply in United States
- In Nevada food waste was the third largest component of Nevada's organic material waste (24,489 tons in 2018)
- Legislation mandates to increase the amount of food diverted from landfills
- Food for People Not Landfills (FFPNL) was created for the purposes of increasing food security by decreasing food waste, redirecting excess consumable food to a higher and better purpose, and recognizing and assisting food donors who further those purposes.
- EPA provided several alternatives for food recovery:
- Source reduction > Feed hungry people > Feed animals > Industrial uses > Composting > Landfill

Program Goals

Goals for the program have yet to be fully defined. However, our initial thoughts include the following:

Reduction

Overall we need to reduce the amount of food going to landfills. This will be a challenge with the growing population of Nevada

Awareness

Build awareness within the communities around the state to highlight how much food goes to waste

Partners

Target and develop partners (local businesses, food banks, etc.) that can help support initiative to reduce/reuse waste

Next Steps

In the following slides, we've outlined three different options with varying tactics and budgets.

We can make adjustments based on your direction to ensure we are in alignment with your upcoming strategic plan and budget.

- Option 1: Immersive Statewide Campaign
- Option 2: Awareness Campaign
- Option 3: Setting the Foundation

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Immersive
Statewide
Campaign

The Immersive Statewide Approach provides a multi-channel campaign to promote “food for people, not landfills” and connecting with communities through digital, media, and public relations. This approach falls closely to the same tactics leverage with the Mail It In, Campaign with the goal to help build awareness and change behavior. This also targets local businesses and organization for them to become part of the program.

- Discovery and Strategy
 - Guiding Principles with Media Plan
 - Social Media Strategy
- FFPNL Program Visual Identity
- FFPNL Website
- Campaign Concepting and Production
- Ongoing Media Management
- Ongoing Content Development (1-2 posts per month and 4-6 social posts)
- Ongoing PR & Outreach
- Ongoing Reporting

Estimated Budget

- Services: \$225k to \$275k
- Media + Hard Costs:
\$150k+ for 6 months campaign

YEAR 1 TOTAL: \$375k to \$425k

Example: Mail It In, Nevada

Option 1: Immersive Statewide Campaign

Secretary of State | Mail It In, Nevada

In order to protect the health and safety of Nevadans and slow the spread of COVID-19, the Nevada Secretary of State partnered with the 17 Nevada counties and moved to conduct a mail-in vote for June's primary election. The goal was to create awareness of the mail-in election and educate Nevadans on how to cast their vote by mail.

The Nevada Secretary of State did not have much time. Our teams had eight weeks to get the campaign designed, launched, and delivered. We knew our message needed to be direct: Mail It In, Nevada.

To connect with Nevada voters, we ran a statewide poll to determine what messages would make the most impact. We encouraged these active voters to vote by mail through a lighthearted approach that would ensure our message was heard by all voters.

We partnered with media outlets and community leaders to reach all political parties, groups, and communities. We used a variety of tactics (PR, digital, social, influencers, paid media, traditional) to also ensure we could connect with as many voters as possible.



Mail it in Nevada

MAIL IT IN NEVADA

98%

mail-in votes (483,788)

\$20.5M

in PR publicity value

\$96,852

in negotiated added-value media tic

15 Million

paid impressions across digital and TV

5,400

total media stories across local and national media

27

user-generated influencer videos

220,000

organic Twitter impressions

90,000

Facebook impressions

34,000

people went to the website over five weeks

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Option 2

Awareness
Campaign

Kps3 awareness campaign

Project deliverables

The Awareness Campaign focuses much more on media and building awareness throughout Nevada. The tools of creating the program's visual identity and website still are core to the campaign. But, focusing on specific media channels (e.g., paid social) and demographics (e.g., Clark County and Washoe County) where we will have the most impact.

- Discovery and Strategy
 - Guiding Principles with Media Plan
- FFPNL Visual Identity
- FFPNL Website
- Campaign Concepting and Production
- Ongoing Media Management
- Ongoing Reporting

Estimated Budget

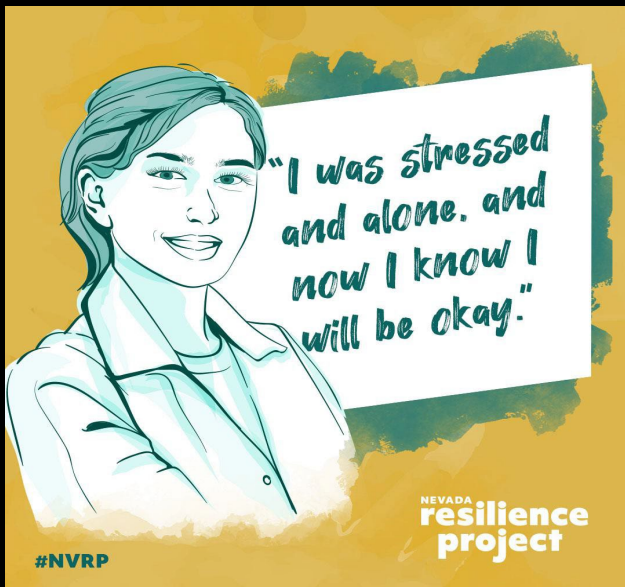
- Services: \$125k to \$175k
- Media + Hard Costs:
\$100k+ for 6 months campaign

YEAR 1 TOTAL: \$225k to \$275k

Example: Project Resilience

Option 2: Awareness Campaign

Project Resilience



After months of quarantine, we launched a new campaign that was developed alongside DHHS to focus on mental health. The pandemic had taken a toll on Nevadans in so many ways, and the often unseen impact is mental health. This can stem from the anxiety of job loss, isolation, anger, frustration, fear or hopelessness. The Nevada Resilience Project not only reminds Nevadans that these feelings are normal, but provides resources for mental health management as well as a skilled and professional set of ambassadors that are available to the public every day.

Our campaign focused on hope, on first-person narratives expressing the struggle and the solutions/resources provided by the Resilience Ambassadors. The campaign was executed in both English and Spanish, and was multimedia, with the bulk of the delivery being via digital advertising. Over a few months, the campaign generated 4.5 million impressions, had nearly a million video views, and sent 36,000 Nevadans to the website for more information and resources.

Kps3 Resilience project



NEVADA
**resilience
project**

www.nevadaresilienceproject.com #NVRP



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**resilience
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Option 3

Setting the Foundation

Kps3 final approach

The final approach provides the necessary tools for FFPNL to set the foundation for building awareness. This includes creating the overall visual identity of the program, as well as the website for residents to find out more information on the issues and programs available.

In addition, we will provide a promotional video of the program to be shared across social channels. This will also build a social strategy to build awareness in future years.

Project deliverables

- Discovery and Strategy
 - Guiding Principles
- FFPNL Visual Identity
- FFPNL Website
- Promotional Video
- Social Strategy

Estimated Budget

- Services: \$100k to 120k

YEAR 1 TOTAL: \$100k to 120k

Example: Nevada Community Action Association

Option 3: Setting the Foundation

Nevada Community Action Association

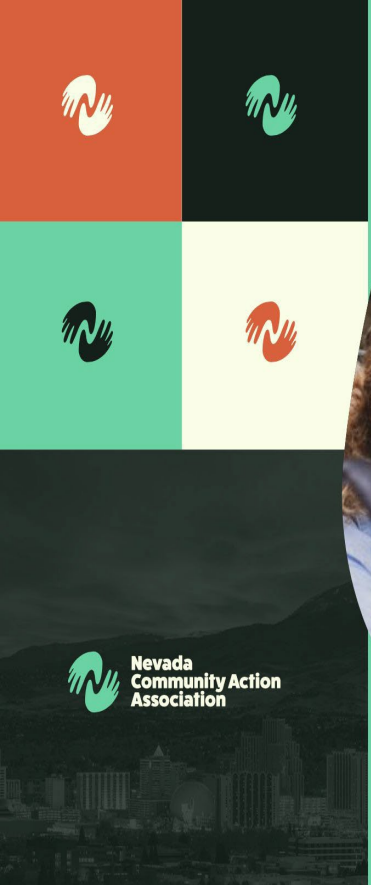


With the mission to ensure the conditions and causes of poverty are effectively addressed and the ability to support and provide opportunities for all people to thrive and build resilient communities – KPS3 partnered with Nevada Community Action Association to help create the visual identity, website, and a strategy to help build awareness for the organization.

We also helped define their internal brand, which centered around the following themes:

- Empowerment
- Inclusivity
- Hope
- Access

With the visual identity, website, and a social media strategy in hand - this gave Nevada CAA the tools to support and provide opportunities for all people to thrive and build resilient communities.



Shayla Holmes
Lyssa County Human Services Director

SOCIAL MEDIA STRATEGY | PILLAR ONE KPS3.COM



Example 1 Help is not always easy to ask for, but empowerment is easy to give. That's what we are here to do. We work with partner agencies to provide access to food, housing, and other essentials to Nevadans in need. Visit our website to learn more: <https://www.nevadacaa.org/>.

Example 2 In 2021, 14.1% of Nevada's population lived below the poverty line. Our mission is to support individuals and eliminate poverty in our communities. Curious how you can help? Visit our website today.

SOCIAL MEDIA STRATEGY | 2023 KPS3.COM

What platforms should NCA be on?



EMPOWERING People in Need through Community Action

The Nevada Community Action Association (NCA) connects people to resources and services to meet everyone's needs, from food assistance and housing help to early education and family-related programs. Find your local Community Action Agency below.



Find Help

We're on a shared mission to support individuals and eliminate poverty in Nevada communities. Find food assistance, housing, and family-related services in your area.

Carson City	Humboldt	Nye
Churchill	Lincoln	Storey, Lyon, & Nye
Clark	Lyon	Washoe
Douglas	Mineral	White Pine



CONNECTING You to the Service You Need

EXPLORE SERVICES



Human.

On purpose.