

State Agency	Oklahoma Department of Human Services <ul style="list-style-type: none"> SW0135
Scope of Work	Developed three broadcast and digital new public service announcements, including: <ul style="list-style-type: none"> Foster Care Parent Recruitment Family Strengthening DHS Workforce Recruitment
Date Awarded	July 2022
Term of work	07/01/2022-07/31/2022
Fee Revenue*	\$101,435.00
Contract Amount**	\$287,744.45

**Fee Revenue is the amount paid to Saxum for services rendered. Saxum pays a 1% fee on all state work to OMES quarterly.*

***Contract Amount includes pass-through costs such as media buys, sponsorships, etc.*

MEANINGFUL & MEASURABLE IMPACT

- Supported foster care parent recruitment efforts**
 - Created impactful and meaningful messaging around Foster Care Parent Recruitment that resonated with the community and drove engagement with potential foster parents and families
- Shifted Community Perceptions through the development of compelling PSAs**
 - Developed and placed strategic PSAs on TV and collaborated with diverse traditional and digital platforms to showcase the full scope of OKDHS's work
 - Achieved a remarkable shift in brand perception and public sentiment, dispelling misconceptions and educating the public about the full spectrum of work they do
- Increased community awareness and understanding**
 - Shifted the agency's brand perception and generated an increase in awareness through the placement of powerful PSAs on TV, and support from several traditional and digital platforms

Questions or Comments: Please reach out directly to contracts@saxum.com with any questions.