

State Agency	University of Oklahoma <ul style="list-style-type: none"> SW0135
Scope of Work	Earned Media, Crisis Communications and Issues Management Support, Brand Message Testing
Date Awarded	July 2022
Term of work	07/01/2022-06/30/2023
Fee Revenue*	\$243,033.64
Contract Amount**	\$243,033.64

***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

- **Significant media reach and value growth:**
 - Secured 135 earned media placements, reaching an audience of over 700 million individuals
 - Achieved a 31% increase in media value compared to the previous year, reflecting the effectiveness of proactive pitching efforts
- **Enhanced OU's reputation and public perception:**
 - Elevated positive/neutral media value by 143%, contributing to a strengthened reputation and improvements in public perception
 - Played a pivotal role in increasing media value for the university from Saxum's pitched media efforts by 7,821%
- **Strategic collaboration and engagement with OU Marketing and Leadership Cabinet:**
 - Created a media relations training for all OU campus communicators and experts
 - Provided online media newsroom recommendations to help showcase university news in a transparent and easy to access format
 - Developed a media tools audit to identify efficiencies and cost-saving opportunities
 - Collaborated on a student engagement audit
 - Provided insights and strategy for crisis communications and held post-mortem with OU marketing communications leaders
- **Conducted research to help refine and validate new brand message**
 - Conducted comprehensive brand research to gauge audience perceptions of the "There's Only ONE" brand
 - Leveraged research insights to optimize the brand strategy, ensuring it resonates with key target audiences such as prospective students, parents and other target audiences

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