

## JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: Trident Technical College

Sole source Vendor: Digital Ignite  
635 Rutledge Ave, Suite 201  
Charleston, SC 29403

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. 11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: Digital Advertising for Trident Technical College (TTC)

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: TTC Marketing has researched other known possibilities in the market under two pertinent categories – creative and tech services. Digital Ignite was the only technology firm that provided the comprehensive digital services to augment work already being done by TTC's Market Services staff.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: Digital Advertising including the following:

**Technology**—Digital Ignite (DI) was founded as a technology firm that utilizes data as the source for all digital advertising strategies, initiatives, tactics, metrics and control measures. This approach demonstrates a profound knowledge of collection, interpretation and utilization of data and is counter to the agencies that were founded utilizing traditional advertising services such as TV, radio and print.

**Exchanges**—DI goes directly to the exchanges to bid on digital advertising inventory using a CPM model. Other area firms serve as a broker between the customer and buyers who then work with the exchanges. Unlike other firms, DI offers programmatic outreach by utilizing multiple DSPs and bidding on open inventory through hundreds of publishers and data providers. The result is the delivery of the right message to the right individual at the right time

**Data Security**—Although not yet required in the United States, DI is GDPR , CCPA and HIPAA compliant, which means the company has undergone diligent measures to protect personal data required in the European Union and by the state of California as of 2021.

DI provides the following additional data services:

- Discovery and classification
- Lifecycle management
- File sharing and collaboration
- Data controls
- Access governance

- Threat management
- Privacy and compliance

**Local**—DI provides consultation (in-person) on a weekly or monthly basis or as needed. DI knows TTC's service area and keywords that are relevant to local consumers. The knowledge of the local market is key to understanding what the consumer needs and wants. Additionally, Charleston is home to DI who strives to work with the community and provide world-class service that represents our city and surrounding communities. DI sponsors numerous events around the city, partners with numerous organizations and works heavily with the environmental organizations in the Lowcountry

**Metrics**—DI shows full attribution on every applicable tactic that is offered to set a baseline and competitive cost-per-acquisition. DI has developed its own data audit and provides a reporting dashboard that allows clients to track key KPI's and metrics. Previously, DI worked on Tapclicks and Excel sheets, which were good, but not detailed enough. DI has since hired developers to craft a dashboard custom for each client.

**Tactics**—DI offers a range of services including targeted digital display ads, targeted digital video ads, search engine marketing, search engine optimization, IP targeting, retargeting, web ads, video and audio ads, connected TV, connected radio, SMS and MMS, geofencing, billboards (digital and static), URL targeting, eBlasts/email drip campaigns, new movers targeting, custom social media content creation, advertising and management, digital media consultation, digital canvassing, supply side advertising, native advertising, contextual keyword targeting, print advertising, print collateral, competitor analysis and reporting, brand ambassador marketing, social listening and community management. DI also has the ability to utilize venue recall, IP targeting, new movers targeting, contextual keyword targeting, device ID lead generation, device ID advertising, influencer marketing (ability to obtain local, national, and international influencers), supply side advertising, URL targeting, digital canvassing, custom dashboard creation, custom data analysis, custom rich media content creation, virtual reality/360 ads, ability to serve ads on OTT/CTV platforms such as Paramount+ and Hulu, and custom social media management

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency.

**Higher Education**—DI is the only local company that couples data-driven marketing strategies with a focus on higher education. DI provides access to publishers/data networks that are specifically targeted to DMAs that benefit higher education and specifically for Trident Tech. Digital Ignite works with colleges and universities on initiatives for branding and awareness, donations for Giving Day or from Alumni, campus events and student engagement, recruitment, international recruitment, athletics, sponsorships, and accreditation

Contract Period: 07/01/22 – 06/30/23

Contract Amount: \$85,000.00

Com Code: 915

*CB* Mary Thornley  
Authorized Signature  
Printed Name: Mary Thornley, Ed.D  
Title: President

Date: 06/06/22

Blanket sole source: \_\_\_ Yes \_\_\_ X No

Contract \$50,000 or greater. Drug Free Workplace Act (Section 44-107-30 Code of Laws of SC) applies:  
\_\_\_ Yes \_\_\_ No \_\_\_ CB Buyers Initials - Requested

Signed Drug Free Workplace Certification form attached:

\_\_\_ Yes \_\_\_ No \_\_\_ CB Buyers Initials - Requested

Open Trade Certification on file or attached \_\_\_ Yes \_\_\_ No \_\_\_ CB Buyers Initials - Requested

Rev: 09-02-2021

This notice will be posted in the South Carolina Business Opportunities (SCBO) for five business days as required by SC Code 11-35-1560.

**PROTESTS:**

If you are aggrieved in connection with the intended award or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within five (5) business days of the date this notice is posted, and (ii) submit your actual protest within fifteen days of the date this notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing

(a) by email to: protest-itmo@itmo.sc.gov, or

(b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.