

Multicultural Marketing Agency Contract



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Approve Recommendation

- AUTHORIZE the Chief Executive Officer to award and execute a four-year, firm fixed unit rate Contract No. PS93705000 to Acento Advertising, Inc. for Multicultural Marketing Agency Support Services, for a not-to-exceed amount (NTE) of \$4,295,160 for the two-year base term and \$4,504,680 for the two-year option term, for a total combined NTE amount of \$8,799,840, effective November 1, 2023, subject to the resolution of any properly submitted protest(s).



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Background



- According to the 2022 Metro Customer Experience survey, Metro riders are ethnically diverse: 58% are Latino or Hispanic, 14% are Black/African American 12% are White/Caucasian and 8% are Asian/Pacific Islander.
- As the Customer Experience department continues its work to put customers at the center, it's imperative that we improve our ability to communicate with diverse audiences in a variety of languages, and in ways that are culturally relevant.
- Metro must proactively reach out to LA's communities in an authentic way, taking into consideration the nuances of each segment's heritage, profile and life experiences.



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Action Meets Agency Goals

- **Deliver desirable transportation services for LA's key journeys**
 - *Refresh brand and update brand strategy and communications approach*

To help develop content and messaging that will resonate with our diverse audiences in culturally relevant ways, it is vital for Metro to partner with a multicultural marketing agency with expertise in understanding how current or potential customers relate to Metro as a brand, as well as understanding where communities overlap and influence each other.



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Recommended Firm



- Staff recommends awarding this contract to Acento Advertising, Inc. (Acento), a full-service marketing communications firm specializing in multicultural marketing. Acento has a track record of developing and executing creative brand campaigns that deliver on their clients' business goals.
- Acento is skilled at creating genuine relationships with the diverse communities Metro serves, and is also experienced in reaching underdeveloped specialty markets, such as low-income and hard-to-reach targets. With their long-standing, minority-owned subcontractors, APartnership, The Glue and VPE Communications, and their collective experiences in working with diverse media targets, Acento can increase the effectiveness of a broader mix of vehicles to reach our culturally diverse audiences.
- Acento exceeded the goal with a 27.21% DBE commitment.



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*Thank
You!*



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