

From: John Buchanan
Sent: 9/7/2015 1:17:20 PM
To: Skip Hoagland; Parrish, Duane; Taylor Smith; Ashley Landess
Cc: Haley, Nikki; Gerard Mahieu; Rick Caporale; Cynthia Bensch; Weston Newton; mark@marksanford.com; Tim Scott; Tom Davis; Brian Tolley; Lucas High; Harkins Bill; Zach Murdock; Stewart H. Rodman; Paul Sommerville; Jerry Stewart
Subject: Re: SC PRT 57 million destination marketing campaign ! Performance measures ?

Duane: Per Skip's request, as a former ad agency head I would like to know what specific metrics are used to evaluate the effectiveness of the annual ad campaigns.

Can you please send a simple, clear "bullet point" explanation of how you measure results and what those results have been for the last two years?
Thanks.

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Sent: Monday, September 7, 2015 1:08 PM
Subject: Re: SC PRT 57 million destination marketing campaign ! Performance measures ?

Duane I again have not received all records of your dealings with a Beaufort county company BFG Ad agency on the states 57m contract with this company under my SC foia request ?
Copy of 5 yr contract
Copy of where and how all money was spent and to who over this last year?

Confirm 8m paid to BFG over 5 yrs to invest this money is correct ?
Is there an cancelation provision for non performance ?
How did Hilton head , Myrtle beach and Charleston benefit or did you do as you said you were and spent the money on other parts of the state since these resorts had enough of there own money? Saying this tell me how much state funds went to these destinations for matching funds etc ?

Our experts can not analyze this in behave of state tax payers without seeing all ! Thx

John please send your added list of all you want to include proven performance measures to analyze by our team of destination marketing experts . Thx

Sent from my iPhone excuse all typos and misspellings

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On Aug 31, 2015, at 1:25 AM, Skip Hoagland <skiphoagland@yahoo.com> wrote:

Duane tell me why under what rational you would pay an ad agency in SC approx 8 million to invest approx 44m to buy marketing and promotion for SC ?
Correct me if I am wrong on these numbers ?
Why would you not run this Inhouse as a state function and hire 2 destination marketing experts at a top salary say at even 150 k each to promote and market the state with support staff say 3-5 . So 5 yrs say 3 million in overhead versus an ad agency at 8 m ? Plus this agency had no destination marketing background or success whatsoever . I attended the governors conference for tourism and was not impressed on what they new .

You pay our company 4 m and i will toss in the brand southcarolina.com and guarantee you better proven performance measures than what you are now receiving . I see you and Kevin meany owner of the ad agency took my last advice and not focusing so much on a BBQ sandwich . Sad to say you both still do not get what you must do to promote a