



CITY OF SAN ANTONIO
METROPOLITAN HEALTH DISTRICT

Agreement with Giant Noise for COVID-19 Marketing

Presented by: Mario Martinez, Assistant Director

Agenda Item #18
February 18, 2021



Background

Giant Noise created a comprehensive strategic plan and Creative Brief based on insights to message to San Antonio marginalized populations safety measures to follow amidst the COVID-19 pandemic. Strategic Planning and Creative Development took place July - October of 2020.

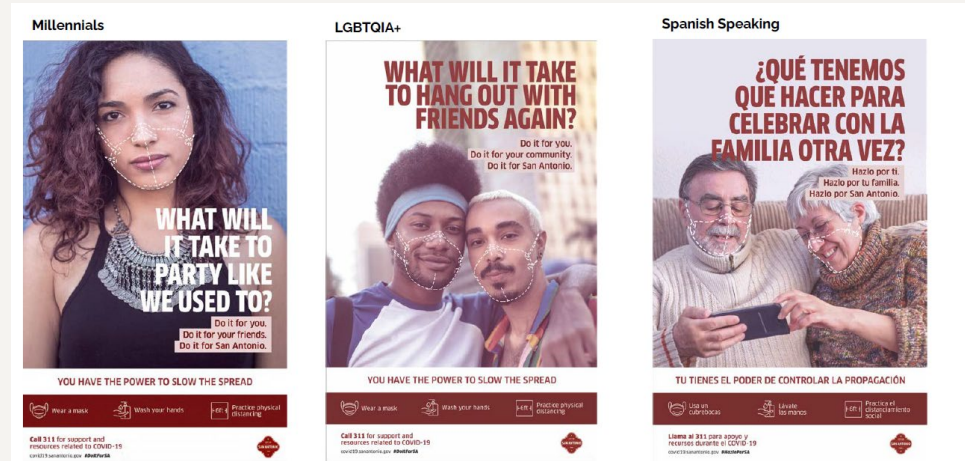




Background

Metro Health seeks to contract with Giant Noise to capitalize on the branding started in Phase 1 of the What Will It Take Campaign, creating a phase 2 approach on vaccine messaging.

Giant Noise will develop a continuation plan for the “What Will It Take” COVID-19 Awareness Campaign targeting Marginalized Populations, Millennials, and the LGBTQIA+ communities and focusing on vaccine information and continued safety measures.





Fiscal Impact

Agreement with Giant Noise

- Total amount not to exceed \$160,040.00
- Term: February 20, 2021 – June 20, 2021
- Funding for the agreement is allocated in Metro Health's FY21 Grants related to the COVID-19 pandemic
- There is no impact to the General Fund



Recommendation

Staff recommends City Council approve the agreement with Giant Noise.

