



NOTICE OF INTENT TO AWARD

Solicitation Title/Event Name: Brand Management Services for OTI RFP

Solicitation No/Event ID: RFP-ADA-20250123; PE-66789-NONST-2025-000000007

Solicitation Close/ Event End Date: 2/19/2025

Notice of Intent to Award Posting Date: 8/08/2025

Issuing Officer: Lazerick Russell

Issuing Officer Contact Information: lrussell@investatlanta.com

Invest Atlanta (IA) intends to award a contract to the apparent successful Respondent(s). This action indicates our intent to enter into a contractual agreement and business relationship with the successful Respondent to the RFP indicated above. **Creative Juice LLC has been selected** as the firm to provide **Brand management Services for the City of Atlanta's Office of Technology and Innovation (OTI)**.

The Notice of Intent to Award should not be considered as a binding commitment by Invest Atlanta. Inquiries should be addressed to the Issuing Officer/Procurement Manager. Although IA will provide the reason(s) a Respondent was not successful in accordance with Georgia law and IA policy, please note that the reasons listed beside the names of the unsuccessful Respondent(s) should not be interpreted as an exhaustive list.

NOTE: In the event any of the following is applicable, then all identified award amounts (if any) are estimates only: (1) this is a contract with an indefinite quantity and/or (2) Invest Atlanta has identified primary/secondary awardees.

APPARENT SUCCESSFUL RESPONDENT(S)	AWARD AMOUNT/CATEGORY
Creative Juice	Fixed Contract Amount
UNSUCCESSFUL RESPONDENT(S)	REASONS
Could Be Pretty Cool	Not Highest Scoring Proposal (for RFP only)
The Lemon Ad Stand	Not Highest Scoring Proposal (for RFP only)
Agile Extended	Non-Responsive
Perse Media	Non-Responsive
Project 43 Consulting	Not Highest Scoring Proposal (for RFP only)
Blue Scorpion Reputation mgmt	Non-Responsive
Alloy	Non-Responsive
Media Frenzy	Non-Responsive
Digital Marketing Agency	Not Highest Scoring Proposal (for RFP only)
Hotep Consulting	Non-Responsive
Trevelino Keller	Non-Responsive
Brand Savor	Non-Responsive
The Ezer Agency	Non-Responsive
Brand Culture	Not Highest Scoring Proposal (for RFP only)



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NueWay	Not Highest Scoring Proposal (for RFP only)
JaeC Management Svcs	Not Highest Scoring Proposal (for RFP only)
Resurgens	Not Highest Scoring Proposal (for RFP only)
Incisive	Non-Responsive
We Thrive Media	Non-Responsive
Boot Strategy Group	Not Highest Scoring Proposal (for RFP only)
Que lo Que Agency	Not Highest Scoring Proposal (for RFP only)
Content Ga	Non-Responsive
PPMG	Not Highest Scoring Proposal (for RFP only)
HailJan	Non-Responsive
INMO Creative	Non-Responsive
Impact 360	Non-Responsive
DopeHeart	Non-Responsive

Authorized Signature: 