

TD2259  
1410-548041

C19-2752-TDD

**Task Order - Established Markets Consumer Focus Groups**

Agency Job # OKTDD - 22039

Task order covers the virtual focus groups to be conducted with consumers in Atlanta, Houston, Memphis, and New Orleans.

Services include team of two analysts to moderate and manage approximately 20-30 consumers split between groups of visitors and potential visitors. Engagement designed to be no more than 90 minutes in length and services include facilitating discussion and creating any stimuli as needed for assignment.

This task order is to conduct the focus groups. Design of study and analysis of findings is included in the BooneOakley annual scope of work for research and data will be maintained in Focus Vision platform technology.


Invoicing to include data gathered including but not limited to transcripts or videos of groups as proof of performance.

**Payment Schedule:**

Focus Group Facilitation: \$16,500.00 Invoiced monthly based on percentage complete

Overall cost will not exceed \$16,500.00

**Offered by:**

  
Katy Spiecha, Boone Oakley

**Accepted by:**

Digitally signed by  
Charlotte Dunworth  
Date: 2022.08.04  
14:20:12 -05'00'  
Charlotte Dunworth  
Digitally signed by  
Charlotte Dunworth  
Date: 2022.08.04  
14:13:06 -05'00'

Jeffrey A Hyde  
Digitally signed by Jeffrey A Hyde  
Date: 2022.08.08  
08:46:55 -05'00'

**Jeff Hyde, Purchasing Manager**

CONTRACT: C19-2752-TDD  
BOONE OAKLEY  
MARKETING, ADVERTISING AND PR FOR TDD  
EXPIRES: 11/05/2023

## Charlotte Dunworth

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**From:** Jennifer Adams  
**Sent:** Thursday, August 4, 2022 2:19 PM  
**To:** Charlotte Dunworth  
**Subject:** Re: for signature - TD2259 Focus Groups  
**Attachments:** image001.jpg; TD2259 FocusGroups.pdf

Approve.

Sent from my iPhone

On Aug 4, 2022, at 2:16 PM, Charlotte Dunworth <cdunworth@myokaloosa.com> wrote:

Please respond with approval for me to sign in your absence.

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