

Scope of Work – Request for Proposal – T3067

COVID-19 Vaccine Campaign

BACKGROUND:

The New Jersey Department of Health (NJDOH) is undertaking a multi-lingual statewide public awareness and outreach campaign focused on building COVID-19 vaccine confidence to motivate youth and adults to get vaccinated.

The majority of the campaign will be focused on reaching communities with low vaccination rates and those that have been disproportionately affected by COVID-19 disease. The campaign will also need to focus on the newly eligible population of 12- to 15-year-olds to get the COVID-19 vaccine and a back-to-school push on all vaccines. A primary goal of this campaign will be demonstrated behavior change to get vaccinated. The campaign and materials should motivate behavior changes, and the vendor should propose a method to collect, measure and incorporate feedback on messaging. Subcontracting with firms specializing in behavior change marketing will be encouraged.

SCOPE OF WORK:

Part of the campaign will feature [CDC's We Can Do This](#) campaign messaging and themes.

The advertising campaign shall offer a mix of vehicles in multiple languages that best reaches the audience it is intended for including:

- Radio PSAs and transit ads; streaming TV ads; cable and local newspapers, parenting magazines and digital news websites
- infographics, posters, flyers and doorknockers in multiple languages
- social media
- digital ads that can reach special populations most at risk for COVID-19.
- Nano Influencer campaign directed at moms and adolescents & including coaches

Target languages: English, Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic.

The campaign must include innovative, grassroots approaches to engage and move hard-to-reach populations. The selected vendor should secure and vet at least 4 trusted community messengers across the state who represent communities with low vaccine uptake across age groups for advertising and outreach events. The vendor should arrange opportunities for the messengers to speak directly to communities most at-risk through at a minimum 3 community events each—either virtual or in-person.

Each community messenger shall appear in at least one video and also commit to posting on their social media 4 NJDOH approved messages regarding vaccines to help share this information with friends and loved ones.

The selected vendor should organize 5 virtual or in-person town halls or Facebook live events featuring medical professionals and community leaders who represent communities with low vaccination rates, who can answer questions about the COVID-19 vaccine. The townhall should be targeted to communities with low vaccination rates.

To ensure NJDOH has routine feedback from targeted communities that can help adjust campaign messaging as needed, the vendor should employ a method to garner feedback from representatives of

communities with low vaccination rates to assess progress of the campaign on attitudes regarding vaccination to inform creatives and placement of advertising.

Campaign and outreach materials should motivate behavior changes. The vendor is encouraged to subcontract with firms that specialize in advertising/marketing for behavior change. For specific expertise in outreach to underserved populations/communities of color, the vendor may include subcontracting with a minority-owned firm.

The vendor must provide weekly and quarterly reports of the following metrics: impression, clicks from digital ads, video views, production and deployment of all advertising by type of asset.

The ad buy must be for six months, beginning as soon as possible in July.

PROPOSAL REQUIREMENTS:

Potential Vendors should be familiar with the toolkit/resources developed as part of the Department's recent vaccine public awareness campaign, [*Let's Get Vaccinated!*](#), and demonstrate how they can build upon that work in this new phase of the campaign.

Vendors must supply sample creatives for specific populations which include communities of color and parents of children ages 12 to 17.

Vendors shall supply an outreach/advertising plan for parents of children 12 to 17. Vendor should also supply an outreach/advertising plan for communities with low vaccination uptake such as Irvington, New Brunswick, Trenton, Camden and Newark.

The proposal must state expected impressions and expected measurable impact/reach and demographics as well as a toolkit with ad materials, such as flyers, social media graphics, videos and other materials to share with key stakeholders.

Potential Vendors shall provide Proposals with the following:

1. The Vendor shall provide a project plan including the timeframe for project completion, specific description of, and schedule for, deliverable items, and a schedule of labor and mark-up costs associated with specific events and deliverables. All products received during the Mini-Bid become the property of the State;
2. A detailed approach to perform the scope of work reflecting the requirements of the engagement including, but not limited to, Campaign details, collateral, social media plan, media plan, and associated research; and
3. Person-hour and/or labor category mix: a comprehensive chart showing the person- hours proposed to meet the requirements of the request for competitive engagement pricing. The chart shall be designed to reflect the tasks, sub-tasks, or other work elements required by the request for competitive engagement pricing. The chart shall set forth, for each task, sub-task or other work element, the total number of person- hours, by labor category, proposed to complete the scope of work;

- a. The hourly rates used for each labor category shall be the all-inclusive hourly rates submitted in response to this Bid Solicitation Section 4.4.5

Vendors may submit lower pricing than what was originally proposed, either a lower mark-up rate, or lower hourly rates, in response to a Mini- Bid, but not higher. If a Vendor {Contractor} submits lower pricing, that pricing will become the Vendor's {Contractor's} new pricing for that Mini-Bid only. The Vendor's {Contractor's} pricing will automatically revert back to the original Blanket P.O. pricing for subsequent Mini-Bids. The proposal shall also show examples of previous campaigns and metrics reached, as well as examples of any applicable resulting behavior change.

Proposals must be received by 2 pm, EST, Thursday, July 8, 2021. If you are not interested in bidding, please send an email response indicating that you will not bid.

CRITERIA FOR CONSIDERATION:

The Department of Health will evaluate Vendor proposals based on the Vendors overall technical approach and plans to meet the requirements of this project Scope of Work. This narrative should convince the Department that the Vendor understands the objectives that the Scope of Work is intended to meet, the nature of the required work and the level of effort necessary to successfully complete the project. Vendor proposals will also be evaluated on the audience expected to be reached and the mix of platforms used to reach the intended audience.

The Vendor whose bid proposal, conforming to this Scope of Work, is most advantageous to the State, price and other factors considered will be recommended for award.

COVID-19 VACCINE CAMPAIGN

July 2021

kivvit

KIVVIT.COM | BOSTON | CHICAGO | MIAMI | NEW JERSEY | NEW YORK | WASHINGTON, D.C.

**“WHILE WE ARE CELEBRATING THIS
REMARKABLE ACHIEVEMENT [OF 4.7 MILLION
FULLY VACCINATED INDIVIDUALS IN 6 MONTHS],
OUR WORK IS NOT YET FINISHED, AND WE MUST
CONTINUE WORKING TOGETHER TO VACCINATE
ALL ELIGIBLE INDIVIDUALS TO END THE
COVID-19 PANDEMIC.”**

– GOVERNOR PHIL MURPHY

As a firm that specializes in educational and behavioral change campaigns, and a team with unparalleled experience in New Jersey, Kivvit is uniquely qualified to partner with the State in the fight to vaccinate all New Jerseyans.

Kivvit’s professionals have worked on some of the most high-profile and publicly lauded public affairs campaigns of the last decade.



TABLE OF CONTENTS






<i>Introduction.....</i>	<i>4</i>
<i>Strategic Plan.....</i>	<i>6</i>
<i>Insights Phase.....</i>	<i>7</i>
Research.....	7
Data Review.....	7
Messaging and Collateral Review.....	7
Focus Groups.....	7
Audience Development.....	7
Message Development.....	9
Paid Media Planning and Development	9
<i>Drive Phase.....</i>	<i>11</i>
Creative Production.....	11
organic Community Leader and influencer engagement.....	11
Partnership Opportunities	13
Sports Teams	13
Univision.....	13
ShopRite.....	14
Scholastic.....	14
<i>Results Phase.....</i>	<i>15</i>
Public Relations Plan	15
Event Plan	16
Paid Media Plan	16
Reporting and Optimization.....	17
<i>Budget.....</i>	<i>18</i>

INTRODUCTION

Kivvit has had the privilege of working with the NJ Department of Health on various behavior change campaigns, including four COVID-19 related campaigns urging New Jerseyans, especially in under-served communities, to adopt safe practices during the pandemic. We are proud to have seen the positive impacts of our work, as measured by not only statewide COVID-19 testing rates but also survey data. We would be humbled to apply our learnings to this hugely critical campaign to get everyone in New Jersey fully vaccinated. Given the importance of getting this message across to hard-to-reach individuals and the multitude of tactics we will employ, Kivvit has provided a robust multi-channel campaign plan to meet NJ DOH's goals.

The State of New Jersey has deployed one of the most successful vaccination efforts in the country, having fully vaccinated 4.7 million individuals in just over 6 months. However, the most difficult piece of the puzzle remains reaching those who have yet to be vaccinated, now including teenagers, low-income communities, and communities of color. Reaching these individuals requires a multitude of strategies ranging from targeted digital buys to broader influencer marketing and grassroots community events.

Kivvit uses data and insights to inform how we effectively target the audiences laid out in the RFP. We know that Gen Z is traditionally more difficult to reach than older audiences, especially given the targeting limitations on online platforms that do not always allow us to precisely target those under the age of 18. This is why our advertising plan incorporates organic and partnership strategies and focuses on platforms used by teenaged audiences.

GEN Z INSIGHTS:		
<p>HAVE AN ATTENTION SPAN OF</p> <p>8</p> <p>SECONDS</p>	<p>USE THEIR SMARTPHONE</p> <p>15.4</p> <p>HOURS PER WEEK</p> <p><i>more than any other type of device</i></p>	<p>CONSUME</p> <p>13.2</p> <p>HOURS OF TV CONTENT PER WEEK</p> <p><i>significantly less than boomers & Gen X</i></p>
<p>RECEIVE</p> <p>3K+</p> <p>TEXT MESSAGES A MONTH</p>	<p>PREFER YOUTUBE & INSTAGRAM</p> <p>  >   </p> <p><i>Snapchat, Facebook, and Twitter are less important but still popular</i></p>	<p>WATCH</p> <p>2X</p> <p>AS MANY VIDEOS ON MOBILE than any other demographic</p>

When it comes to communities with low vaccination rates, especially communities of color with a historically founded mistrust of public health efforts from the government, we understand that relying on trusted community messengers is a critical piece of the puzzle. We also use data to drive which media platforms we are reaching certain communities, such as online sports websites or multi-lingual print media.



Kivvit's **INSIGHTS, DRIVE, RESULTS** framework will be configured as follows to support the distinct specifications of this campaign, equipping the state with a campaign infrastructure that pinpoints the audiences of residents who are most relevant to our campaign, and engages them using the messages, platforms and partners that will be most persuasive in motivating action.



STRATEGIC PLAN

As detailed by the State, this plan will span six months, and has a robust budget which can be whittled down as determined by the DOH. We have developed this plan based on our learnings from previous campaigns – including what budgets and platforms we know to work best for these audiences – and our desire to be as efficient and impactful with the State’s dollars as possible. As a first step, Kivvit will work with the State to develop exact metrics to guide our strategy, but our preliminary accountability metrics will include:

- Week-over-week change in vaccination rates in targeted geographies where we are running ads AND among target populations
- Online engagements with digital ads
- Public relations and earned media coverage
- Website engagement metrics (including geographical data)
- Positive feedback about behavior change messaging from focus groups
- Community influencer testimonials (e.g. elected officials, local leaders, or nano-influencers)

Based on our experience with the audiences relevant to this campaign, Kivvit recommends heavily utilizing digital and social media to reach 12-17-year-olds and their parents while also incorporating unique partnerships across the state to reach communities with low vaccination rates. The tactics herein include:



INSIGHTS PHASE

RESEARCH

DATA REVIEW

Kivvit's first step will be reviewing vaccination data from the NJ Department of Health. This step will be critical in defining and narrowing our target audience, ensuring that the campaign effectively utilizes funds to only those who have not been vaccinated and those influential to them. Similar to previous campaigns, we will request data on targeted zip codes and communities with low vaccination rates.

MESSAGING AND COLLATERAL REVIEW

Kivvit will review the state's existing messaging and collateral materials related to vaccines to identify areas to build on and refine through message testing. We will also review messaging utilized by the CDC's We Can Do This campaign and work to incorporate that into our messaging.

FOCUS GROUPS

Unlike previous DOH campaigns wherein we have deployed statewide online surveys with large sample sizes, for this effort we recommend hosting 3-5 focus groups (in-person or online) to understand specifics around why certain communities are hesitant to get vaccinated, what would motivate them to get vaccinated, and feedback they have on our initial draft collateral or existing collateral from the state. These focus groups will be segmented by geographic area, age, and race/ethnicity so we can understand the multitude of opinions across our audiences.

AUDIENCE DEVELOPMENT

Once our initial research is completed, Kivvit will develop recommended audience segments. The audiences below have been defined based what is outlined in the RFP but will be refined further once our research phase is complete. We understand that in addition to those who are unvaccinated, a campaign like this must also engage the

community influencers and communities around them, such as family members and religious leaders. digital audiences.

Audience	Digital Reach	Definition	Timeline	Geography	Languages
AAPI Low Vaccination Rates	113,911	AAPI audiences in target geos with low vaccination rates	High intensity for full campaign	Target geos with low vaccination rates	Hindi, Gujarati, Korean, Tagalog, Mandarin, Cantonese, Arabic
African American Low Vaccination Rates	151,071	African American audiences in target geos with low vaccination rates	High intensity for full campaign	Target geos with low vaccination rates	-
Hispanic Low Vaccination Rates	194,562	Hispanic audiences in target geos with low vaccination rates	High intensity for full campaign	Target geos with low vaccination rates	Spanish
Orthodox Jewish Low Vaccination Rates	38,854	Orthodox Jewish audiences in target geos with low vaccination rates	High intensity for full campaign	Target geos with low vaccination rates	Polish
12–17-Year-Olds	200,000	12-17-year-olds statewide	Ramping up intensity for back-to-school	Statewide with higher budget towards target geos	-
Parents of 12–17-Year-Olds	120,000	Parents of 12-17-year-olds statewide	Ramping up intensity for back-to-school	Statewide with higher budget towards target geos	-
High Risk Towns	1,200,000	Blanket population in towns with lowest vaccination rates	High intensity for full campaign	Target geos with lowest vaccination rates statewide	All of the above + Italian, Portuguese

MESSAGE DEVELOPMENT

This component of the insights phase is where Kivvit will begin its creative process in consultation with the State. Although the State has some existing vaccination related messaging and wants to rely on CDC messaging as well, there may need to be some adjustments to these messages to ensure they resonate with our target communities.

Many behavior change campaigns fail because they're based on the flawed belief that awareness is sufficient – but what we face is not as much as an information problem, but an inspiration problem. Hard-to-reach audiences likely have sufficient information about vaccination, so unlike previous campaigns where we were informing individuals about the importance of testing, this campaign's message will need to first understand WHY people have not gotten vaccinated and what can motivate them to do so. On the other hand, messaging to teenagers and their parents will be more informational in nature as we explain the importance of vaccination in order to get back to school.

Kivvit will develop campaign themes and messages prior to focus groups and seek feedback during the focus groups, refining messaging thereafter. We will also apply lessons we have learned from past campaigns, including the need to heavily rely on community leaders in our visuals and the need to use social norming as a tenet of behavior change messaging.

PAID MEDIA PLANNING AND DEVELOPMENT

Taking into consideration the campaign's goals, audiences and subject matter, a recommended media plan is outlined below. Kivvit recommends prioritizing digital media, which can pinpoint at-risk residents and influencers through very granular targeting. Digital will be complemented by targeted connected TV and cable buys in the counties with the lowest vaccination rates and partnership media buys targeting diverse audiences. Paid media would be supplemented by organic (non-paid) social media outreach, a community relations outreach strategy and press engagement strategy. These channels are all detailed in subsequent sections.

Typically for broad public engagement programs about an issue that impacts so many people across the state, Kivvit would recommend a broad TV and radio strategy to support online engagement. However, given that this last leg of the vaccination communications effort is focused on hard-to-reach pinpointed audiences, we recommend limiting broad channels like broadcast and OOH.

Below is an initial media mix recommendation for this campaign. Details about partnerships are provided in subsequent sections of this proposal.

Platform		Description	AAPI	AA	Hispanic	Orthodox	12-17 Y/O	Parents	High Risk Towns
Digital Media	Facebook/Instagram	Social media ads	✓	✓	✓	✓	✓	✓	✓
	Network Display/Video	Desktop and mobile display ads use a blend of direct placements and ads delivered to targets regardless of what website they are on	✓	✓	✓	✓		✓	✓
	IP Targeting	Desktop display ads targeted by geographic location	✓	✓	✓	✓		✓	✓
	Mobile Location	Mobile display ads targeted by geographic location	✓	✓	✓	✓		✓	✓
	CTT/OTV	Connected TV and over-the-top streaming TV ads	✓	✓	✓	✓	✓		✓
	YouTube	Video pre-roll or mid-roll ads					✓		
	Twitter	Social media ads	✓	✓	✓	✓		✓	✓
	SEM	Search engine paid ad results targeted by search term and location	✓	✓	✓	✓	✓	✓	✓
	Twitch	Video ads on streaming website					✓		
	TikTok	Video ads in app					✓		
	Snapchat	Video ads in app					✓		
	Pinterest	Static ads targeted by audience geographic and demographic data						✓	
	Digital Radio	Audio ads targeted by geographic and demographic data							✓
Traditional Media	Terrestrial Radio	Radio limited to AAPI, Hispanic and African American stations	✓	✓	✓				
	Addressable Cable	Cable channels limited by geo and demographic data	✓	✓	✓				
	Multi-lingual Print Media	Print outlets distributed in target geos among non-English audiences	✓	✓	✓				
Partnership Media	Univision	Co-branded ads in Spanish including custom news segments			✓				
	Sports Partnerships	Online or in-venue media buys with NY Red Bulls and other local teams	✓	✓	✓			✓	✓
	Scholastic	In-school and online educational promoted content					✓	✓	
	ShopRite	In-person and print/OOH promoted content	✓	✓	✓	✓		✓	✓

DRIVE PHASE

CREATIVE PRODUCTION

Using the selected concept messaging theme and brand, Kivvit will develop all content prescribed by the media plan. This will include:

- All digital ads for the first flight of digital ads – 2 initial sets of ads per audience
- Develop all required social media graphics for each platform
- One initial suite of video content, including:
 - o 5 0:30 second online videos for AAPI, AA, Hispanic, 12-17-year-old, and parents audiences
 - o A 0:06 second version for Snapchat and other social media opportunities for the 12-17-year-olds video
- Collateral materials to support the partnership opportunities
- Additional collateral materials to support the campaign including toolkits for organic distribution among community leaders and event-specific collateral

ORGANIC COMMUNITY LEADER AND INFLUENCER ENGAGEMENT

Engaging community leaders such as clergy members, sports coaches, local leaders, nano-online-influencers, and professionals from the public health field will be important to help supplement the other media outreach taking place. Kivvit recommends a multi-step effort to help drive engagement. The campaign will develop a robust list of leaders that can be emailed on a monthly basis to:

- Provide updates on the vaccination efforts;
- Provide event updates and invitations;
- Share online content and other collaterals; and
- Make asks for the network to share social content to amplify outreach.

A group of community influencers will be developed by Kivvit in consultation with the State. Further, Kivvit will subcontract with firms like XOMAD, which worked on the Mask Up campaign in New Jersey, to reach out to online influencers.

As part of the organic community influencer strategy, we will create a content calendar with posts to share with the community leader and influencers that link to the website, relevant articles, or resources. Each post that links to the website will utilize a Google UTM code that will allow us to see exactly how many people came to the website through social media, which pages they landed on, and how much time they spent on site. Beyond a proactive posting strategy, Kivvit recommends two additional social media strategies:

- **FACEBOOK LIVE EVENTS WITH GOVERNOR MURPHY & COMMUNITY LEADERS:** Kivvit will direct and execute three to six Facebook Live sessions with the Governor and/or other DOH officials with specific community leaders.
- **SHARE YOUR STORY STRATEGY:** A recurring theme in our organic social media strategy will be a “Share Your Story” message that asks followers to share their story of getting vaccinated. Our experience with the past public health behavior change campaigns shows that people are very willing to share their experiences, and these stories can be incorporated into the campaign website to support the narrative that vaccination is critical to ending the pandemic. Relying on real stories also helps build trust in communities that are historically distrustful of public health initiatives.

PARTNERSHIP OPPORTUNITIES

SPORTS TEAMS



The New York Giants, New York Jets, and New York Red Bulls provide numerous opportunities for community outreach and broad engagement. This includes OOH signage, fan and community outreach, and in-stadium activation events. These teams' properties include hundreds of in-stadium signage opportunities at Met-Life Stadium and the Prudential Center, as well as signage and ad placement opportunities on TV and social media serving millions of impressions to fans across the state each game day. All teams have valuable experience in raising awareness among their viewers and this experience can easily translate to building awareness around a public education campaign.

In addition to displaying signage during games, each team has strong digital and social holdings and TV and radio properties. Also, both teams are active in community outreach, often working in conjunction with community-based organizations to provide positive educational, social and recreational outlets. Partnering with these teams would give the state a unique way to promote its campaigns, especially those with more of a community-based focus and the opportunity to hold events with the teams.

Finally, Kivvit can create fan activation booths if partnering with these teams. The booths are set up outside or inside the venue on game day, so fans who come to the stadium can participate in activities to learn more about a campaign and receive promotional materials with campaign and partner branding, such as towels or magnets. These on-the-ground tactics allow for unique in-person engagement with audiences and can also yield online content in the form of photos and videos of the event.

UNIVISION

Univision is the most trusted brand among Hispanic audiences, and it provides a local connection. Kivvit has a longstanding relationship with Univision, including working with them on several co-branded news segments and media buys for NJ DOH, which will allow us access to Univision's talent, expansive data and insights to the Hispanic community. As a unique outlet that caters to



specific Hispanic communities, Univision has targeting capabilities that are unmatched and go beyond traditional media buying tactics.

In addition to the data and insights they own, Univision has access to consumer data and research that will help Kivvit understand not only the Hispanic audience at-large but smaller, diverse subsets of that audience based on nationality, location, or other factors. Recognizing that engaging Dominican audiences can be much different than Puerto Rican audiences, we have the ability to drill down into the data and insights to develop personalized campaigns and engaging content for each segment.

Finally, Univision often uses unique methods of consumer outreach to engage audiences, including celebrity influencers, events, branded content, and grassroots outreach, going well beyond traditional TV, radio and digital ad opportunities. This tactic, referred to as sponsored video content, entails producing short informational videos that appear to look like news content except they are paid advertisements that campaigns maintain full editorial control on.

SHOPRITE

Kivvit could develop a partnership with grocery food chains such as ShopRite. Capitalizing on ShopRite's built-in customer base may align well with state campaign goals and will create the opportunity to engage diverse populations including seniors and low-income residents in urban, rural and suburban areas. Opportunities could exist for collaborative earned media engagement and employee engagement efforts.



SCHOLASTIC



Scholastic has experience in helping marketers utilize their various proprietary channels to deliver successful education campaigns that drive behavior change, especially among student populations as is relevant for this campaign. *Should we include this partnership, we will make sure it is aligned with back to school efforts.*

These campaigns will include items like education and classroom materials, digital content and media, and social media and email marketing. Potential opportunities

include the use of Scholastic's resources and expertise to meet campaigns with the following goals:

- **BEHAVIORAL CHANGE:** For behavior change campaigns, Scholastic will provide live webcast featuring talent and topics relevant to the campaign. Another option for this type of campaign is a custom storybook or e-book that invites classrooms and/or families to read together while they learn about a certain topic.
- **ENACTING ACTION:** To build excitement around campaign initiatives, Scholastic will facilitate a custom student contest through which NJ students can create PSAs or essays to drive awareness about or action around specific campaigns. Student entries are wonderful at communicating messages locally and can drive PR and community engagement around an issue or message.

RESULTS PHASE

PUBLIC RELATIONS PLAN

To support paid and organic online media, Kivvit will also employ an earned media strategy. The governor and his administration have strong ties to both local and national press, creating an abundance of opportunities for cost effective earned media that can highlight local stories of how getting vaccinated allowed marginalized communities to return to critical activities such as working or seeing family. We would assist in the coordination of interviews conducted with these local leaders through various media outlets including targeted television and radio outlets, with specific focus on New Jersey media, ethnic radio stations, and ethnic print media.

Our earned media calendar will be strategically aligned so it promotes in-person and online community events. For instance, if a particular leader will be holding and upcoming event, we will aim to place a story about that leader in relevant local or regional papers leading to the event.

EVENT PLAN

Kivvit proposes holding several community information sessions through the six-month duration of this campaign. These event locations prioritize the target counties that were identified by DOH data and our auxiliary research.

For each session, Kivvit will work with the State to determine staff to conduct the sessions. We will also manage all logistical issues and event planning. These events will be promoted via organic and paid media, including event pages on Facebook, and depending on the audience, via the Stories feature on Instagram and Snapchat. As requested by DOH, we will aim to complete at least 3 community events each for at least 4 diverse community leaders in addition to 5 virtual or in-person town hall or Facebook live events that are more information in nature.

PAID MEDIA PLAN

Below is an overview of digital impressions estimated as part of this campaign. Should we move forward with this campaign, and pending target geographies budget to determine final paid media tactics (e.g. partnerships, traditional media, etc.), we will provide an updated impressions and reach count that includes non-digital outlets. *This plan includes 1.75M bonus impressions on NJ.com through our partnership with NJ Advance Media.*

Audience	Digital Reach	Digital Budget %	Digital Frequency	Digital Impressions
AAPI Low Vaccination Rates	113,911	7%	84	9,620,382
African American Low Vaccination Rates	151,071	12%	109	16,492,084
Hispanic Low Vaccination Rates	194,562	10%	71	13,743,403
Orthodox Jewish Low Vaccination Rates	38,854	9%	318	12,369,063
12–17-Year-Olds	200,000	16%	120	23,988,485
Parents of 12–17-Year-Olds	120,000	19%	206	24,738,126
High Risk Towns	1,200,000	27%	30	36,104,291

REPORTING AND OPTIMIZATION

As with any campaign that Kivvit executes, a series of digital ad testing, reporting and optimizations will be completed. For this initiative, there are several strategies that will be implemented over the course of the digital ad buy.

A/B AD TESTING: In the early stages of the launch, Kivvit will test multiple versions of digital ads among the various audiences to determine which are most effective. This process is typically completed each time a new flight of digital ads is launched.

WEEKLY REPORTING: Kivvit will provide a weekly report that includes digital ad metrics and other relevant data. This report will include lessons learned, strategic shifts based on campaign optimizations, spending to date and other unique insights. In addition to a weekly report, Kivvit will conduct a weekly conference call if requested by DOH to review results and discuss optimizations of the campaign.

SENTIMENT ANALYSIS: Over the course of the campaign, sentiment analysis would be conducted along with social media monitoring. These insights will help to refine the organic social media strategy and provide valuable understandings of the online discussions around vaccination across multiple social media channels.

CAMPAIGN WRAP-UP REPORT: The campaign will conclude with an informal report that will review metrics, results, successes, and challenges. A series of lessons learned and tactical insights will be provided to inform future campaigns and outreach.

BUDGET

The budget provided herein is based on our experience with previous DOH campaigns – e.g. which platforms are most cost-effective and have the highest reach among target audiences. Creative and production hours are best estimates based on how much time was spent on each for the previous campaigns. Should we need to adjust this budget or notice we are over or under on estimated hours, we will recommend ways to reallocate resources based on campaign performance and external landscape. Conversely, if cost savings are realized in creative, management and production, that budget will be reallocated to intensify media outreach.

We have budgeted creative and management with the understanding that there will be new video and radio live shoots now that we have the ability to shoot in-person ads, however if DOH prefers to utilize existing footage or stock footage, we can adjust the budget accordingly. Creative and management costs also reflect the robust event and community engagement strategy.

Management and Creative			
Title	Hourly Rate	Hours	Total Cost
PRESIDENT	150	5	\$750
SR. ACCOUNT EXEC.	150	300	\$45,000
SR. ACCOUNT EXEC. (TRANSLATION)	150	50	\$7,500
ADMIN. SUPPORT	90	200	\$18,000
COMPTROLLER	90	25	\$2,250
MANAGEMENT TOTAL		580	\$73,500
CREATIVE COPY DIRECTOR	150	60	\$9,000
SR. PRODUCTION DIRECTOR	150	200	\$30,000
GRAPHIC DESIGNER	90	200	\$18,000
CREATIVE AND PRODUCTION TOTAL		460	\$57,000
TOTAL		1040	\$130,500

Media and Total Budget		
Category	Total Spend	% of Net Media
DIGITAL	\$4,947,625.00	63.78%
TV	\$395,000.00	5.09%
RADIO	\$665,000.00	8.57%
PARTNERSHIPS	\$1,250,000.00	16.11%
UNIVISION	\$500,000.00	6.45%
NET MEDIA TOTAL	\$7,757,625.00	
COMMISSION (2.75%)	\$213,334.69	
MEDIA BUYING FEE (1%)	\$77,576.25	
MANAGEMENT	\$73,500	
CREATIVE AND PRODUCTION	\$57,000	
FOCUS GROUPS	\$28,500 - \$47,500	
TOTAL BUDGET	\$8,207,535.94 – \$8,226,535.94	



TO WORK WITH KIVVIT

LAURA MATOS

MANAGING DIRECTOR AND GENERAL MANAGER
NEW JERSEY

BOSTON

31 UNION SQUARE
SOMERVILLE, MA
02143
617.417.4196

CHICAGO

222 W. MERCHANDISE
MART PLAZA, SUITE 2400
CHICAGO, IL 60654
312.664.0153

MIAMI

3250 NW 1ST AVENUE
SUITE 305
MIAMI, FL 33137
305.964.8035

NEW JERSEY

608-612 COOKMAN AVENUE
UNIT 5
ASBURY PARK, NJ 07712
732.280.9600

NEW YORK

200 VARICK STREET
SUITE 201
NEW YORK, NY 10014
212.929.0669

WASHINGTON, D.C.

1100 G STREET NW
SUITE 350
WASHINGTON, D.C. 20005
202.331.1002



OFFER AND ACCEPTANCE

Bid Solicitation #:

19DPP00273

Bid Solicitation Title:

T3067 Statewide Advertising and Public Relations Services

Blanket P.O. (Contract) Term: See Bid Solicitation Section 5.2

State of New Jersey
Department of the Treasury
Division of Purchase and Property
33 West State Street, P.O. Box 230
Trenton, New Jersey 08625-0230

☒ Open to Cooperative Purchasing

OFFER (To be completed by the Vendor (Bidder))

TO THE STATE OF NEW JERSEY:

The Undersigned hereby offers and agrees to furnish the goods, products, or services in compliance with all terms of this Master Blanket Purchase Order (Blanket P.O.) (Contract) as defined in Section 2.0 of the Bid Solicitation.

Vendor (Bidder):

ASGK Public Strategies LLC d/b/a Kivvrit

Title:

Chief Financial Officer

Address:

608-612 Cookman Ave, Suite 5

E-Mail Address:

City, State, ZIP:

Asbury Park, NJ 07712

Phone Number:

Authorized Signature:
(Electronic Signature Acceptable)

Yuri Samovalov

Fax Number:

732-280-9609

Printed Name:

Yuri Samovalov

FEIN:

Pursuant to P.L. 2017, c. 95, please indicate whether the Vendor (Bidder) identifies as any of the following as defined in N.J.S.A. 52:32-19:

☐ Minority-Owned Business

☐ Women-Owned Business

☐ Small Business

☒ Not Applicable

By signing and submitting this Offer, the Vendor (Bidder) certifies and confirms that:

1. The Vendor (Bidder) has read, understands, and agrees to all terms, conditions, and specifications set forth in the State of New Jersey Standard Terms and Conditions and the provisions set forth in Bid Solicitation Section 4.4.1.1.1 (MacBride Principles Certification), Section 4.4.1.1.2 (No Subcontractor Certification), Section 4.4.1.1.3 (Non-Collusion), and Section 4.4.1.1.4 (New Jersey Business Ethics Guide Certification);
2. The Vendor's (Bidder's) failure to meet any terms and conditions of the Blanket P.O. (Contract) as defined in the Bid Solicitation shall constitute a breach and may result in suspension or debarment from further State bidding;
3. A defaulting Vendor (Contractor) may also be liable, at the option of the State, for the difference between the Blanket P.O. (Contract) price and the price bid by an alternate vendor of the goods or services in addition to other remedies available; and
4. By signing and submitting this Offer, the Vendor (Bidder) consents to receipt of any and all documents related to this Bid Solicitation and the resulting Blanket P.O. (Contract) by electronic medium or facsimile.

THIS FORM SHOULD BE SIGNED, COMPLETED AND INCLUDED WITH THE VENDOR'S (BIDDER'S) QUOTE.

ADDITIONAL VENDOR (BIDDER) REQUIREMENTS (For State Use Only)

☐ Bid Security

Amount:

☐ Payment Security

Amount:

☐ Performance Security

Amount:

☐ Retainage

Percentage:

For set-aside contracts only, a Vendor (Bidder) must be registered with the N.J. Division of Revenue and Enterprise Services, Small Business Registration and M/WBE Certification Services Unit. Please refer to N.J.A.C. 17:13-3.1 & 17:13-3.2 for additional information.

ACCEPTANCE OF OFFER (For State Use Only)

The Offer above is hereby accepted and now constitutes a Blanket P.O. (Contract) with the State of New Jersey. The Vendor (Contractor) is now bound to sell the goods, products, or services listed by the attached Blanket P.O. (Contract) as defined by Section 2.0 of the Bid Solicitation. The Vendor (Contractor) shall not commence any work or provide any good, product, or service under this Blanket P.O. (Contract) until the Vendor (Contractor) complies with all requirements set forth in the Bid Solicitation and receives written notice to proceed.

Blanket P.O. (Contract) Number:

19-PROSV-00703

Blanket P.O. (Contract) Award Date:

4/4/19

Blanket P.O. (Contract) Effective Date:

4/4/19

State of New Jersey Authorized Signature:

[Signature]