

State of New Jersey
New Jersey Department of
Management and Administration (4210)

P.O. Date: 7/28/2023

Release Purchase Order
T3067 Statewide Advertising and Public Relations Services

Blanket Order Number

19-PROSV-00704:117

SHOW THIS NUMBER ON ALL
PACKAGES, INVOICES AND
SHIPPING PAPERS.

Agency Ref. # RT# 130265

**V
E
N
D
O
R**

Vendor Number: [REDACTED]
Marketsmith, Inc.

110 South Jefferson Road
Suite 202
Whippany, NJ 07981
[REDACTED]
973-889-0006

Vendor Alternate ID: [REDACTED]

Remit Address:
Barbara Voss
110 South Jefferson Road
Whippany, NJ 07981
US

Email: finance@marketsmithinc.com
Phone Number: (973)889-0006

**S
H
I
P

T
O**

[REDACTED]
55 North Willow Street
TRENTON , NJ 08608
US
Email: [REDACTED]
Phone: [REDACTED]

**B
I
L
L

T
O**

[REDACTED]
55 North Willow Street
TRENTON , NJ 08608
US
Email: [REDACTED]
Phone: [REDACTED]

INVOICES: Direct invoices in DUPLICATE to the address shown above. TERMS AND CONDITIONS set forth in our Bid or Quotation, on the reverse side hereof or incorporated herein by reference become a part of this

ATTN: Contact [REDACTED]

Payment Terms: Net 30
Shipping Terms: F.O.B., Destination
Freight Terms:
Delivery Calendar Day(s) A.R.O.: 0

Solicitation (Bid) No.:

Item # 1
Class-Item 915-03

Senior Account Executive - All Inclusive Hourly Rate (Max \$115.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
39.00	\$ 115.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 4,485.00

Item # 2
Class-Item 915-03

Comptroller - All Inclusive Hourly Rate (Max \$120.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
2.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 240.00

Item # 3
Class-Item 915-03

Senior Art Director - All Inclusive Hourly Rate (Max \$120.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
103.50	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 12,420.00

Item # 4
Class-Item 915-03

Creative Art Director - All Inclusive Hourly Rate (Max \$110.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
43.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 4,730.00

Item # 5
Class-Item 915-03

Creative Copy Director - All Inclusive Hourly Rate (Max \$110.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
61.50	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 6,765.00

Item # 6
Class-Item 915-03

Senior Production Director - All Inclusive Hourly Rate (Max \$110.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
8.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 880.00

Item # 7
Class-Item 915-03

Production Art Director - All Inclusive Hourly Rate (Max \$110.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
11.50	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,265.00

Item # 8
Class-Item 915-03

Production Media Director - All Inclusive Hourly Rate (Max \$120.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
5.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 600.00

Item # 9
Class-Item 915-03

Marketing Director - All Inclusive Hourly Rate (Max \$110.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
30.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 3,300.00

Item # 10
Class-Item 915-03

Graphic Designer - All Inclusive Hourly Rate (Max \$75.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
9.50	\$ 75.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 712.50

Item # 11
Class-Item 915-03

Social Media Director - All Inclusive Hourly Rate (Max \$110.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
12.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,320.00

Item # 12
Class-Item 915-03

Traffic Manager - All Inclusive Hourly Rate (Max \$100.00) - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
25.00	\$ 100.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 2,500.00

Item # 13
Class-Item 915-03

Media Placement Mark-Up - Extension Term: 4/4/22 to 4/3/23
Net Media Spend up to \$1,000,000 (Max 6%)
Net Media Spend \$1,000,001 to \$2,000,000 (Max 5%)
Net Media Spend \$2,000,001 or more (Max 4%)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 7,677.00	PCNT	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 7,677.00

Item # 14
Class-Item 915-03

Pass-through Media Placement - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 127,953.00	NET	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 127,953.00

Item # 15
Class-Item 915-03

Pass-through Non-Media Production - Extension Term: 4/4/22 to 4/3/23

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 17,150.00	NET	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 17,150.00

TAX: \$ 0.00
FREIGHT: \$ 0.00
TOTAL: \$ 191,997.50

APPROVED

By: XXXXXXXXXX

Phone#: XXXXXXXXXX

BUYER

Fight the Bite Campaign

New Jersey Department of Health
June 6, 2023



THANK YOU

To the New Jersey Department of Health,

Our partnership is one that we hold very precious, as we've now collaborated on numerous campaigns together, from the original Fight the Bite campaign in 2019 to the most recent COVID-19 vaccine and booster and Monkeypox awareness campaigns. We share your passion for delivering these important messages across the state, ensuring that every community is considered, and every resident has the information to keep themselves and their loved ones safe and healthy. And with summer already here, we understand how important it is to get the message out about vector-borne illnesses and how important it is to move quickly to get this campaign out there.

When approaching statewide campaigns, there is no agency better suited than Marketsmith to deliver against your goals. We have worked with 12 departments and divisions within the state of New Jersey within the past 24 months alone, and we traffic over 1,000 creative assets annually. In fact, we have worked with the state for over a decade, from Travel and Tourism to Lottery to the Board of Public Utilities. We have the experience, but more importantly, we know how to build a story, get strong communications out into the marketplace, and build eye-catching creative that breaks through and lands in front of the target with the right message.

We expect you to hold us highly accountable for every media dollar spent, just as we do for ourselves. Results are what matters, and our ability to drive awareness through website traffic and engagement is unmatched. We have outlined in our response a multichannel plan that will reach both New Jersey residents and visitors to the state, as well as examples of creative that highlight our ability to create campaigns that are educational, engaging, and relevant to those who need to receive these important messages. We will deliver upon the scope of work with executional excellence, making certain that each stakeholder is involved and educated at every step of the journey. Partnering with the state of New Jersey on initiatives that point to our home state as a thought leader or game changer across the country is something we have been committed to for the past 23 years.

Thank you for the opportunity to respond to your request for proposal and your commitment to protecting New Jersey's residents and those who may be visiting our great state, a mission that we are honored to share.

We look forward to partnering together again,



Monica C. Smith
CEO/Founder





Table of Contents

1. Delivering on the Scope of Work
2. Strategic Approach
3. Creative Samples
4. Proposed Media Plan
5. Fees and Project Management
6. Meet Marketsmith

A photograph of a person's lower legs and feet. They are wearing grey patterned socks and brown leather hiking boots with black soles. The person is pulling up the right sock with their hands. They are wearing a gold-toned watch on their left wrist. The background is a blurred outdoor setting with grass and trees.

Delivering on the Scope of Work

Mosquitoes primarily transmit arboviral diseases, such as West Nile and dengue. Ticks also spread arboviral diseases, in addition to bacteria and parasitic infections such as Lyme disease and babesiosis.

UNDERSTANDING THE REQUEST

The New Jersey Department of Health is undertaking a bilingual (English and Spanish) and multichannel statewide public awareness and outreach campaign focused on preventing vector-borne diseases with a primary focus of reaching:

- Homeowners
- Parents
- Travelers
- General public

The goals of this campaign will be to encourage **increased awareness of how vector-borne diseases are spread** and how **health is impacted**, as well as to increase awareness of how individuals can **protect themselves and their families** against vector-borne diseases at home and before, during, and after travel.



DELIVERING ON THE SCOPE OF WORK

WHAT DRIVES OUR STRATEGY?

Marketsmith is an award-winning, full-service marketing agency with a proven and celebrated history of driving growth for brands and influencing behaviors for New Jersey state campaigns of significance. Each campaign is built against a unique strategy incorporating research and insights, thoughtful creative, and tactically precise media to operate with transparency, end-to-end measurement, and ROI-driven goals. **Our fully in-house media, creative, research, and client performance teams** have executed dozens of large-scale awareness and action-focused campaigns in the last few years alone. Our research is embedded seamlessly and updated weekly into all aspects of strategy, creative, and media approach. Creating intelligent learning panels helps us understand the impact of delivered impressions, language, timing of placements, recall, and creating action over time. We use this as a core part of our framework.



RESEARCH

Research fuels strategy, allowing us to start smart and think ahead. Demographic, qualitative, and quantitative data allow us to tailor creative and media to reach your goals.



HIGH-PERFORMANCE CREATIVE

Knowing our audience, the landscape, and the challenges ahead allows us to concept award-winning creative to drive action and behavioral change.



MEDIA PLANNING AND BUYING

100% accountability. Our in-house team of media experts understands the New Jersey media landscape and tactics needed to be successful.

A close-up photograph of a person's arm being sprayed with insect repellent. The person is holding a small blue spray bottle in their left hand and spraying it onto their right forearm. The background is a blurred outdoor setting with green grass and trees. The title 'Strategic Approach' is overlaid on the right side of the image in a large, black, sans-serif font.

Strategic Approach

Lyme disease is the most reported vector-borne illness in the United States, with an estimated 300,000 infections occurring each year.

A CUSTOMIZED STRATEGIC FRAMEWORK

GOAL

Encourage increased awareness statewide of how vector-borne diseases are spread and how health is impacted, as well as increased awareness of how individuals can protect themselves and their families against vector-borne diseases at home and before, during, and after travel.

KEY COMPONENTS

- Media Buying and Placement
- Creative Development and Production
- Reporting and Data Analysis
- Tactical Strategy and Implementation

SEGMENTS

NJ Residents

Those who live in the state and travel throughout, for work or personal reasons.

Visitors to NJ

Those who visit New Jersey semi-regularly for vacation purposes or travel in and out frequently for work.

REQUIREMENTS

- Develop visually appealing creative assets that will motivate New Jersey residents and visitors of the state on prevention measures and behavioral changes to make regarding vector-borne diseases.
- Build a two-month, multichannel media campaign that utilizes data insights and research to provide an informed selection of tactics in order to reach the target audiences.
- Create inclusivity across all populations, demographics, and abilities, ensuring that we use relevant touch points (including collateral development) and language for the full diverse and multicultural audience of the state of New Jersey.

OUTCOMES

- Increase awareness of vector-borne diseases and how to protect yourself and your family.
- Increase visits to the NJ DOH website from travelers and residents to learn more.

TARGETING AND CHANNEL SELECTION

What are the right channels to use to reach both NJ residents and those who are traveling in and out of the state?



NJ RESIDENTS

Social media platforms are heavily utilized by New Jersey Residents for their daily media consumption. Targeting within these platforms makes it a preferred tactic to use to efficiently find those who need to receive your message.

FB, YouTube, IG

Social Media Platforms Visited Most Often by NJ Residents

2-5

Number of Hours Spent on Social Media Daily

Viewing Videos, "Liking," Shopping

Top Uses of Social Media



OUT-OF-STATE VISITORS

Using a mix of out-of-home and digital tactics allows us to reach those who are visiting the state during the summer months.

18.6%

Increase in Visitors to NJ 2019 – 2022

4.4

Average Daily Hours Spend Online

Billboards / Mobile / Transit
OOH/Alternative Placements Most Interested in Seeing

119.7M

Number of Projected Visitors to New Jersey in 2023

Email, Shopping, Travel

Most Utilized Websites by Visitor to NJ

CONTINUED EDUCATION THROUGH COLLATERAL

When it comes to educating the public on health-related initiatives, the amount of information that is intended for the audience to absorb can be overwhelming. Digital and traditional advertising builds awareness but making additional collateral and assets available in conjunction with the paid efforts can push your message even further.

Collateral and assets for people to download, take, and review on the DOH website will be an important part of this campaign to increase overall awareness and engagement with the program.

Combining the approved creative concept with QR codes to elevate the elements will keep the education fresh and accessible to consumers.

The collateral developed will be available digitally and developed in other languages as needed. Collateral to be developed includes:

- Rack Card
- Poster
- Flyers/handouts
- Multilingual resources and graphics, including for social media usage
- Other materials as requested

SAMPLE
COLLATERAL



Creative Samples



As of May 2020, the Longhorned Tick has been found in nine NJ counties (Hunterdon, Union, Middlesex, Mercer, Bergen, Somerset, Passaic, Camden, and Monmouth) and in 12 other states.

CREATIVE DEVELOPMENT

When developing creative, we create every concept to visually demonstrate the campaign goal of enacting behavioral change by leveraging **messaging to motivate** along with **powerful imagery**. On the following pages, we will share with you three creative samples that we developed for similar initiatives.

Every aspect of our statewide campaigns **are appealing and inclusive to all New Jersey residents**, regardless of their age, gender, or location within the state. Marketsmith takes a phased approach in developing all creative executions:



RESEARCH

To properly execute a concept, we'll review any current materials used by the Department of Health, similar campaigns in the marketplace, and research into our target audiences.



CONCEPTING

After the initial review of current materials, we build out a campaign concept that can be easily transferrable to any applicable marketing mediums and resonates with the intended audiences.



EXECUTION

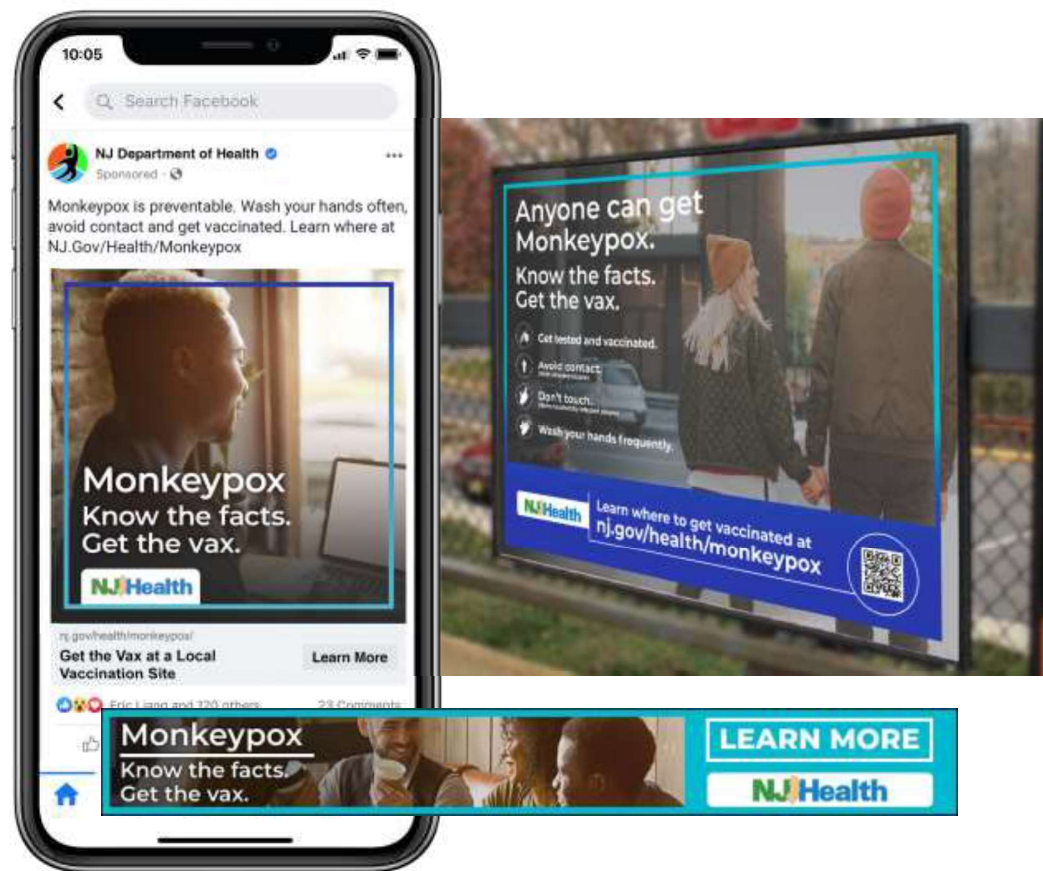
Once the creative concept is agreed upon by all stakeholders, we will begin to lay out all tactical executions across approved media tactics and including any translation.

SPREADING THE FACTS ABOUT MONKEYPOX

Creative and media placements worked together to form a message that was easy to understand and powerful to drive action.

The monkeypox disease was spreading, specifically in underserved communities, and with an urgent need for public awareness, our campaign needed to be executed quickly to prevent cases from increasing and have a widespread impact. The campaign, creative, and media tactics needed to work together to drive an increase in vaccinations and overall awareness.

It takes a perfect mix of message and media to execute a winning campaign. Working with a limited budget and in a tight time frame, the four-month public awareness campaign, which consisted of TV, radio, out-of-home, and digital, was aimed to educate New Jersey and target communities that are at high risk of attracting the monkeypox disease. This campaign was translated into 10 languages to ensure that the message was understood by diverse populations. The campaign garnered an impressive 55.5K clicks and 32.9K visitors to the DOH's website during its flight.



LEVELING UP ENROLLMENTS

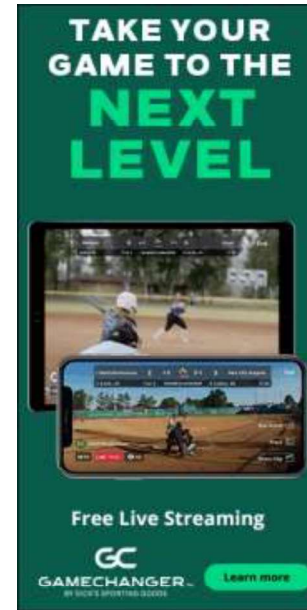
When COVID-19 changed everything, we changed how GameChanger reached subscribers.

COVID-19 blew the whistle on every level of athletic competition, from the pros down to Pee Wee leagues. With that timeout came a real threat to GameChanger's business: If coaches were not able to coach, they would likely see little need for an app that helps them do their job better, from keeping track of stats and developing game strategies to staying in touch with players and their parents with schedules, tips, and videos.

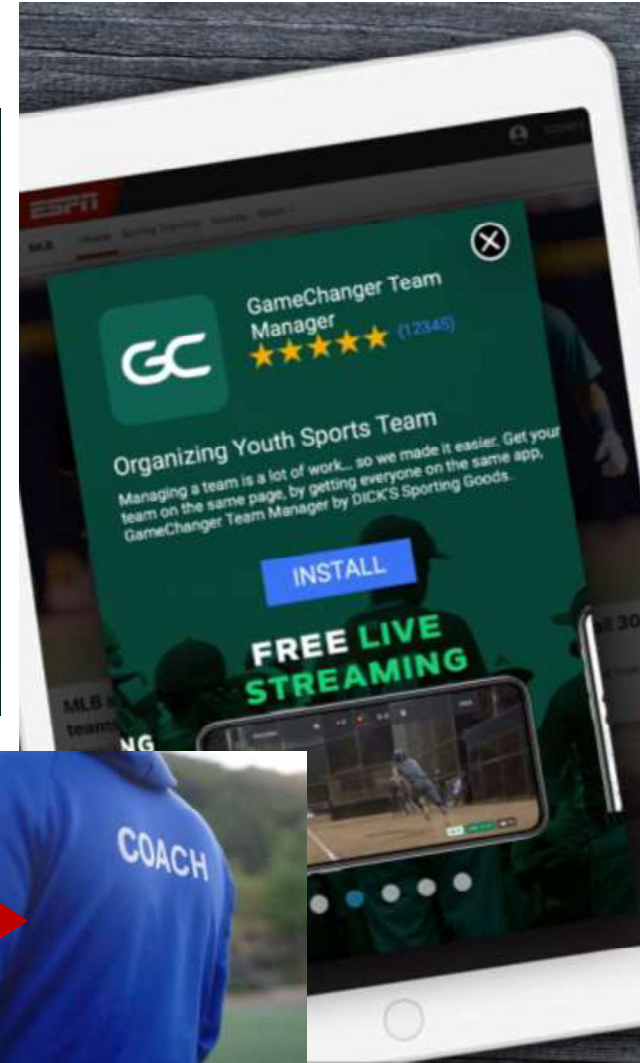
We not only had to protect the current GameChanger subscriber base, but we also had to make sure that the brand's pre-COVID-19 investments in new features and an expansion into additional sports paid off. This meant driving more revenue from both current users and prospects. We implemented a digital-focused media strategy that took aim at different audiences based on their different levels of awareness and prior interest in the app, building upon lookalike targeting, retargeting, and CRM data. Our diverse media meant that we had a lot of audiences to reach with a variety of key messages. We put together over 70 digital ads, five explainer videos, and a dedicated app store video, among many other creative units that brought just the right message to each audience. And we managed to produce it all in record-setting time.



CLICK [HERE](#) AND [HERE](#)
TO VIEW INSTRUCTIONAL
INTERSTITIAL CREATIVE



CLICK [HERE](#) TO VIEW VIDEO CREATIVE



DELIVERING A BIG MESSAGE

Driving action among the hard-to-reach starts with a strategic marketing plan and informative creative.

To increase primary participation in the 2020 election, the state of New Jersey wanted to go beyond awareness to real motivation and education. That meant not only telling residents to participate, but driving home that their participation is their fundamental right.

To ensure that New Jersey voters were aware of the upcoming primaries, we created a campaign that showed them exactly what to look for in their mail, with a tagline that served as a reminder that every voter participating has an opportunity to make their mark. Creative in both English and Spanish was developed across channels such as mobile billboards, direct mail, and streaming audio. Video was also created to explain the change in voting processes in a visually appealing manner and to educate residents on how to mark and mail back their ballots—effectively eliminating any barriers to participation among the diverse communities of the state.



A close-up photograph of a person's legs, wearing denim shorts. One hand is applying a white, creamy substance (sunscreen) to the upper thigh, while the other hand holds a small, clear bottle of the product. The background is a soft-focus green, suggesting an outdoor setting.

Media Strategy

Keep ticks away from exposed skin by wearing long-sleeved shirts, long pants, and high boots, and opt for light-colored clothing to be able to see ticks more easily.

PLAN COMPOSITION

Media channels were selected and flighted based on the overall goal to bring awareness of how vector-borne diseases are spread and how health is impacted, as well as to increase awareness of how individuals can protect themselves and their families against vector-borne diseases at home and before, during, and after travel.

This, combined with our experience within the New Jersey market and syndicated research highlighting where our communities of focus are consuming media, has provided us the insights to layer in tactics to allow for cost-efficient reach and high frequency among the core targets, demographically and geographically.

OUT-OF-HOME – 17% OF BUDGET

Digital billboards will provide significant impressions at scale, and without the typical production cost, with three two-week flights plotted throughout the two-month campaign to create maximum impact and capture those traveling throughout the state.

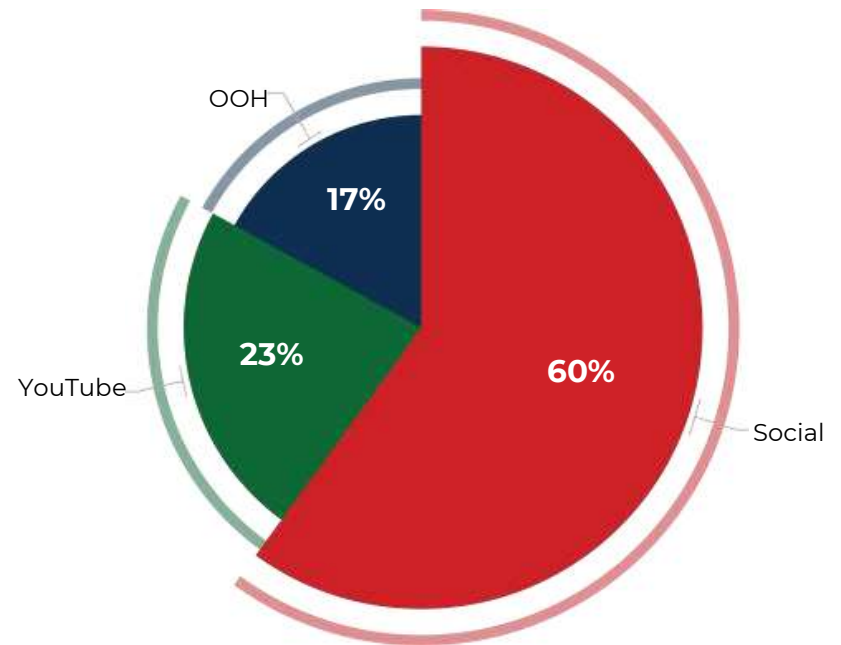
SOCIAL – 60% OF BUDGET

Social will be an always-on tactic throughout the campaign, using Facebook and Instagram's targeting capabilities across demo, location, and interests.

YOUTUBE – 23% OF BUDGET

YouTube will also be used as an always-on tactic throughout the duration of the flight, allowing for efficient impressions, expanded reach, and strong targeting capabilities based on interest, search behavior, and content. Video format also allows for greater education messaging

TOTAL BUDGET ALLOCATION BY TACTIC



PLAN COMPOSITION – TACTIC DETAILS



OUT-OF-HOME
\$22,500
17% OF BUDGET
5.4M EST. IMPRESSIONS

Out of home will be utilized to target those traveling throughout and into the state, focusing on **digital billboards** in high-traffic travel areas such as airports and major highways leading into the state to provide significant impressions at scale.

A total of 5 units will run for 6 weeks throughout the course of the campaign, with presence during high travel time periods such as July 4th and Labor Day.



SOCIAL
\$80,000
60% OF BUDGET
13.3M EST. IMPRESSIONS

Social will be an always-on tactic, with the ability to include in-language creatives and varied messaging to continue driving awareness and impact for each of our targets.

Meta (FB and IG) provides us with significant reach across our target audiences (60%+), being two of the most-used social platforms in the state, and allows for advanced targeting across demo, location, and interests. This campaign will include high-reach/low CPM placements targeting residents of NJ as well as people visiting the state. Traffic driving tactics will also be utilized in order to maximize engagement of the ads and drive people to the website for more information.



YOUTUBE
\$30,000
23% OF BUDGET
5.4M EST. IMPRESSIONS

As the second-largest search engine, **YouTube** is critical to any digital strategy. YouTube will be used in conjunction with social throughout the duration of the flight, allowing for efficient impressions, expanded reach, and strong targeting capabilities based on interest, search behavior, and content.

YouTube has the second-highest reach in the state at 55%+ penetration and is a targeted video approach that allows for education while incorporating search query targeting to reach the most relevant people based on active searches related to outdoor activities, traveling within the state and information around vector-borne illnesses.

MEDIA STRATEGY

FLOWCHART

Proposed Media Plan																	
Week Of		6/26	7/3	7/10	7/17	7/24	7/31	8/7	8/14	8/21	8/28	9/4	9/11	9/18	9/25	Impressions	Cost
Channel Placement																	
OUT OF HOME																5,487,805	\$ 22,500
Digital Billboards																	
5 Units																5,487,805	\$ 22,500
DIGITAL																	
Social																	
Facebook & Instagram																13,333,333	\$ 80,000
YouTube																5,454,545	\$ 30,000
Total Marketing Cost																24,275,684	\$ 132,500

MEASUREMENT—KPIs

We map out the full user experience from every channel before implementing your campaign.

This orchestrates cross-channel efforts and builds efficiencies into your campaign.

The ability to tag your landing page would provide us greater ability to see where users are traveling throughout the site as well as their overall engagement and time spent on the site, but without access to Google Analytics or website tagging, we will not be able to report on site visits.

Digital tactics will have direct measurement via tactic-specific metrics, including click-through rates, impressions, and video completions.

OOH provides strong reach and impact at the regional, county, and neighborhood levels, and layer onto the digital activations that are lower within the marketing funnel to drive awareness and action when exposed to digital channels.

CHANNEL	CTA	MEASUREMENT
Overall Campaign	Learn More, Visit .com	Website Traffic, Cost Per Visit
Social: Facebook/Instagram	Share / Comment / Learn More, Visit .com	Impressions, CTR, Likes, Comments, Shares, Cost Per Visit/Click
OOH: Digital Billboards	Learn More	Estimated Impressions
Television/Video: YouTube	Learn More, Visit .com	Estimated Impressions, Video Completion Rate on Digital Video, Cost Per Visit/Click

The background of the slide is a photograph showing a close-up of several people's hands working together on a large table covered with architectural blueprints. One hand is prominently visible in the foreground, resting on the plans. The scene is brightly lit, with a warm, slightly blurred background suggesting an office or collaborative workspace.

Fees and Project Management

New Jersey's mosquito season is typically between April and October, however, with temperature being a factor it can start as early as March and go into November.

PROCESS AND PROJECT MANAGEMENT

1

KICKOFF

- Team introductions
- Goals and objectives review
- Budget review

2

ALIGNMENT

- Delivery milestones
- Timeline
- RACSI (roles and responsibilities)
- Project management and accountability

3

DISCOVERY

- Market research, focus groups, stakeholder sessions, etc.
- Business and landscape immersion
- Data flow mapping and automation
- Ecosystem analysis

4

DATA ANALYSIS

- Strategic baseline/framework development
- Goal setting
- Data repository and business rule creation
- Historical learnings review

5

STRATEGY

- Communication planning for microtargets
- Touch point mapping by segment
- Targeting matrix
- Alignment on core objectives and supporting factors

6

PLANNING

- Cross-functional briefings
- Creative concepting
- Media evaluation and initial planning

7

DEVELOP, DEPLOY

- Creative services
- Content development
- Campaign launch
- Tracking and tagging
- Initial campaign QA

8

OPTIMIZATION

- Ongoing performance analysis
- Constant marketing mix optimization
- Real-time reporting via MarketsmithIQ
- Weekly meetings and quarterly deep dive



PEOPLE. PROCESS. TECHNOLOGY.

The Marketsmith Agency Operations department facilitates and monitors all project management and quality assurance processes.

Within this team, there are seasoned production, project management, and ad operations managers. Each of these roles is critical to our quality monitoring and client communication process. For each type of deliverable, standardized processes and protocols are in place.



Wrike

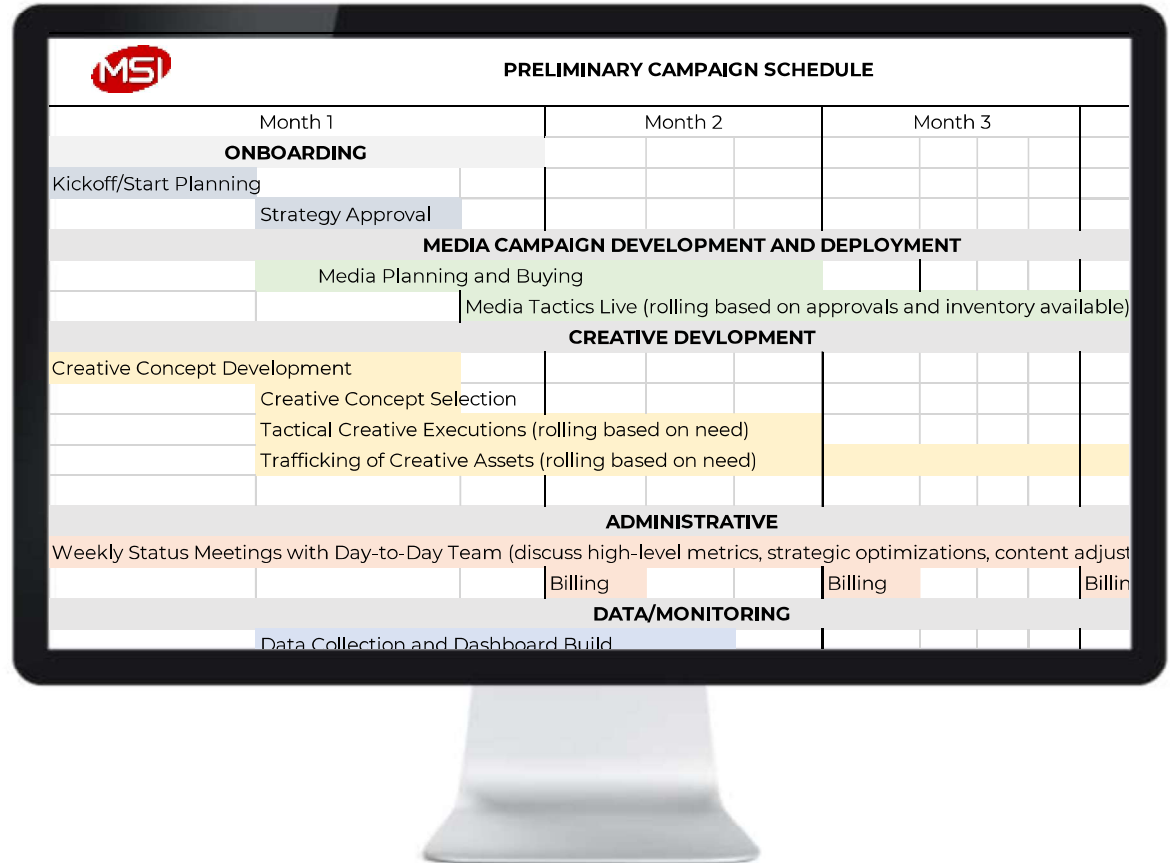


PRELIMINARY PROJECT TIMELINE

We have created a detailed month-by-month timeline breakdown of the two-month marketing plan, including:

1. Onboarding
2. Development of Creative Deliverables for Selected Tactics
3. Media Strategy/Planning and Buying
4. Media Flighting
5. Data Ingestion, Tagging, QA
6. Weekly Status Meetings/Strategic Collaboration Sessions
7. Reporting
8. Billing

To view the full project plan, [click here](#).



FEES AND PROJECT MANAGEMENT

PRICE SHEET

Part A

Line #	Description	% Markup	Paid Media Price Before Markup	Paid Media Price After Markup
30	Media Placement Markup	6.00%	\$7,500	\$132,500
31	Pass-Through Media Placement	N/A	\$125,000	N/A
32	Pass-Through Media Production	N/A	\$0	N/A
33	Pass-Through Non-Media Production	N/A	\$5,650	

Total Budget

\$166,913

Agency Services

Includes creative concepting, account services, digital creative production*, media planning & buying

\$28,763

Production Out of Pocket*

Includes stock photography, translation, proofreading and QR code costs

\$5,650

Media Commission (6%)

\$7,500

Net Media

\$125,000

Part B

Line #	Description	All-Inclusive Hourly Labor Rate	# of Hours	Total (Hourly Rate * Hours)
34	President	No Charge	18	Waived
35	Senior Account Executive	\$115.00	39	\$4,485
36	Account Executive	\$100.00	0	\$0
37	Advertising Account Manager	\$100.00	0	\$0
38	Public Relations Manager	\$120.00	0	\$0
39	Comptroller	\$120.00	2	\$240
40	Media Planner/Buyer	\$85.00	22	<i>Covered Under Media Commission</i>
41	Senior Art Director	\$120.00	77	\$9,180
42	Creative Art Director	\$110.00	3	\$330
43	Creative Copy Director	\$110.00	52	\$5,665
44	Senior Production Director	\$110.00	8	\$880
45	Production Art Director	\$110.00	5	\$550
46	Production Media Director	\$120.00	5	\$600
47	Production Copy Director	\$110.00	0	\$0
48	Marketing Director	\$110.00	30	\$3,300
49	Graphic Designer	\$75.00	10	\$713
50	Copy Editor	\$100.00	0	\$0
51	Copywriter	\$100.00	0	\$0
52	Proofreader	\$85.00	0	\$0
53	Interactive Director	\$125.00	0	\$0
54	Interactive Developer	\$100.00	0	\$0
55	Web Designer	\$85.00	0	\$0
56	Social Media Director	\$110.00	12	\$1,320
57	Traffic Manager	\$100.00	15	\$1,500
58	Administrative Support	\$85.00	0	\$0



*pricing assumes video would be produced and provided by NJ DOH team
 **pricing for printing of collateral materials not included

A photograph of two women sitting at a table, smiling and engaged in conversation. The table is set with several wine glasses, some containing white wine, and several boxes of candy, including 'Good & Plenty' and 'Mike & Ike'. A laptop is visible on the right side of the table. The background is slightly blurred, showing an indoor setting with a window and some decorative elements. The text 'Meet Marketsmith' is overlaid on the right side of the image in a large, black, sans-serif font.

Meet Marketsmith

We do more. We care more. We are more.

MEET MARKETSMITH

MEET MARKETSMITH INC.

5.2

Years average
employee tenure

12

Average annual
internal promotions

60%

Women

24%

Minority

100%

Woman-owned



MEET MARKETSMITH

MARKETSMITH LEADERSHIP



Monica C. Smith

Chief Executive Officer

[Link to Resume](#)

Address:

110 S Jefferson Rd
Whippany, NJ 07981

Email Address:

[REDACTED]

Phone Number:

[REDACTED]



Rachel Schulties

Chief Operating Officer

[Link to Resume](#)

Address:

110 S Jefferson Rd
Whippany, NJ 07981

Email Address:

[REDACTED]

Phone Number:

[REDACTED]



Carina Pologruto

Chief Innovation Officer

[Link to Resume](#)

Address:

110 S Jefferson Rd
Whippany, NJ 07981

Email Address:

[REDACTED]

Phone Number:

[REDACTED]



Desiree Maurin

Sr. Vice President, Client Performance

ACCOUNT LEAD

[Link to Resume](#)

Address:

110 S Jefferson Rd
Whippany, NJ 07981

Email Address:

[REDACTED]

Phone Number:

[REDACTED]

MEET MARKETSMITH

MARKETSMITH IS A STATEWIDE AND LOCALIZED CAMPAIGN SPECIALIST

Marketsmith has had a successful track record of developing, launching, and optimizing statewide campaigns for decades.

Our ability to find the hard-to-reach maximizes media reach and frequency for our clients.

We understand how to reach hard-to-reach populations for efficient and effective targeting and media initiatives.

Our campaigns address some of the most common socioeconomic factors affecting statewide and localized marketing campaigns, such as:

- Residents in rural or densely populated urban areas
- Low-income households and communities
- Very young and very old targets
- Undocumented populations
- Non-English-speaking households or communities
- Groups impacted by stigma or cultural injustice
- Disabled or mentally impaired people
- Communities with limited or no internet access
- We have developed and implemented a system of media checks and balances, driven by niche targeted strategy, at each level of the funnel. This approach means we are highly successful at acquiring reach and frequency across diverse audiences, nationally, statewide, and on a hyperlocal level.

With audience hypertargeting applied to the media and messaging approach, **an increase in engagement and ROI is guaranteed.**



Understanding the inner workings of New Jersey, along with strong knowledge of our diverse population and complex marketing landscape, makes us unstoppable. Over the past several years, we've worked together with the state of New Jersey, our home, to build a distinct and consistent brand in terms of the communications, messaging, imagery, etc.

When your goal is to build awareness, you must work with an agency that can bring you the reach needed and hold every single dollar accountable. There is simply no other agency that can compare when it comes to knowing, living, breathing, and loving New Jersey and all it has to offer.

- Department of State and NJ Complete Count: 2020 Census
- Department of State, Division of Elections: 2020 Primary
- New Jersey Lottery
- NJ Board of Public Utilities: NJ Clean Energy Program
- Division of Banking and Insurance: GetCoveredNJ
- Department of Health: COVID-19 Vaccinations and Boosters
- Department of Human Services: Reach NJ and Medication Assisted Treatment

- Department of Highway Traffic Safety: Impaired and Distracted Driving
- Department of Children & Families: Safe Haven and Youth Suicide Prevention
- Office of First Lady/Department of Human Services: Nurture NJ
- Department of Environmental Protection: Electric Vehicles and Radiation Emergency
- Department of Labor: Paid Family Leave and Shared Work Program
- NJ Economic Development Authority





STRATEGIC SERVICES

- Market research and analysis
- Industry assessment
- Targeting strategy
- Brand and engagement strategy
- Purchase journey analysis and optimization



INTEGRATED MEDIA SERVICES

- Integrated media campaign strategy, negotiation, deployment, and optimization across all available channels
- Public relations
- Full-funnel campaign measurement, testing, and optimization
- Proprietary learning agenda testing panel approach
- Vendor relationships with access to beta platforms and opportunities



PERFORMANCE MEASUREMENT SERVICES

- Data integration, cleansing, and warehousing
- Predictive performance forecasting
- Consumer cluster analyses
- Trade area and media mix modeling



CREATIVE SERVICES

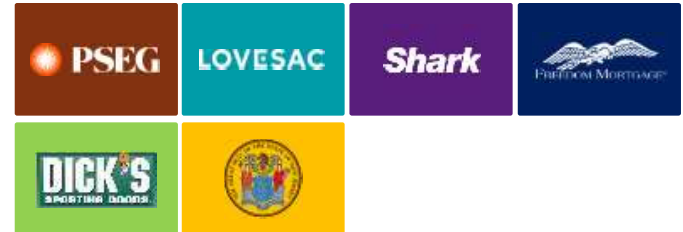
- Integrated campaign development
- Content development and editorial
- Full-service graphic design
- Multimedia and 3D rendering
- Experiential design (trade shows, educational, and event exhibits, etc.)
- UX/UI design and email campaigns





You're in Good Company

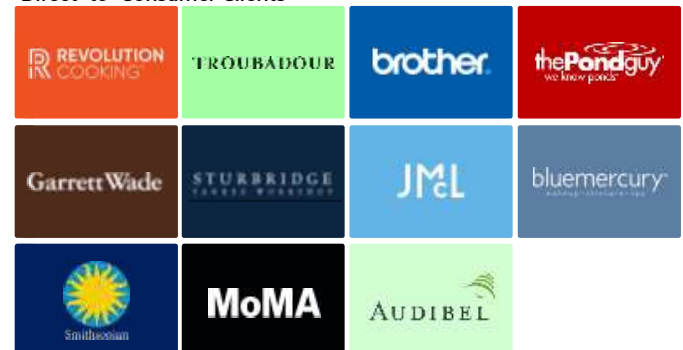
Core Clients



Regional and Local Clients



Direct-to-Consumer Clients



Thank You

RACHEL SCHULTIES, COO





Resumes



Monica C. Smith

Founder and CEO

LinkedIn: <https://www.linkedin.com/in/marketsmithinc/>

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Monica founded Marketsmith Inc. in 1999 on the idea that technology and humanity are inextricably linked when it comes to creating successful consumer-centric marketing. Her mission then, as now, was to provide clients with the most advanced tools to build powerful marketing models that mitigate risk, maximize ROI, and drive growth.

She drove Marketsmith Inc. to be one of the largest woman-owned and -operated independent media and marketing agencies in the country. She is considered one of the strongest active CEOs in media today - especially in omnichannel media strategy that drives retail success.

With the 2015 purchase of industry-leading creative agency Brushfire, the engine of creative, analytics, media, and data management was complete. Powered by diverse subject matter experts who share Monica's growth mindset, Marketsmith has become one of the [premier martech agencies in the U.S.](#) with a collection of patents and awards to boot.

Professional Experience

Marketsmith Inc.
(Brushfire acquired 2015)
Whippany, NJ
CEO and Co-Founder
1999 – Present

i.Predictus
Cedar Knolls, NJ
Founder, Chairwoman, CEO
2011 – 2017

Novus Marketing
Tarrytown, NY
Executive Vice President,
Junior Partner
1997 – 1999

Metro Mail, R.R. Donnelley Co.
New York, NY
Account Executive
1995 – 1997

The Mark Group / Boston Proper
Del Ray Beach, FL
Circulation Manager
1992 – 1993

Walden Books / Borders
Direct Marketing Coordinator
1990 – 1992

Not-for-Profit

Bring Dinner Home
Co-Founder
2012 – Present

One More Smith
Chester, NJ
Co-Founder
2005 – Present

Board Position

New Jersey Tech Council
2016 – 2019

Member

New Jersey Pathways to Career Opportunities
2022

Member / Investor

Tech Council Ventures Networked Capital
2021 – Present

Partnering with NJ DOH

Monica will develop and guide the strategic direction and lead the creative development.



Carina Pologruto

Chief Innovation Officer

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

With a track record of assembling high-performing, dynamic teams to implement solutions and lead innovations, Carina is always ready for whatever challenge comes next. Facing and overcoming challenges gives her team a chance to shine and opens new paths to success for Marketsmith Inc. and our clients.

As CIO, Carina ensures that Marketsmith is constantly innovating, that products, services, and media strategies are continually powered by data and science, and that technology is maximized for the best possible outcomes for our clients.

Carina's years of experience have helped her develop expertise across the board in marketing. Her omnichannel knowledge spans all media as well as databases, analytics, forecasting, project management, client communications, and marketing technology platforms.

Professional Experience

Marketsmith Inc.

Whippany, NJ

CIO

2019 – Present

Marketsmith Inc.

Executive Vice President, Strategy & Innovation

2006 – 2019

Caswell-Massey

Edison, NJ

Catalog & Internet Marketer

2005 – 2006

Partnering with NJ DOH

Carina will oversee the teams managing all data, technology, media, and analytical requirements. She will provide strategic guidance on innovative methodologies and ensure that best practices are adhered to.



Rachel Schulties

Chief Operating Officer

LinkedIn: [REDACTED]
Email: [REDACTED]
Phone: [REDACTED]

Professional Summary

Rachel is a proactive, energetic, and self-starting leader with proven success in performance-based marketing campaigns, long-term client relationships, and operational realignment. As a data-driven professional, her strategies leverage target audience analysis, competitive research, and continuous campaign testing. Rachel excels in high-pressure environments and motivates her team members to work toward positions of increased responsibility.

Her years of experience managing account teams exclusively, focused within the higher education vertical, prepared her to lead the charge in driving Marketsmith toward operational excellence. In the past two years, Rachel has focused on implementing tools to drive team efficiency, education programs to fuel intellectual curiosity, and, most important, an onboarding process that seamlessly integrates new clients into our process, ensuring minimal downtime and optimal performance.

Professional Experience

Marketsmith Inc.

Cedar Knolls, NJ

Chief Operating Officer

2019 – Present

Digital Media Solutions

Paramus, NJ

Executive Vice President

2017 – 2019

Sparkroom

Paramus, NJ

Account Supervisor, Sr. Media Strategist

2012 – 2017

Karlitz & Company

New York, NY

Coordinator, Marketing & Development

2007 – 2008

Partnering with NJ DOH

Rachel will oversee the teams managing all operations, creative, client performance, and research. She will provide strategic guidance on campaign methodologies and ensure that best practices are adhered to.



Desiree Maurin

Sr. Vice President, Client Performance - Lead

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Desiree is a seasoned professional with proven results in meeting client goals and managing budgets to ensure successful campaigns. Her experience is deeply rooted in the state of New Jersey, and she is highly focused on targeted campaigns that speak directly to segmented audiences.

Desiree proved instrumental in leading the team to surpass the monetary goal for the New Jersey 2018-2019 Tax Amnesty campaign as well as record-breaking enrollment in the 2020-2021 GetCoveredNJ health marketplace open enrollment campaign.

Desiree serves as our in-house expert on regionalized strategy across creative, media, and outcome generation.

Professional Experience

Marketsmith Inc.

Cedar Knolls, NJ

Vice President, Client Performance

2013 – Present

CBA Industries

Elmwood Park, NJ

Client Service Manager

2006 – 2013

Partnering with NJ DOH

Desiree will be responsible for managing the overall strategy and execution of all programs. She will ensure that deadlines, deliverables, goals, and objectives are met.



Shanna Vella

Director, Client Performance

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Shanna is an experienced and detail-oriented account director, effective at executing and supervising clients' marketing campaigns and cultivating strong working relationships with clients and internal agency teams. She consistently leads the team in achieving and even surpassing client KPIs, as well as having deep knowledge in media performance, creative, and research.

Professional Experience

Marketsmith Inc.
Whippany, NJ
Account Director
2016 – Present

Lia Sophia
Westfield, NJ
Jewelry Advisor
2009 – 2010

JL Media
Union, NJ
Media Buyer & Account Manager
2011 – 2016

Vanguard Temporaries – Universal Music Group
New York, NY
Business & Legal Affairs
2008

William Sullivan Advertising
Millburn, NJ
Media Assistant Buyer
2009 – 2011

Capital Music Group
New York, NY
Publicity Intern
2007

Partnering with NJ DOH

Shanna will be responsible for managing the overall strategy and execution of all programs. She will ensure that deadlines, deliverables, goals, and objectives are met.



Davey Rosenbaum

Sr. Vice President, Research

LinkedIn [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

With experience in marketing strategy, research and evaluation, and communication for broadcast telecommunications companies, market research firms, and nonprofits, Davey's background allows her to contribute to the breadth and depth of the Marketsmith suite of services.

She is responsible for all client competitive, primary, and secondary research, and she interprets the findings to feed internal decisions and client marketing programs as well as new business development activities. Davey recognizes the need for understanding and using market-driven research and survey-generated data to gain a reliable picture of market and consumer dynamics.

Professional Experience

Marketsmith Inc.

Whippany, NJ

Senior Vice President, Research

2003 – Present

Broadcast/Cable Media Groups

Philadelphia, PA & Summit, NJ

Manager, Strategic Planning

1979 – 1989

Self-Employed

New Jersey

Strategic Marketing Consultant

1999 – 2003

GTE Worldwide Telecommunications

Needham, MA

Manager Strategic Marketing

1997 – 1999

McKnight, Buch, Pillsbury

& Minneapolis Foundations

Minneapolis, MN

Grant Evaluation Consultant

1989 – 1994

Partnering with NJ DOH

Davey will be responsible for managing and reporting on all research efforts such as creative testing, perception studies, focus groups, analysis, and service offerings.



Joseph Sharp

VP, Marketing Insights

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Joe has 20+ years of experience across a variety of vertical markets, including retail, finance, CPG, automotive, QSR, telecom, entertainment, and tourism. His career has been primarily focused within media planning, research, and analytics. As a data-driven collaborator, he is a relentless team mentor and client advocate, skills that align perfectly with the Marketsmith growth engine mentality.

Professional Experience

Marketsmith Inc.

Whippany, NJ

EVP, Brand Strategy

2021 – Present

Allscope Media

New York, NY

Group Media and Account Director

2015 – 2021

MEC

New York, NY

Partner, Sr. Director of Communications Strategy, Global Solutions

2013 – 2014

Horizon Media

New York, NY

Brand Group Director

2005 – 2012

Partnering with NJ DOH

Joe will manage the team responsible for crafting brand strategy and aligning business goals with media planning and research insights.



David Milillo

VP, Data and Development

LinkedIn: [REDACTED]
Email: [REDACTED]
Phone: [REDACTED]

Professional Summary

David has been engineering data and analytics systems for over 20 years. He manages a team of developers who are responsible for the reception, storage, and presentation for analytics of data for Marketsmith's clients.

He is continuously seeking to learn and utilize the most efficient data and ETL / ELT tactics and tools.

Professional Experience

Marketsmith Inc.
Whippany, NJ
VP, Data & Development
2017 – Present

I.Predictus
Whippany, NJ
BI Developer
2015 – 2017

RevSite.com
Washington, DC
Director of Data Management
2015

RCG Global Services
Livingston, NJ
SQL Server Developer
2014 – 2015

Wellness Corporate Solutions, LLC
Bethesda, MD
VP, Enterprise Information Technology
2013 – 2014

Gain Capital
New York, NY
Manager, Business Intelligence and Information Support
2009 – 2013

Pinpoint Solutions
Duncan, SC
Senior Analyst and Database Developer
2003 – 2008

JPMorgan Chase
New York, NY
Lead Developer – Associate
2000 – 2003

Sybase Inc
Staff Consultant
1997 – 2000

Holon Inc
Kyoto, Japan
Programmer Trainee
1996

Partnering with NJ DOH

David and his team will oversee all data requests and creation of any databases. They ensure that the data utilized by the analysts has undergone quality control and has been cleansed for reporting ease.



Vince Sia

Senior Art Director

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Vince has over 20 years of experience in designing and creating award-winning campaigns. His ability to tell a story, cause an action, and make a memorable campaign are what truly make him unique. He is versed in all communication channels, and his eye for design moves beyond the computer, as he is a talented artist working in all mediums. Vince is responsible for creating concepts that are strategically sound and that engage the consumer.

Vince is responsible for directing photo and video shoots, casting talent, and final edits to content. He has also been known to produce an original score or two for our clients.

Professional Experience

Marketsmith Inc.
Cedar Knolls, NJ
Senior Art Director
2017 – Present

Communique, Inc.
Stanhope, NJ
Graphic Designer
1997 – 2015

Partnering with NJ DOH

Vince is responsible for the design of all marketing and communication material. Vince will also cast talent and direct video and photo shoots.



Portia DePina

Copywriter

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

A versatile, eclectic, and adaptable writer, Portia is able to speak to a wide range of audiences. She specializes in B2C, B2B, CPG, long- and short- form copy, email, marketing campaigns, blogging, social media content, print, and digital copy. She also has some marketing experience to boot!

Professional Experience

Marketsmith Inc.
Whippany, NJ
Copywriter
2022 – Present

The Marion Institute
Program Coordinator
2020 – 2021

reCommerce Brands
Miami, FL
Copywriter
2019 – 2020

Beurer North America LP
Content Specialist
2017 – 2018

Partnering with NJ DOH

Portia is responsible for all copywriting and content development for campaigns.



Kaming Liu

Studio Creative Manager

LinkedIn [REDACTED]

[REDACTED] kliu@marketsmithinc.com

Phone: [REDACTED]

Professional Summary

Kaming boasts over 30 years of design experience for both print and digital platforms. He is an expert in creating user-centric websites, online and print marketing initiatives, and consumer loyalty for leading web brands. Kaming is experienced in creating promotional and editorial online content with dedication to creative thinking and user experience.

He has worked on projects for these clients / brands:

Healthcare / Pharma industry: Alcon, Boehringer Ingelheim, Depomed, Forest Laboratories, Novartis, and Sanofi.

Consumer Marketing: AT&T, Hertz, Kraft, Moen, Tristar Products, Brother, Widex, PSE&G

Publishing industry: Budget Travel, Reader's Digest, Penton

B2B: The New England Journal of Medicine, Tourism Ireland

Professional Experience

Marketsmith Inc.

Whippany, NJ

Studio Creative Manager

2016 – Present

Reader's Digest Association, Inc.

New York, NY

Art Director

1996 – 2012

Franklyn Healthcom

Parsippany, NJ

Art Director / Studio Supervisor

2014 – 2016

The Cooper Union for the Advancement of
Science and Art

New York, NY

Aspen Marketing Services – A division of Epsilon

Morristown, NJ

Art Director

2013 – 2014

Instructor of Computer Design Center

1991 – 1993

Partnering with NJ DOH

Kaming will be responsible for the design and creation of communication and marketing components.



Gina Geary

Senior Project Manager

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Gina's ability to negotiate began when she worked for a large franchise company, where she developed her project management skills and was able to exceed her goals in closing business deals. Her ability to successfully manage deadlines, staff, and estimating has been key in her career growth. She strives for excellence and looks for innovative ways to improve process.

Professional Experience

Marketsmith Inc.

Cedar Knolls, NJ

Director of Business Development

2016 – Present

Subway Development Company

Director of Sales and Real Estate

1999 – 2016

Partnering with NJ DOH

Gina is responsible for creating and managing all production schedules and ensuring that deadlines are met.

Gina creates agency estimates, oversees subcontractors, and negotiates rates and usage with production and casting companies.



Samantha Foy

Senior Vice President, Media Strategy & Outcomes

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Samantha is a digital media expert with more than 10 years' experience in planning and executing digital campaigns for clients within all verticals. She has multichannel knowledge, including programmatic, search, and social, as well as media operations, with a keen understanding of how to adjust digital strategy to meet client goals.

Samantha is agile in her ability to adapt to the ever-changing digital marketplace, applying new technology and learnings to constantly improve both media performance and internal operations.

Professional Experience

Marketsmith Inc.
Cedar Knolls, NJ
Vice President, Media
2019 – Present

Active International
Pearl River, NY
Senior Account Director, Client Performance
2013 – 2019

Coldwell Banker
Franklin Lakes, NJ
Real Estate Agent
2009 – 2011

Partnering with NJ DOH

Sam will be responsible for strategically developing the media plan to ensure the right tactics are hitting the right targets at the right time, all while considering budget efficiencies and added-value opportunities.





Valentina Vizzio

Vice President, Media

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

Valentina is a focused and results-driven strategic leader. She has experience with both digital and traditional media marketing efforts, including TV, radio, and print. She has developed and maintained numerous vendor/affiliate relationships by using her strong interpersonal communication skills.

Valentina is responsible for omnichannel media planning at Marketsmith, from market immersion and research to overseeing the planners and buyers, with ongoing execution, optimization, and campaign performance analysis.

Professional Experience

Marketsmith Inc.

Whippany, NJ

Vice President, Media

2022 – Present

Group Director

2021 – 2022

Citi | Publicis

New York, NY

Media Activation Manager

2017 – 2021

Sparkroom

Paramus, NJ

Media Strategist

2012 – 2016

Active International

Pearl River, NY

Canadian Media Assistant

2010 – 2012

Partnering with NJ DOH

Valentina will oversee media planning and buying, providing insight on research and campaign performance.



Belsy Paternina

Accounting Director

LinkedIn: [REDACTED]

Email: [REDACTED]

Phone: [REDACTED]

Professional Summary

As an accounting professional with over 15 years of experience, Belsy's organizational skills and attention to detail combine with a sense of urgency to ensure there are no issues related to cash flow and transaction recording.

Professional Experience

Marketsmith Inc.
Cedar Knolls, NJ
Accounting Director
2010 – Present

KYOCERA Document Solutions America, Inc.
Fairfield, NJ
Equipment Business Supervisor/Purchasing/Order Fulfillment
2003 – 2008

Partnering with NJ DOH

Belsy will oversee all financial activity, including invoice creation and submission.

PRICE SHEET
NEW JERSEY DEPARTMENT OF HEALTH
FIGHT THE BITE 2023 CAMPAIGN
MARKETSMITH INC.
NJ Start Vendor ID [REDACTED]

Part A

Line #	Description	% Markup	Paid Media Price Before Markup
30	Media Placement Markup	6.00%	\$7,677
31	Pass-Through Media Placement	N/A	\$127,953
32	Pass-Through Media Production	N/A	\$0
33	Pass-Through Non-Media Production	N/A	\$17,150

Part B

Line #	Description	All-Inclusive Hourly Labor Rate	# of Hours	Total (Hourly Rate * Hours)
34	President	No Charge	18	Waived
35	Senior Account Executive	\$115.00	39	\$4,485
36	Account Executive	\$100.00	0	\$0
37	Advertising Account Manager	\$100.00	0	\$0
38	Public Relations Manager	\$120.00	0	\$0
39	Comptroller	\$120.00	2	\$240
40	Media Planner/Buyer	\$85.00	22	<i>Covered Under Media Commission</i>
41	Senior Art Director	\$120.00	104	\$12,420

42	Creative Art Director	\$110.00	43	\$4,730
43	Creative Copy Director	\$110.00	62	\$6,765
44	Senior Production Director	\$110.00	8	\$880
45	Production Art Director	\$110.00	12	\$1,265
46	Production Media Director	\$120.00	5	\$600
47	Production Copy Director	\$110.00	0	\$0
48	Marketing Director	\$110.00	30	\$3,300
49	Graphic Designer	\$75.00	10	\$713
50	Copy Editor	\$100.00	0	\$0
51	Copywriter	\$100.00	0	\$0
52	Proofreader	\$85.00	0	\$0
53	Interactive Director	\$125.00	0	\$0
54	Interactive Developer	\$100.00	0	\$0
55	Web Designer	\$85.00	0	\$0
56	Social Media Director	\$110.00	12	\$1,320
57	Traffic Manager	\$100.00	25	\$2,500
58	Administrative Support	\$85.00	0	\$0

\$39,218

Total Campaign Cost

\$191,998



OFFER AND ACCEPTANCE

Bid Solicitation #:

19DPP00273

Bid Solicitation Title:

T3067 Statewide Advertising and Public Relations Services

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

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

☒ 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):

Marketsmith, Inc.

Title:

Founder & CEO

Address:

2 Wing Drive

E-Mail Address:

msmith@marketsmithinc.com

City, State, ZIP:

Cedar Knolls

Phone Number:

973-889-0006

Authorized Signature:
(Electronic Signature Acceptance)

Fax Number:

N/A

Printed Name:

Monica C. Smith

FEIN:

[REDACTED]

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:

[REDACTED]

☐

Payment Security

Amount:

[REDACTED]

☐

Performance Security

Amount:

[REDACTED]

☐

Retainage

Percentage:

[REDACTED]

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-00704

Blanket P.O. (Contract) Award Date:

4/4/19

Blanket P.O. (Contract) Effective Date:

4/4/19

State of New Jersey Authorized Signature:

New Jersey Department of Health (NJDOH)
Request for Proposal for Spring/Summer ‘Fight the Bite, NJ!’ Campaign
T3067 Statewide Advertising and Public Relations

1.0 INFORMATION FOR BIDDERS

Proposals Due: Tuesday, June 6th, 2023, by 3 PM EST

Question & Answer Period: Tuesday, May 23rd, 2023, by 3 PM EST

All Bidders must submit Quotes to centralprocurement@doh.nj.gov

Budget: The campaign budget is between \$150,000 and \$170,000.

Initiative Term: Two months to commence upon approval from Using Agency Contract Manager (SCM) or designee. This timeline may be subject to change.

If you are not interested in bidding, please send an email indicating that you will not bid.

2.0 BACKGROUND:

The New Jersey Department of Health (NJDOH) is undertaking a bilingual (English and Spanish) and multi-channel statewide public awareness and outreach campaign focused on preventing vector-borne diseases with a primary focus of reaching:

- Homeowners
- Parents
- Travelers
- General public

The goals of this campaign will be to encourage increased awareness of how vector-borne diseases are spread, and how health is impacted, as well as increased awareness of how individuals can protect themselves and their families against vector-borne diseases at home, and before, during and after travel.

3.0 SCOPE OF WORK:

The advertising campaign shall offer a mix of vehicles in English and Spanish that best reach the audience it is intended for including:

- Digital billboards in high-traffic areas; for travel ads, particularly near airports within New Jersey (such as Newark, Atlantic City, Morristown, Teterboro and Trenton, etc.)

- Social media posts for Facebook, Instagram, Twitter, YouTube, and any other mediums to meet audiences; sponsored paid ads statewide
- Infographics, posters, brochures, and a rack card in English and Spanish with culturally and linguistically appropriate messaging;
 - Rack card must be 5.5" wide
 - Poster must be 22" x 28"
 - A toolkit with downloadable ad materials with bilingual social media graphics, flyers, and other materials is also required.
 - Video(s) that can be shared on social media and in digital ad buys. If this is outside of the budget, an NJDOH-created video can be produced for use in ad buys by the vendor.

Target languages: English and Spanish

Messaging/creatives must include steps to take to prevent vector-borne disease (prevent bites from ticks and mosquitoes).

The campaign may use existing NJDOH's existing "Fight the Bite" slogan to build on earlier campaigns and audience reach such as:

- **Fight the Bite, NJ! Tick prevention at home**
Main message: Prevent tickborne disease by preventing tick bites
- **Fight the Bite, NJ! Mosquito prevention at home**
Main message: Prevent mosquito-borne diseases by preventing mosquito bites
- **Fight the Bite, NJ! Tick prevention before/during/after travel**
Main message: Prevent tickborne diseases by preventing tick bites and always check yourself after travel
- **Fight the Bite, NJ! Mosquito prevention before/during/after travel**
Main message: Prevent mosquito-borne diseases during travel and monitor yourself for symptoms upon return

Campaign and outreach materials should motivate prevention measures and behavioral changes. Content should be tailored for each of the identified target audiences.

Resources for material and messaging should be drawn from the NJDOH website and the CDC.

Ads should direct audience to NJDOH websites for more information:

- Travel: <https://bit.ly/TravelNJ>

- Non-travel: <https://bit.ly/FightTheBiteNJ>

In addition, materials for home/recreation/travel should be placed at relevant locations: highway travel areas; state and county parks; Port Authority terminals; and other high-impact areas.

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

The ad buy must be for at least two months, beginning as soon as possible.

4.0 PROPOSAL REQUIREMENTS:

The Proposal must meet state expected impressions and expected measurable impact/reach and demographics. A toolkit with downloadable ad materials with bilingual social media graphics, flyers, videos, and other materials is also required. It will be posted on the DOH website and shared with key stakeholders.

Campaign content should reflect evidence-based best practices about vector-borne disease prevention, including travel aspects.

Potential vendors shall respond to the bid for a two-month campaign.

Potential vendors shall supply sample creatives for specific populations, such as homeowners and travelers.

Potential vendors shall provide proposals with the following:

1. A project plan including the timeframe for project completion, a 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 performing 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 elements, 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

Potential 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 potential vendor {contractor} submits lower pricing, that pricing will become the potential 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 behavioral change.

5.0 CRITERIA FOR CONSIDERATION:

The Department of Health will evaluate proposals based on the potential vendor's overall technical approach and plans to meet the requirements of this Scope of Work. This narrative should convince the Department that the potential 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. Potential vendor proposals will also be evaluated based on the vendor's ability to reach the target audience through multi-media platforms.

The potential 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. The selected vendor Proposal will be posted on the Office of State Comptroller website.



State of New Jersey

DEPARTMENT OF THE TREASURY
DIVISION OF PURCHASE AND PROPERTY
PROCUREMENT BUREAU
33 WEST STATE STREET
P. O. BOX 230
TRENTON, NEW JERSEY 08625-0230
<https://www.njstart.gov>

PHILIP D. MURPHY
Governor

ELIZABETH MAHER MUOIO
State Treasurer

SHEILA Y. OLIVER
Lt. Governor

AMY F. DAVIS, ESQ.
Acting Director

Change Order # 14
T3067
Statewide Advertising and Public Relations Services

SOLICITATION #19DPP00273
BLANKET P.O. # 19-PROSV-00704

TO: All Using Agencies

DATE: March 28, 2023

FROM: [REDACTED], Analyst Trainee

SUBJECT: Contract Extension #2
Statewide Advertising and Public Relations Services

BLANKET P.O. PERIOD: Original Term: April 4, 2019 through April 3, 2022
1st Extension: April 4, 2022 through April 3, 2023
2nd Extension: April 4, 2023 through April 3, 2024

Please be advised this Blanket P.O. 19-PROSV-00704 has been extended for a one (1) year period. The extension term will commence on April 4, 2023 and expire on April 3, 2024.

Price lines 59 through 87 have been added to reflect the extension term.

All other terms, conditions, and pricing will remain the same.

Please file a copy of this Change Order for future reference.