

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

P.O. Date: 11/17/2021

Release Purchase Order  
T3067 Statewide Advertising and Public Relations Services

Blanket Order Number  
  
**19-PROSV-00704:49**  
  
SHOW THIS NUMBER ON ALL  
PACKAGES, INVOICES AND  
SHIPPING PAPERS.

Agency Ref. # RT 121803

VENDOR

Vendor Number: [REDACTED]  
Marketsmith, Inc.  
  
110 South Jefferson Road  
Suite 202  
Whippany, NJ 07981  
nchiarella@marketsmithinc.com  
973-889-0006  
  
Vendor Alternate ID: V0002317400  
  
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 P I N G

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

B I L L T O

[REDACTED]  
DOH M&A Accounting & Procurement Unit  
H & A Building, 7th Fl, PO BOX 360  
Trenton, NJ 08625-0360  
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: [REDACTED]

Account Code:    21-100-4008- -145-2001-3825- - -7980 21-100-4008- -148-2001-3825- - -7880	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

Broadcast TV - NY -\$475,000 - Broadcast TV - Phila -\$300,000 - Broadcast TV - Hispanic -\$215,000 - Cable TV - \$655,000 - Cable TV-Hispanic - \$39,000 - Streaming Video - \$348,250

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 2,032,250.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 2,032,250.00

LN/FY/Account Code	Dollar Amount
1/22/21-100-4008- -145-2001-3825- - -7980	\$ 498,545.48
1/22/21-100-4008- -148-2001-3825- - -7880	\$ 1,533,704.52

Item # 2  
 Class-Item 915-03

Radio-NJ Stations - \$200,000 - Radio - NY Stations - \$440,000 - Radio-PA Stations - \$146,500 - Radio Hispanic Stations - \$120,000 - Streaming Audio - \$243,000

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 1,149,500.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,149,500.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
2/22/21-100-4008- -145-2001-3825- - -7980	\$ 281,991.90
2/22/21-100-4008- -148-2001-3825- - -7880	\$ 867,508.10

Item # 3  
 Class-Item 915-03

Sponsorships & Influencer - Cross-Channel Sponsorship packages - \$200,200 - Xomad Nano & Micro Influencers - \$1,040,000

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 1,240,200.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,240,200.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
3/22/21-100-4008- -145-2001-3825- - -7980	\$ 304,242.15
3/22/21-100-4008- -148-2001-3825- - -7880	\$ 935,957.85

Item # 4  
 Class-Item 915-03

Out of Home Channel Placement

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 1,812,879.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,812,879.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
4/22/21-100-4008- -145-2001-3825- - -7980	\$ 444,730.04
4/22/21-100-4008- -148-2001-3825- - -7880	\$ 1,368,148.96

Item # 5  
 Class-Item 915-03

Print Channel Placement

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 275,000.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 275,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
5/22/21-100-4008- -145-2001-3825- - -7980	\$ 67,462.18
5/22/21-100-4008- -148-2001-3825- - -7880	\$ 207,537.82

Item # 6  
 Class-Item 915-03

Digital Channel Placement

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 1,204,200.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,204,200.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
6/22/21-100-4008- -145-2001-3825- - -7980	\$ 295,410.74
6/22/21-100-4008- -148-2001-3825- - -7880	\$ 908,789.26

Item # 7  
 Class-Item 915-03

Pass-through Media Production

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 312,760.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 312,760.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
7/22/21-100-4008- -145-2001-3825- - -7980	\$ 76,725.35
7/22/21-100-4008- -148-2001-3825- - -7880	\$ 236,034.65

Item # 8  
 Class-Item 915-03

Pass-through Non-Media Production

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 380,991.00	Total	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 380,991.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
8/22/21-100-4008- -145-2001-3825- - -7980	\$ 93,463.57
8/22/21-100-4008- -148-2001-3825- - -7880	\$ 287,527.43

Item # 9  
 Class-Item 915-03

Senior Account Executive - All Inclusive Hourly Rate (Max \$115.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
540.00	\$ 115.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 62,100.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
9/22/21-100-4008- -145-2001-3825- - -7980	\$ 15,234.19
9/22/21-100-4008- -148-2001-3825- - -7880	\$ 46,865.81

Item # 10  
 Class-Item 915-03

Account Executive - All Inclusive Hourly Rate (Max \$100.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
300.00	\$ 100.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 30,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
10/22/21-100-4008- -145-2001-3825- - -7980	\$ 7,359.51
10/22/21-100-4008- -148-2001-3825- - -7880	\$ 22,640.49

Item # 11  
 Class-Item 915-03

Public Relations Account Manager - All Inclusive Hourly Rate (Max \$120.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1530.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 183,600.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
11/22/21-100-4008- -145-2001-3825- - -7980	\$ 45,040.20
11/22/21-100-4008- -148-2001-3825- - -7880	\$ 138,559.80

Item # 12  
 Class-Item 915-03

Comptroller - All Inclusive Hourly Rate (Max \$120.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
60.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 7,200.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
12/22/21-100-4008- -145-2001-3825- - -7980	\$ 1,766.28
12/22/21-100-4008- -148-2001-3825- - -7880	\$ 5,433.72

Item # 13  
 Class-Item 915-03

Senior Art Director - All Inclusive Hourly Rate (Max \$120.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
405.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 48,600.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
13/22/21-100-4008- -145-2001-3825- - -7980	\$ 11,922.41
13/22/21-100-4008- -148-2001-3825- - -7880	\$ 36,677.59

Item # 14  
 Class-Item 915-03

Creative Art Director - All Inclusive Hourly Rate (Max \$110.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
192.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 21,120.00

LN/FY/Account Code	Dollar Amount
14/22/21-100-4008- -145-2001-3825- - -7980	\$ 5,181.10
14/22/21-100-4008- -148-2001-3825- - -7880	\$ 15,938.90

Item # 15  
 Class-Item 915-03

Creative Copy Director - All Inclusive Hourly Rate (Max \$110.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
626.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 68,860.00

LN/FY/Account Code	Dollar Amount
15/22/21-100-4008- -145-2001-3825- - -7980	\$ 16,892.53
15/22/21-100-4008- -148-2001-3825- - -7880	\$ 51,967.47

Item # 16  
 Class-Item 915-03

Senior Production Director - All Inclusive Hourly Rate (Max \$110.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
20.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 2,200.00

LN/FY/Account Code	Dollar Amount
16/22/21-100-4008- -145-2001-3825- - -7980	\$ 539.70
16/22/21-100-4008- -148-2001-3825- - -7880	\$ 1,660.30

Item # 17  
 Class-Item 915-03

Production Art Director - All Inclusive Hourly Rate (Max \$110.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
213.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 23,430.00

LN/FY/Account Code	Dollar Amount
17/22/21-100-4008- -145-2001-3825- - -7980	\$ 5,747.78
17/22/21-100-4008- -148-2001-3825- - -7880	\$ 17,682.22

Item # 18  
 Class-Item 915-03

Production Media Director - All Inclusive Hourly Rate (Max \$120.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
176.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 21,120.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
18/22/21-100-4008- -145-2001-3825- - -7980	\$ 5,181.10
18/22/21-100-4008- -148-2001-3825- - -7880	\$ 15,938.90

Item # 19  
 Class-Item 915-03

Marketing Director - All Inclusive Hourly Rate (Max \$110.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
507.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 55,770.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
19/22/21-100-4008- -145-2001-3825- - -7980	\$ 13,681.33
19/22/21-100-4008- -148-2001-3825- - -7880	\$ 42,088.67

Item # 20  
 Class-Item 915-03

Graphic Designer - All Inclusive Hourly Rate (Max \$75.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
194.00	\$ 75.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 14,550.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
20/22/21-100-4008- -145-2001-3825- - -7980	\$ 3,569.36
20/22/21-100-4008- -148-2001-3825- - -7880	\$ 10,980.64

Item # 21  
 Class-Item 915-03

Social Media Director - All Inclusive Hourly Rate (Max \$110.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
187.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 20,570.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
21/22/21-100-4008- -145-2001-3825- - -7980	\$ 5,046.17
21/22/21-100-4008- -148-2001-3825- - -7880	\$ 15,523.83

Item # 22  
 Class-Item 915-03

Traffic Manager - All Inclusive Hourly Rate (Max \$100.00)

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
331.00	\$ 100.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 33,100.00

LN/FY/Account Code	Dollar Amount
22/22/21-100-4008- -145-2001-3825- - -7980	\$ 8,119.96
22/22/21-100-4008- -148-2001-3825- - -7880	\$ 24,980.04

TAX: \$ 0.00  
 FREIGHT: \$ 0.00  
 TOTAL: \$ 9,000,000.00

APPROVED

By: \_\_\_\_\_  
 Phone#: \_\_\_\_\_  
 BUYER

## **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 increasing COVID-19 vaccination rates with a primary focus of promoting COVID-19 booster shots and COVID-19 vaccination for those 5 to 11 years of age.

The goal of this campaign will be demonstrated behavior change: to get young children vaccinated and those eligible to receive boosters. The campaign and materials should motivate behavior changes, and potential vendors 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:**

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

- Radio PSAs, billboards, transit ads; TV ads (network, cable and streaming); 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.

Residents who received their primary series of Pfizer and Moderna who are eligible include:

- those 65 and older
- adults with underlying medical conditions at high risk for severe covid
- or those who work in a job that places them at higher risk including 650,000 health care workers, grocery store workers, public transit workers, education staff, including teachers, support staff, and daycare workers, first responders, including firefighters and police, transit workers, food and agriculture workers and U.S. Postal Service workers.

Also included are individuals 18 and older who have received a primary dose of Johnson & Johnson vaccine at least two months ago.

The Department expects these categories eligible for boosters to expand.



Messaging/creatives must include why it is important to receive your booster shot before the holiday season and why it is important children get vaccinated before the holiday season.

The campaign must include innovative, grassroots approaches to engage and move hard-to-reach populations.

The potential vendors shall organize 5 virtual/or in-person town halls or Facebook live events featuring medical professionals and community leaders, who represent communities that are eligible for boosters and can answer questions about the COVID-19 vaccine.

The potential vendors shall organize 5 virtual/or in-person town halls or Facebook live events featuring medical professionals, including pediatricians and parents to address questions and concerns about the COVID-19 vaccination for children ages 5 to 11.

The potential vendors shall secure and vet trusted community messengers across the state who represent targeted communities for advertising and outreach events. The potential vendor should arrange opportunities for the messengers to speak directly to high-risk communities with low vaccination rates at 3 community events each—either virtual or in-person.

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

Priority audiences of the campaign could expand as the campaign is underway. If priority audiences expand, the potential vendor will need to expand creatives to target that audience.

To ensure NJDOH has routine feedback from targeted communities that can help adjust campaign messaging as needed the potential vendors should employ a method to garner feedback from targeted populations 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 potential vendor is encouraged to subcontract with firms that specialize in advertising/marketing for behavior change.

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 six months, beginning as soon as possible in November.

**PROPOSAL REQUIREMENTS:**

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

Potential vendors shall respond to the bid with three tiers of pricing proposals for a “multi-million dollar” 6-month campaign. The three tiers should include small, medium and large budgets for ad buys.

Potential vendors shall supply sample creatives for specific populations, which include parents of children ages 5 to 11 and those who are eligible for boosters.

Potential vendors shall provide Proposals with the following:

1. 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

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 behavior change.

**Proposals must be received by 2 pm, EST, Friday, November 5, 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 potential vendor proposals based on the potential vendors overall technical approach and plans to meet the requirements of this project 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 on the audience expected to be reached and the mix of platforms used to reach the intended audience.

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.

# COVID-19 Vaccination Campaign: Creating Behavioral Change

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NJ Department of Health

November 2021



To the New Jersey Department of Health,

We appreciate the opportunity to present our approach for bringing awareness and creating behavioral change among New Jerseyans toward vaccinations for 5- 11-year-old children as well as boosters for eligible adults.

We believe there are three clear challenges this campaign will face, and we succinctly address those challenges in the pages ahead.

- 1. Vaccinations can get caught up in political noise.** According to a poll by [Change Research](#), here in New Jersey hesitancy about the COVID-19 vaccine appears to be declining within Black and Hispanic communities. The poll also indicates that politics – not race – was the strongest indicator of immunization acceptance.
- 2. Tight turnaround time.** The short time frame to bring such a large campaign program to market and be successful should be entrusted to an agency that has recently proven the greatest success, time and time again despite challenges like tight turn arounds, pandemic, and seasonality. Our results with Census 2020 (hard-to-reach populations), Get Covered NJ (2020 and 2021), and New Jersey Tax Amnesty (three-week turnaround during the winter holiday season) demonstrates that our 100% in-house staff for all media and creative is highly skilled, accountable to, and supportive of the needs of multiple departments within the New Jersey state government.
- 3. Changing behavior.** Behavioral change marketing is core to what we do and our approach to this campaign. Marketsmith has a great success record in the state in recent years, delivering above and beyond expectations to ensure our state partners realize their goals. Our creative and multilevel integrated campaigns focus on positive behavioral shifts using clean imagery, reaching an intended target 7-15 times to ensure action, and with the approach of meeting the target where they are. In behavior change marketing, we organize around moments in life, motivation, and momentum. We look forward to taking you through how this works inside the three creative approaches we designed for this campaign.

Marketsmith, Inc. is driven by our dedication to the children of New Jersey. Our deep desire to win this campaign by crafting a solid, winning strategy in just seven days is an extension of who we are as an Agency; we need, and we want New Jersey to be COVID-free. There are many ways we dedicate our time and talent to the underserved and impoverished youth in our state. It is our mission. Our three different creative approaches that we have in this response, lean into the research we have been collecting and conducting on people's feelings about vaccinations and vaccinating their children. It shaped what type of messaging would be seen, resonate, and create behavioral change during a very busy holiday season. The New Jersey media market is very tight, and with many national advertisers vying for lost share of wallet in the winter, we believe that it is critically important to ensure the message makes a connection, with a beautiful sentiment: a return to the joyful moments COVID-19 has taken from all of us and the freedom to celebrate the most precious things in our life.

We know the Department of Health has many agencies to choose from for this incredibly important work. We are confident that with our proven framework and our current successes, Marketsmith can bring this campaign to life and inspire behavioral change with delivery of a strong message, where the media is not only integrated with impressions, out-of-home installations, and town halls but also tied with community messengers on radio in-person and on social. We will deliver a seamless, powerful behavioral change campaign that will result in a vaccination rate that any governor would be proud of.

We are ready to deliver beyond expectations as we have for so many critical state initiatives. We are ready to partner with the Department of Health on one of the most critical initiatives of our lifetime, helping finish the fight against COVID-19 in our great state of New Jersey. **Marketsmith is deeply committed to a COVID-free NJ, and as such we have reduced our standard 7% commission rate for the state down to 4% for this RFP response.**



**Monica C. Smith**  
Founder and CEO



**WE DO MORE. WE CARE MORE. WE ARE MORE.**



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# INTRODUCTION

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Restating the Request



# RESTATING THE REQUEST

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The New Jersey Department of Health (NJDOH) is undertaking a multilingual statewide public awareness and outreach campaign focused on increasing COVID-19 vaccination rates with a primary focus on promoting COVID-19 booster shots and COVID-19 vaccinations for those 5 to 11 years of age.

The goal of this campaign will be **demonstrated behavior change** to get young children vaccinated and those eligible to receive boosters. The campaign and materials should motivate behavioral changes, and potential vendors should propose a method to collect, measure, and incorporate feedback on messaging.







# AGENCY APPROACH

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Our Framework for the Campaign



# BEHAVIORAL CHANGE MARKETING: THE THREE Ms

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*Influencing behaviors through robust marketing campaigns with multiple touchpoints, nuanced creative and messaging, and the ability to be seen and heard through impression weight is **what we do**. When launching **behavior-driving, large-scale successful campaigns** for the state, we organize ourselves around three pillars.*



## MOTIVATION

Motivation comes not only in the tone and focus of the messaging but also in how actionable it is and how relatable it is. Getting valuable and varied impressions that tell a story of action and that feel reliable. Taking the target a step further from where they were.



## MOMENTUM

The ability to directly impact how many times a campaign is seen and where it's strategically placed builds upon the motivation to create momentum. It must be easy to read and to understand and seen or heard seven to 15 times by the target over several weeks. The layering of general awareness, hyper-demographic and geotargeting influencers as well as deploying the community and cultural level need to blend seamlessly for motivation to find momentum.



## MOMENTS

Moments in peoples' lives are direct points in their journey to making decisions for themselves, their family, and the people around them. Intersecting them with motivation and momentum at those points is a catalyst for change. Our use of imagery and investment into the emotion and atmosphere, and the use of color and language play critically to connecting with individuals. Not diversity for the sake of diversity. Representing the lives and the aspirations of all New Jerseyans. We understand that because we are that.

**Our ability to create change has been demonstrated through a number of large-scale campaigns that needed to reach the most diverse populations in the state no matter their size. We know that each of the 565 municipalities in the state are unique. We use that in our strategic framework.**

# WHAT DRIVES OUR STRATEGY?

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Marketsmith is an award-winning full-service marketing agency with a proven history in driving growth for brands and influencing behaviors. 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 research projects and panels 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 allows us to tailor creative and media to reach your goals.



## HIGH-PERFORMANCE CREATIVE

Knowing our audience, the landscape, and 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.

# DRIVING ENROLLMENT FOR A HEALTHIER STATE

Using multimedia to launch the new state-run healthcare exchange.



**75,000**

Number of New Families Enrolled

**10%**

More Enrollments in 2021



**20**

Media Tactics Activated

**SUMMARY: AGILITY AND REACH ARE ESSENTIAL TO DRIVING ACTION.** The ability to quickly promote a program during a limited time period, at a level in which it is seen and felt, can drive great results in a crowded marketplace.

**CHALLENGE:** The state set aggressive enrollment goals, and it was essential that the GetCoveredNJ campaign launched as early as possible in 2020. Clear communication was critical to ensure New Jersey residents understood that this was, in fact, a brand-new healthcare marketplace specifically for New Jerseyans and not the federal exchange they may have already been familiar with.

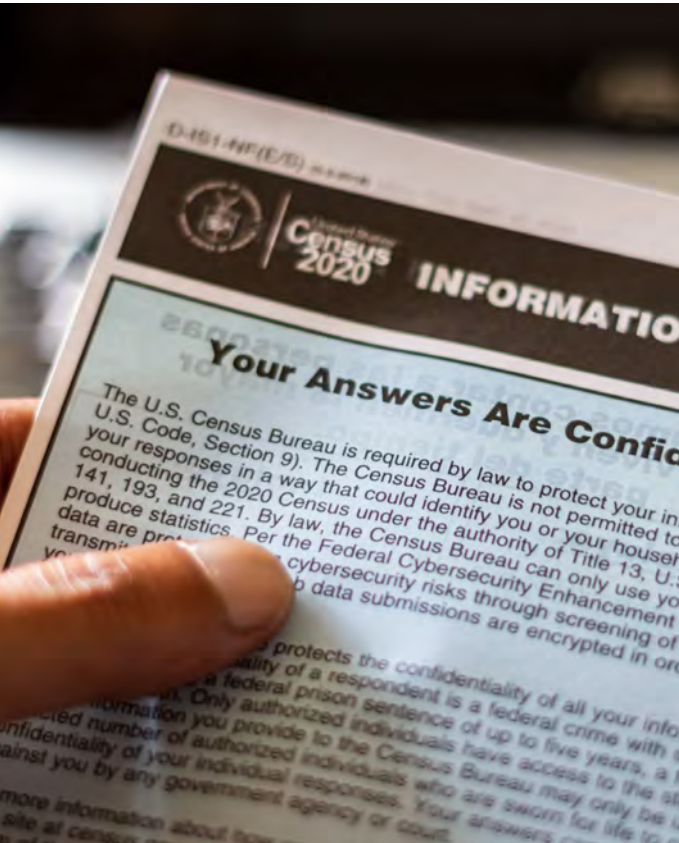
**SOLUTION:** It takes a perfect mix of message and media to execute a winning campaign. Our creative team developed a concept that put the faces of diverse New Jerseyans front and center to emphasize that the new marketplace was designed by New Jerseyans specifically for the people of New Jersey. A range of messages spoke to the biggest questions on everyone's mind: quality, affordability, and choice.

**ROLLOUT:** But messages only matter if they are seen, a job made more challenging when trying to impact audiences that are not easily reached by traditional media placements. Our media teams placed that message across the state, from online to out-of-home, TV, even pizza boxes, so that nobody would miss their chance to enroll in the healthcare coverage they and their family not only needed but also had a right to. The campaign was seen as so successful, that we are now in the process of launching a new campaign beginning this November into 2022.

Campaign Dates: 2020-2021 Enrollment Period  
Currently activating 2021 – 2022 Enrollment

# REACHING A DIVERSE POPULATION

Driving action among the hard-to-reach starts with a strategic marketing plan



**69.5%**

Response Rate – an Almost 2% Increase over 2010

**2%**

Higher Reporting Rate Among All Other States



**25+**

Media Tactics Activated

**SUMMARY: HYPERTARGETING BRINGS HIGHER RETURNS FOR NEW JERSEY.** Creative and media placements worked together to form a message that was easy to understand and powerful to drive action.

**CHALLENGE:** There are several community segments that historically participate in a lower-than-average census response rate. In particular, lower-income communities may have several barriers to participation: lack of access to information, diversity of languages spoken, and reliance on internet access via mobile phone.

**SOLUTION:** We approached the census in a way that turned feelings of fear into hope and community benefit. Our creative emphasized specific outcomes that would mean the most to each specific community, while reinforcing the messages of confidentiality, privacy, and trust.

**ROLLOUT:** Through a multipronged marketing approach that included hypertargeted media placements, PR, and multilingual messages, we beat two key metrics with a 2% improvement in self-reporting rates and exceeded the national average response rate. Success was measured by website traffic, sentiment research, and media engagement metrics.

**“Those states didn’t do the outreach that New Jersey did.”**

Randy Capps, Director of Research for U.S. programs for the Migration Policy Institute

Campaign Dates: March through September 2020



# MOTIVATION DURING THE HOLIDAY SEASON

Breaking through the holiday clutter to encourage engagement using research, creative, and media, changing deeply ingrained long term behaviors.



**77K**  
Phone Calls

**9K**  
Email Inquiries

**\$200M+**  
Revenue Goal Exceeded

**SUMMARY:** The Tax Amnesty program was executed on a massive scale across the state and employed every medium that was effective and efficient to reach our diverse target audiences. Broadscale channels like TV/video, terrestrial and digital audio, OOH, digital, social, search and print, as well as in-store signage and brochures were utilized. Public relations efforts amplified the message by implementing grassroots tactics for both businesses and community organizations. You simply couldn't miss this campaign and the Tax Amnesty message across New Jersey.

**EXECUTION:** Research from past efforts in New Jersey and other states shows that coming out of the gate strong jump-starts the program to help raise awareness quickly. Additionally, it indicated that a large percentage of delinquent tax collections take place in the first two weeks and the last two weeks. Thus, we strategically intensified the frequency of our advertising messages during the beginning and end of the Tax Amnesty program, with a major push in the final two weeks. Refreshed messaging was implemented midway through the nine-week initiative to create a sense of urgency to take action of the deadline. All campaign assets were produced flawlessly, beginning on October 25, 2018, when the effort was awarded, to be live on November 15, 2018.

**RESULTS:** The results were, in a word, remarkable, given that we were engaging people between Thanksgiving and just after the New Year, with all the distractions and clutter the holidays provide. The campaign drove: 77,834 phone calls, over 372,000 website visits, 9,125 email inquiries, and over 1,200 walk-ins to regional offices in the final three days. **Overall, the program significantly exceeded the \$200MM revenue goal.**

Campaign Dates: 2018 – 2019 Holiday Seasons





# UNDERSTANDING THE LANDSCAPE

How We Built Our Strategy

# STAYING ON TOP OF MARKET AND INDUSTRY TRENDS

At MarketSmith, Inc. being informed and staying informed is mission critical to our successes. We utilize an abundance of platforms, tools, and vendors on a daily and ongoing basis to ensure that we are not only on top of the performance of our media placements and their impact on your business, but also to stay informed about client category and competitive trends, media industry trends and shifts, as well as changes and enhancements in the world of data and analytics.

From the start of our onboarding process through strategy development and ideation, plan alignment and negotiations, measurement and optimizing, these tools play pivotal roles depending on the stage of the process and the needs of our clients and the agency.

We are continuously meeting with partners, vendors, disruptors, and innovators across the media, marketing, and data landscapes to ensure that we have the knowledge and tools to move our clients forward. The investments we make into our systems and tools is added value to our clients and allows us to be exceptional and informed for every campaign we endeavor to launch and impact.

 DISCOVER	             
 STRATEGIZE	         
 IDEATE	     
 ACTIVATE	                 
 MEASURE	     
 OPTIMIZE	   





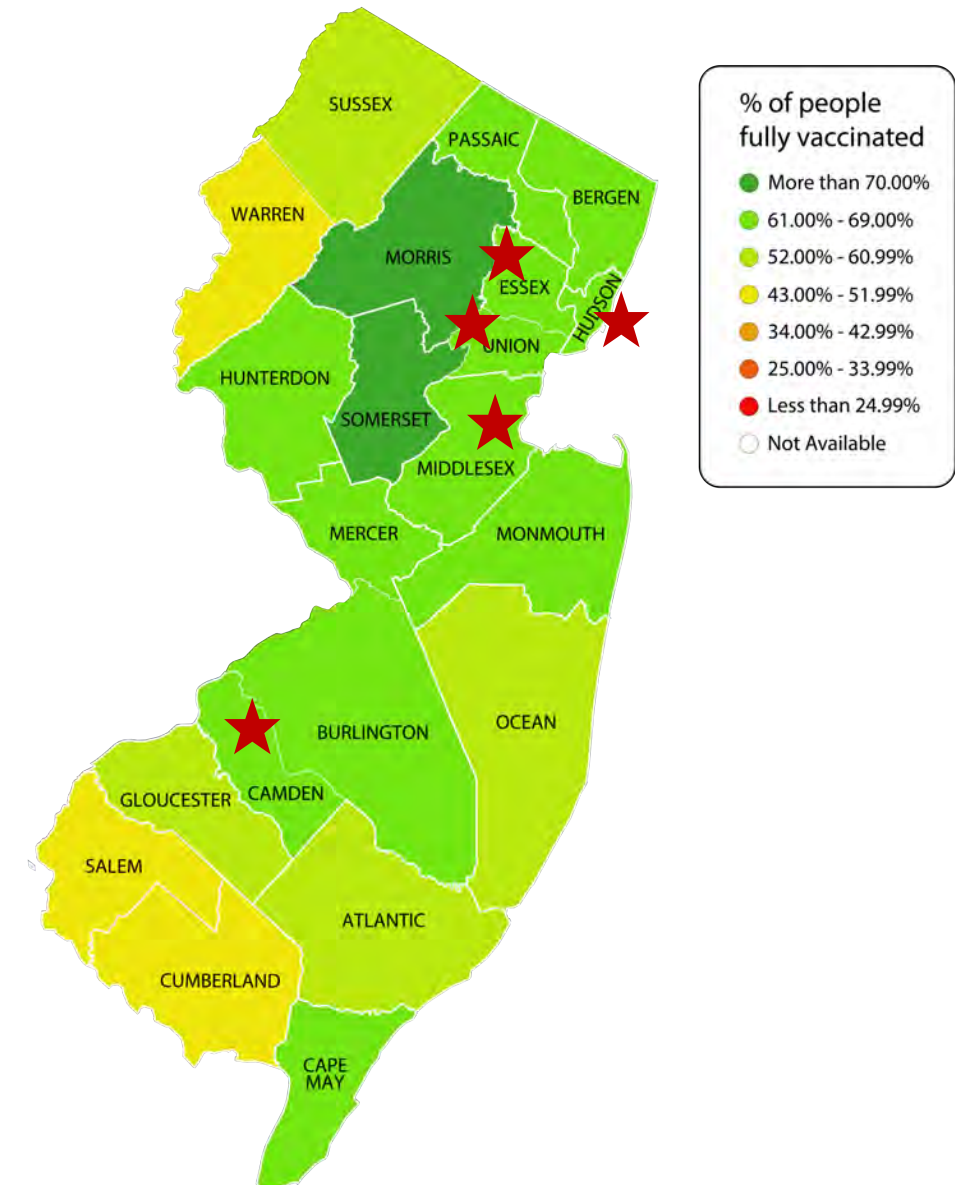
# NJ VACCINATION LANDSCAPE

Although children appear less vulnerable to the coronavirus than adults, they can still be infected, hospitalized, and die from COVID-19. **New Jersey has recorded 140,000 cases among residents younger than 18 since March 2020** - 13.5% of the total diagnoses - and eight deaths, according to state records.

- Essex County has 64.32% of eligible residents fully vaccinated, with the highest death count of 3,041. We believe this is a county of focus with room for growth in vaccine adoption rate.
- Cumberland County has the lowest total percentage fully vaccinated (49.59%) followed by Salem (51.56%) and then Warren (51.87%). These are all critical counties for driving towards a COVID-free New Jersey.
- Our current lowest rate of booster and vaccine recipients are present in Middlesex, Hudson and Camden Counties, followed closely by Union & Essex.
- To have a focus on kids, we will look at counties with high populations of children ages 5-11 along with high vaccination rates of the overall population. Among parents in a national panel who have not gotten the vaccine, 64.5% report that they are very unlikely to get their children vaccinated. Bergen, Essex, Union, Hudson, and Middlesex all are ~60%+ vaccinated and account for 43% of children ages 5-14.

Our strategy includes targeting geographic areas with heavier media spend where vaccination rates are low for children over 5, and focus messaging on availability of the vaccine for those 5+ (see copy in Creative section of this proposal). In areas that have low vaccination booster rates amongst adults, or one vaccine only we will use copy points that make individuals aware of booster availability and reasons to vaccinate as friendly reminders.

Targeting the State using influencers as trusted sources and geo targeting using digital messaging and OOH in counties and municipalities that are under indexing will be continually monitored and optimized for success. The creative and media plan we have designed for the DOH is agile, able to pivot and grow based on new data and what copy points are resonating through qualitative online panels, market feedback and click data to continuously drive success.



Sources:  
NJ Spotlight News, data. mycentraljersey.com, usafacts.org, data.rgj.com (Retrieved: Nov. 4, 2021)



# COVID-19 VACCINATION TRENDS

## ATTITUDES AND VACCINE HESITANCY

Vaccine hesitancy is now a leading global health threat because it lowers the probability of herd immunity and will likely extend the pandemic. Two of the biggest concerns driving hesitancy are (1) trust in the source of information and (2) education about the medical science and data. Broad uptake of the COVID-19 vaccine will be essential to reducing COVID-19 infections and deaths.

**Implications:** If acceptance is going to grow, these critical issues must be overcome by trusted sources with broad consistent education of the medical facts among medical decision-makers (parents/caregivers). Targeted educational messaging to the healthcare community and accurate messages delivered by trusted individuals, can increase acceptance.

## PARENTAL INFLUENCE

For younger parents (ages 18-39) and parents of younger children (ages 0-10), vaccine hesitancy is very strong, with ~60% of each group reporting hesitancy toward the COVID Vaccine.

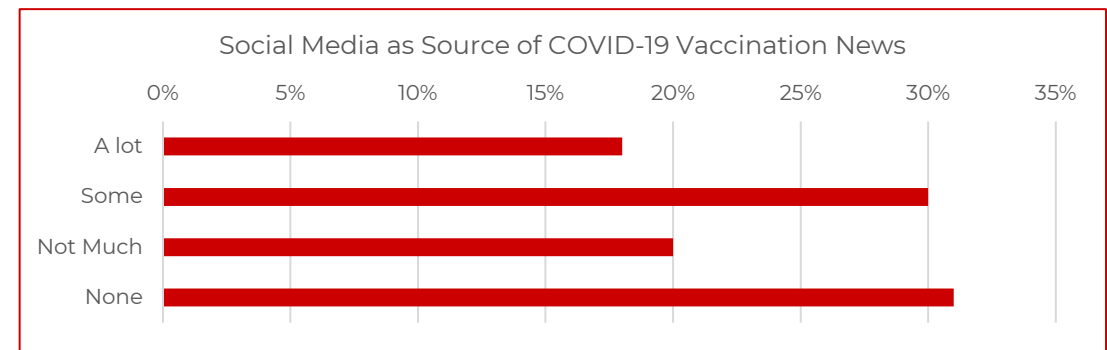
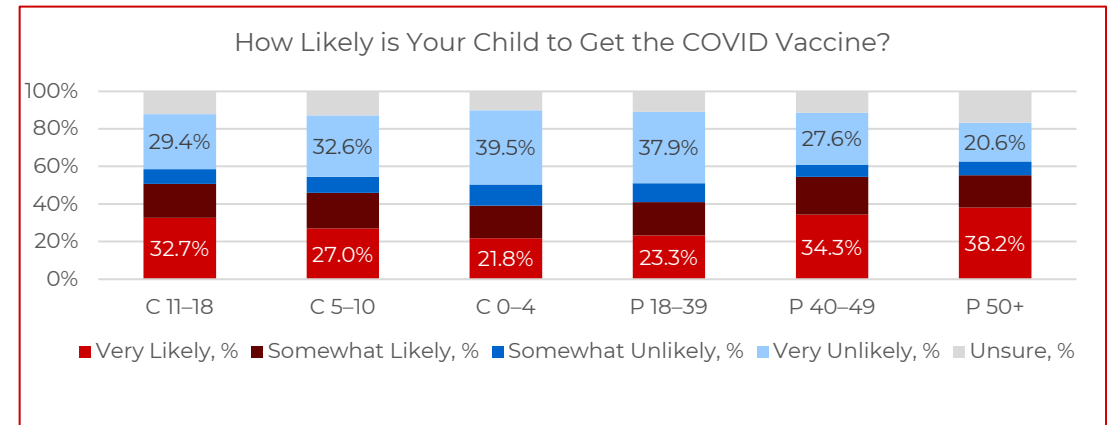
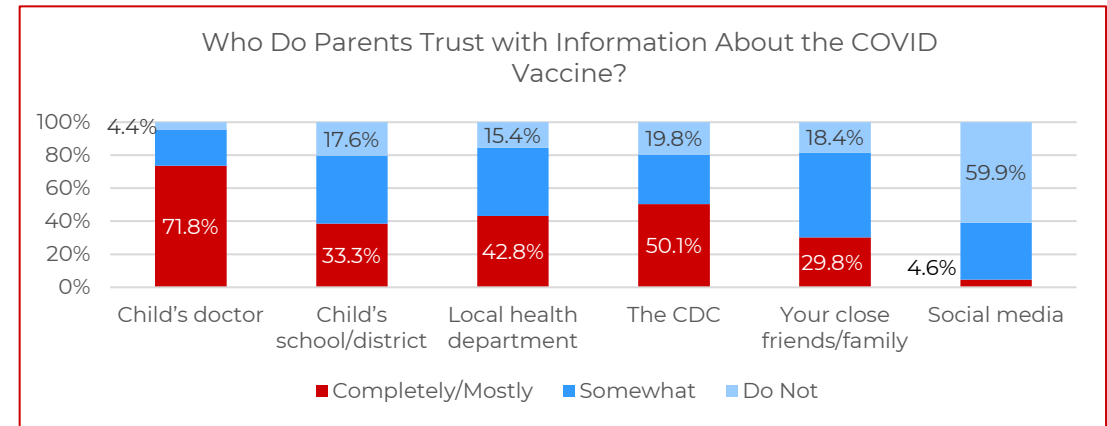
Among parents who were vaccinated, 75% are very/somewhat likely to have their children vaccinated. Conversely, among parents who did not receive the vaccine, 72% are very/somewhat unlikely to have their children vaccinated.

**Implication:** Creative messaging must be adaptable to different audiences and attitudes towards vaccination to create resonance and impact.

## SOCIAL MEDIA AND VACCINATION NEWS

Roughly 48% of Americans reported that they receive their news and information about COVID-19 vaccines on social media channels. The other half say they have not been getting much or any news via social media. Of those who do receive news on social media, almost 70% of them say social media is an important source, especially among heavy users of social media.

**Implication:** paid owned and earned social through influencers will be an important component of the plan.



Sources: Pew Research, MRI, AAFP.org, WHO, American Academy of Pediatrics.



# DOES RACE INFLUENCE VACCINATION RATES?

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Hesitancy about the COVID-19 vaccine appears to be declining within Black and Hispanic communities in New Jersey, according to the results of a new online poll that **also said politics - not race** - was the strongest indicator of immunization acceptance.

According to a study completed by Change Research, willingness to get the COVID-19 vaccine rose over three months from **62% to 69%** among Black residents and for Hispanic New Jerseyans from **77% to 83%**. Among white people, immunization interest grew just slightly, from 71% to 73% between February and May.

This data **“demonstrates the significant progress we’ve made as a state in educating people about the efficacy of the COVID-19 vaccines, particularly in communities of color.”**

- Dr. Shereef Elnahal, president and CEO of Newark’s University Hospital

**Implication:** Evaluate targeting based on political affiliation as well as demographics. Deliver the right creative message to ensure we change behavior for hard-to-reach and hard-to-convince audiences.



# HOW DO WE USE THESE INSIGHTS TO ENCOURAGE CHANGE?

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## CREATE SURROUND SOUND FOR NJ RESIDENTS THROUGH REACH AND FREQUENCY

- Create a “Surround Sound” for NJ residents. Be a part of their everyday media life by surrounding residents with engaging and meaningful messaging as they go about their daily lives, from commuting to using social media to grocery shopping.
- Drive strong engagement via sponsorships on top-tier Radio stations that encourage participation from residents and create ambassadors through our media partnerships.
- Reach and engage New Jersey’s diverse population through print placements in multicultural publications through the state include Hispanic, African American, and Asian focuses.
- Create forums for education through Town Halls, trusted advisors, community messengers, and influencers that bring a higher level of trust.

## HEAVY UP IN GEOGRAPHIES BASED ON THEIR CURRENT VACCINATION AND BOOSTER RATES, AND PRESENCE OF CHILDREN.

- Messaging will be geographically targeted to drive the strongest vaccine uptake among both parents of children ages 5-11 as well as those that are booster eligible, especially in counties like Bergen, Essex, Union, Hudson, Camden, and Middlesex. Ensure strong delivery of messaging in urban areas with a layer of neighborhood level media in focused municipalities.
- Strategically Heavy up in counties which represent a higher need and harder to reach populations

## FOCUS ON THE HARD-TO-REACH COMMUNITIES AND ENSURE RELEVANCE ACROSS MULTICULTURAL AUDIENCES

- Create targeted in-language sponsorships to reach, educate and engage residents of various ethnicities with influencers, and in-language advertising across traditional and digital channels.
- Layer in media channels which focus on our diverse populations, ensuring a go-to-market plan that is inclusive both from a creative and media perspective.

## CHANGE BEHAVIOR THROUGH AWARENESS AND EDUCATION FOR EACH AUDIENCE

- Ensure creative messaging meets each audience where they are in their consideration journey and helps educate to change behavior. Focus on their perception based on what we know through targeting: ethnicity, political affiliation, attitudes towards vaccination, etc.
- Generate Moments: Tap into targeted partnerships such as youth sports-league apps (ex. Dick’s Sporting Goods’ Game Changer app) and work with New Jersey social influencers to deliver accurate, engaging, and personalized messages through both public and private forums. Be ever-present in the channels that parents are spending most of their time with.



# STRATEGY

Creating Motivation and Momentum  
Around the Moments

# STRATEGIC OVERVIEW

## GOAL

Develop and deploy a multilingual, statewide public awareness and outreach campaign focused on changing behaviors through increased COVID-19 vaccination rates, specifically promoting COVID-19 booster shots and COVID-19 vaccinations for children ages 5 to 11 years of age.

## KEY COMPONENTS

- Research
- Creative Development and Production
- Tactical Strategy and Implementation
- Media Buying and Placement
- Grassroots Public Relations and Influencer Activations
- Evaluation and Optimization

## SEGMENTS

**General Population**  
New Jersey Residents

**Booster Eligible Audiences (Vaccinated)**  
65+, Underlying Conditions, High-risk Workers

**Parents of Unvaccinated Children**  
Parents of children 5 to 11 years of age

## REQUIREMENTS

- Inspirational creative campaign that drives action among our key segments
- Agile, responsive, and flexible campaign with the ability to launch immediately and pivot as eligibility expands
- Create behavioral changes by leveraging motivation, momentum, and moments in our targets' lives with consistent messaging and creative to encourage healthy, open mindsets
- Layer in heavy up in priority geographies with the highest rate of vaccination/need for boosters, and highest presence of children.
- Target Latinx, Black and African American, and other local, diverse communities with multilingual creative and messaging

## OUTCOMES

- Increased engagement on web and social
- Behavior change resulting in Increased awareness, consideration, and adoption of vaccines for children and boosters for adults
- Measurable improvements within vaccination rates



# CREATING THE *MOTIVATION* – A COVID- FREE NEW JERSEY

Marketsmith has designed a plan forward that incorporates the ever-changing landscape of COVID-19 and how people are making decisions regarding the vaccination. New Jersey has positive momentum, driven from prior campaigns and coverage in the state, an increase in media dollars from the national level, crossover campaigns from New York and Philadelphia, and positive communications around vaccinations and boosters coming from family, civic, and national influencers. The key for this campaign will be to amplify to continue that momentum to drive a COVID-Free NJ.

In this strategy, we have used a creative approach that **reminds the population of joy, getting back to the events that they have been missing since 2019/2020** and tethering the creative imagery to promote and encourage action. We believe our approach to a unique, upbeat creative, effective use of blanket impressions with a heavy up of geo targeting and a strong focus on influencers and community outreach is the winning path forward.

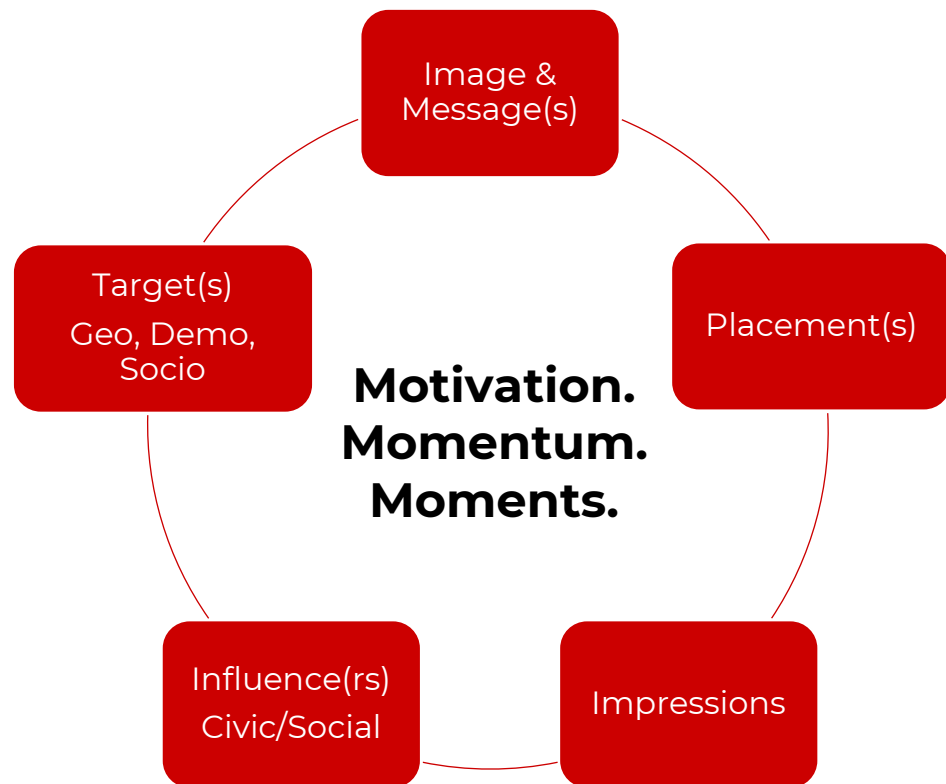
We will use **varied messaging** that will be informed by research, 3<sup>rd</sup> party data and click data to influence the after-launch media plan. Overall, those varied messages will be embedded throughout **a multi-level tactical media plan** that over six months will hit **upwards of 825 Million Impressions**. A **critical key to behavioral change** is using a strong influencer presence in social, a proven tactic for change behavior in NJ, and **exceptional execution** of a strong action plan of community messengers at the civic and local levels with educational town halls. This will be key for older adults that are not social media active. There is work to be done in many **municipalities in the state to increase their vaccination rates**, but this campaign will create that motivation to influence change at all age and demographic groups throughout the state.

Our goal with this robust campaign is to create **a surround sound** feeling of supportive peers, a friendly environment, the importance of family, the challenge of missing time with elder loved ones, and the rewards of getting back to normal.



# STRATEGIC APPROACH

The data and research are clear: Share the true facts simply to the population where they are and by the people they see as trusted messengers and ensure they see it multiple times. The results will be an impact felt through greater vaccination rates across all political, socioeconomic, and ethnic groups.



**Marketsmith's strength lies in our in-house creative, media, analytics and research teams.**

These teams are made up of the best-of-the-best subject matter experts that know the media landscape better than anyone in the state and creative visionaries who can take ideas and build them into actionable, inspirational campaigns – all organized around the common goal of motivating residents to get themselves or their children vaccinated and get their boosters to increase their vaccine efficacy.

In the following pages, we have presented an **approach to three different creatives**. Each capture a way to break through other competitive advertising with a sweet and loving sentiment. The use of color and language is unique and not seen in other state campaigns, but each is a campaign the state should be proud to use as their rallying cry against COVID-19.

We have also outlined **three very distinct marketing and media approaches** that differ based on the budget level chosen, but each has been proven to impact your desired goal. Each plan incorporates **Earned Media, Paid Media and Influencer Marketing** to blanket the state with this very important initiative.

Using our **deep knowledge of what media works at certain spend** levels and layering trusted influencers and public relations grassroots efforts, we will reach the intended targets immediately during a busy holiday season and make it easier for them to find the motivation they need to get either a booster, a second vaccination or the first vaccination for themselves or their children. It will be **executed flawlessly** by the robust in-house team at Marketsmith Inc. and our partners, **R&J Communications and XOMAD**. We are the best choice for this initiative, and we know how to swiftly move to get the work into market and start changing behaviors.





# CREATIVE APPROACHES

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Creating Motivation Around the Moments: Images  
of Love and Words of Encouragement & Action

# CREATIVE DEVELOPMENT

We will visually demonstrate of the campaign goal of enacting behavioral change by leveraging **messaging to motivate** along with **powerful imagery** to draw back to the **moments that matter**. On the following pages, we will share with you three creative concepts developed for this initiative. For each concept, we highlight **imagery, font, and colors** selected specifically for this initiative and to resonate with our target audience(s).

Every aspect of this campaign **will be 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.



## CONCEPTING

After review of current materials, we build out a campaign concept that can be easily transferrable to any applicable marketing mediums.



## EXECUTION

Once the creative concept is agreed upon by all stakeholders, we will begin to lay out all tactical executions.

# ETHOS

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## *Return to good, to family, and to better things ahead.*

With one of the highest vaccination rates in the nation, New Jerseyans have recently enjoyed fewer COVID-19 restrictions and better health outcomes than those in most other states. But a lingering sense of unease still casts a shadow. Can we really be “safe” while our young children remain unvaccinated? Are our older and at-risk populations being fully protected? The shadow is about to be lifted. The most hopeful time since vaccines first became available is here.

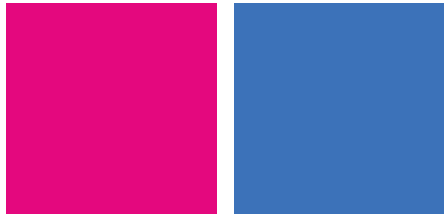
As we prepare to enter the holiday season, arguably a time when people want and need to be together the most, the opportunity is here to make that togetherness the safest it’s been since the start of the pandemic. What an exciting story to be able to tell.

This wave of the NJ Department of Health COVID-19 Vaccination Campaign is brimming with promise. The promise of getting closer to the “end” of the pandemic and a return to goodness. All that we love and hold dear, we can do without fear - visits with grandparents, youth hockey games, cena con la tia, and happy, healthy holiday gatherings, just to name a few.

With creative executions that break through the holiday noise and contain clear messaging that reaches our target audiences where they are, we will not just bring awareness, we will motivate through those aforementioned moments, to build momentum toward vaccination. To satisfy the dual awareness of both youth vaccinations and adult boosters, for creative pieces with adult-focused imagery, booster will lead the messaging. Where a child is the focus, vaccines for children 5+ will be first. Using straightforward language, an approachable and relatable voice and happy images of New Jerseyans and why it’s so important to take our shot - to get back to these moments, big and small.

# CREATIVE CAMPAIGN: MY SHOT

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Colors

## GETTING CLOSER

Font: *Gotham Black*



Imagery

### Inspiration:

The moments, big and small, that have been missed or overshadowed due to COVID-19.

### Font:

**Gotham Black:** The simple, blocky, clean lines of this sans serif font make it highly readable even at a considerable distance. These traits make it a good “canvas” for a wide-ranging color palette.

### Color:

A bright, saturated pink and blue make great use of the **Gotham Black font**. The unexpected, contrasted pairing pops from its background and is as cheerful as it is eye-catching.

### Images:

We show everyday moments that have become extra special – cooking together, sharing a hug, hitting the ice – and the joy they bring.

# OOH – ULTRA SUPER BUS KING

19126

**THIS IS  
MY SHOT**  
at a great  
family holiday

 **GETTING CLOSER TO A  
COVID FREE NEW JERSEY**

Vaccines for ages 5+ and  
Boosters for eligible adults

# RADIO

To disrupt the expected and draw in the listener we use a vignette format that leads into the main message and call to action.



## **RADIO :30** **"My Shot"**

**SFX:** Door opening

**NANA:** (elated) Hello, baby girl!

**GIRL:** I took my shot so I could visit nana!

**AIRPORT PA:** Flight 732 to Paris now boarding

**MAN:** We took our shot to finally CELEBRATE 50 years together!

**ANNCR:** New Jersey, this is OUR shot to get back to normal. Safe, effective COVID-19 vaccines are now available for children ages 5 and up. Eligible adults 18 and older can now get boosters.

**GRANDMA:** And I took MY shot so I could kiss those little cheeks! (fades out as she speaks come on in now, I made your favorite

**ANNCR:** Learn more or find an appointment at [COVID19.nj.gov](https://COVID19.nj.gov).

# OOH – MALL SKY BANNERS


At every encounter with these banners not only will the viewer see a different image and headline, the call to action (CTA) will vary.

In order to disseminate the most information possible without overwhelming the reader, the successive banners will have 1 of 3 different CTAs.


One will invite them to scan a QR code that will go directly to the appointment finder page on the state's COVID-19 hub site.

One will direct them to an experiential element – for example, an information kiosk – inside the mall.

One will encourage them to learn more about vaccines and boosters at the NJ COVID-19 hub site.




**THIS IS  
MY SHOT**  
at a winning season



**GETTING CLOSER TO A  
COVID-FREE NEW JERSEY**

COVID-19 Vaccines for Children Ages 5-11 and Boosters for eligible adults are available now.



**Scan to find  
appointments near you.**



**THIS IS  
MY SHOT**  
at seeing my cousins



**GETTING CLOSER TO A  
COVID-FREE NEW JERSEY**

COVID-19 Vaccines for Children Ages 5-11 and Boosters for eligible adults are available now.

**Visit our information kiosk  
on Level 2.**



**THIS IS  
MY SHOT**  
at visiting  
my granddaughter

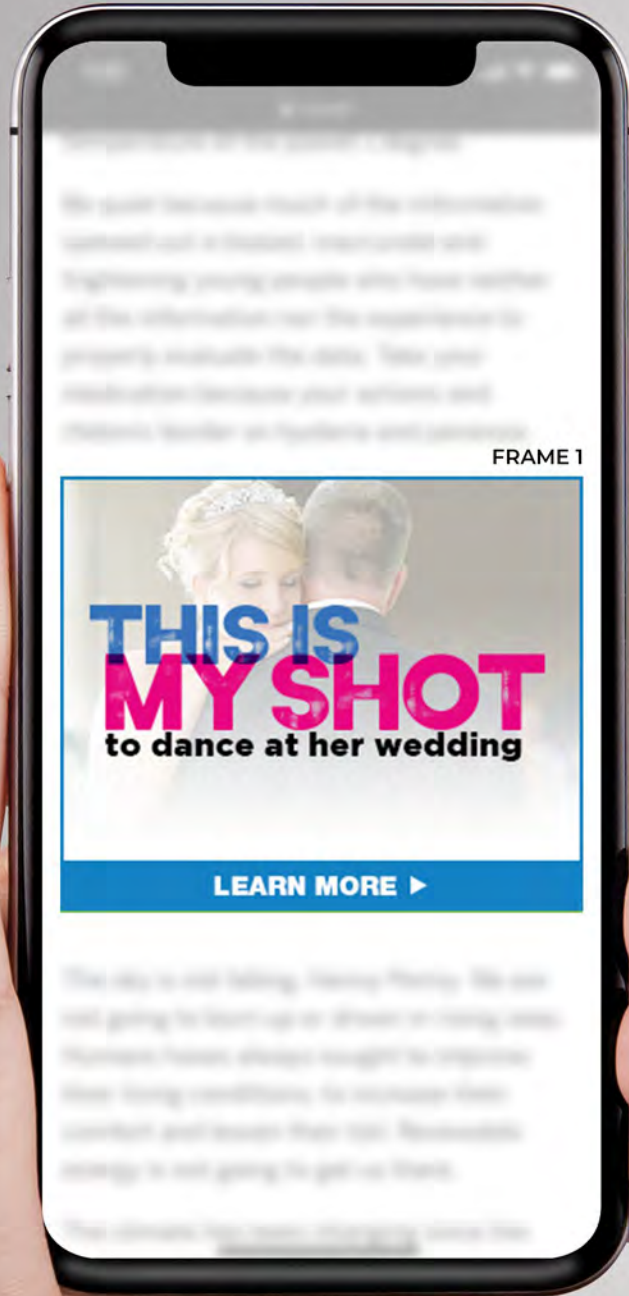


**GETTING CLOSER TO A  
COVID-FREE NEW JERSEY**

Boosters for eligible adults and Vaccines for Children Ages 5-11 are available now.

**Learn more at [covid19.nj.gov](https://www.covid19.nj.gov)**

# MOBILE DIGITAL



FRAME 1

**THIS IS  
MY SHOT**  
to dance at her wedding

**LEARN MORE ▶**

**Motion and emotion are at play here.**

FRAME 1 begins with the image of daughter and father dancing as the headline fades in

FRAME 2 the headline fades out, the image comes into greater focus, and the main message fades in

FRAME 3 fade to white with logo and tagline

The call to action to LEARN MORE is present throughout

FRAME 2

**Most New Jerseyans  
are now eligible for a  
booster or vaccine.**

**LEARN MORE ▶**

FRAME 3

**GETTING CLOSER  
TO A COVID-FREE  
NEW JERSEY**

**LEARN MORE ▶**



# DESKTOP DIGITAL

FRAME 1



**THIS IS MY SHOT**  
at a family reunion



GETTING CLOSER  
TO A COVID-FREE  
NEW JERSEY

[LEARN MORE ▶](#)

FRAME 2



Most New Jerseyans are now eligible for a vaccine or booster.



GETTING CLOSER  
TO A COVID-FREE  
NEW JERSEY

[LEARN MORE ▶](#)

FRAME 1



**THIS IS MY SHOT**  
at Pop-Pop time



GETTING CLOSER  
TO A COVID-FREE  
NEW JERSEY



[LEARN MORE ▶](#)

FRAME 2



Most New Jerseyans are now eligible for a vaccine or booster.

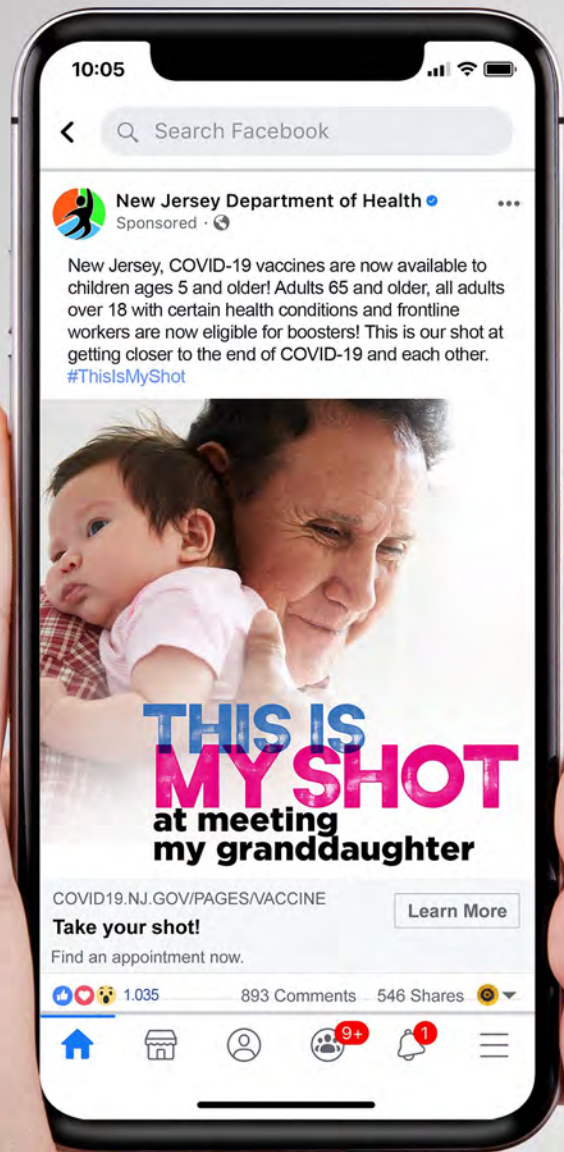


GETTING CLOSER  
TO A COVID-FREE  
NEW JERSEY



[LEARN MORE ▶](#)

# SOCIAL



The omnichannel experience continues across social media platforms.

The scroll-stopping imagery as well as the headline and messaging remain consistent, tying in with all other elements of the campaign.

From top to bottom, the read inspires action leading to the CTA.

# CREATIVE CAMPAIGN: NEXT STOP

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Colors

## NEXT STOP

Font: *Cabrito Sans*

## Family

Font: *Felt Tip Woman*



Imagery

### Inspiration:

Fill in the blank - what's the very next thing you want to do once you're vaccinated or get a booster shot? First stop: Vaccine. Next stop: So many joyful possibilities!

### Font: relaxed

**Cabrito Sans:** This rounded handwriting-inspired font is a natural companion to **Felt Tip Woman**, which mimics the look of actual handwriting.

### Color:

Cool jewel-toned blue, purple, and green are gradated for a ribbon-like look that draws attention and firmly holds messaging.

### Images:

With a focus on the subject's arm, we see they've recently been vaccinated. Each image immediately connects with the headline to tell a story of someone who's been vaccinated and the thing they're excited to do next.

# OOH – ULTRA SUPER BUS KING



# RADIO

To disrupt the expected and draw in the listener we use a vignette format that leads into the main message and call to action.



## RADIO :30 "NEXT STOP"

**GIRL:** (Excited) I can't believe we're here!

**BOY:** (Dramatic and excited) I neeeeever thought we'd get to go.

**DAD:** I'm pretty excited too guys!

**SFX:** Door squeals open

**GIRL&BOY:** GRANDMA!

**DAD:** (with a smile) Hi, Mom

**GRANDMA:** My babies! Oh, how I've missed you! (fades out as she speaks)  
Come in, grandpa's just taking out the turkey...

**ANNCR:** With safe, effective vaccines now available for children ages 5 and older, and boosters for most adults, we're getting closer to a COVID-Free New Jersey.

Let's keep the momentum going and get back to all the places and people we love!

Learn more or find an appointment at [COVID19.NJ.gov](https://COVID19.NJ.gov)

# OOH – MALL SKY BANNERS

At every encounter with these banners not only will the viewer see a different image and headline, the call to action (CTA) will vary.

In order to disseminate the most information possible without overwhelming the reader, the successive banners will have 1 of 3 different CTAs.

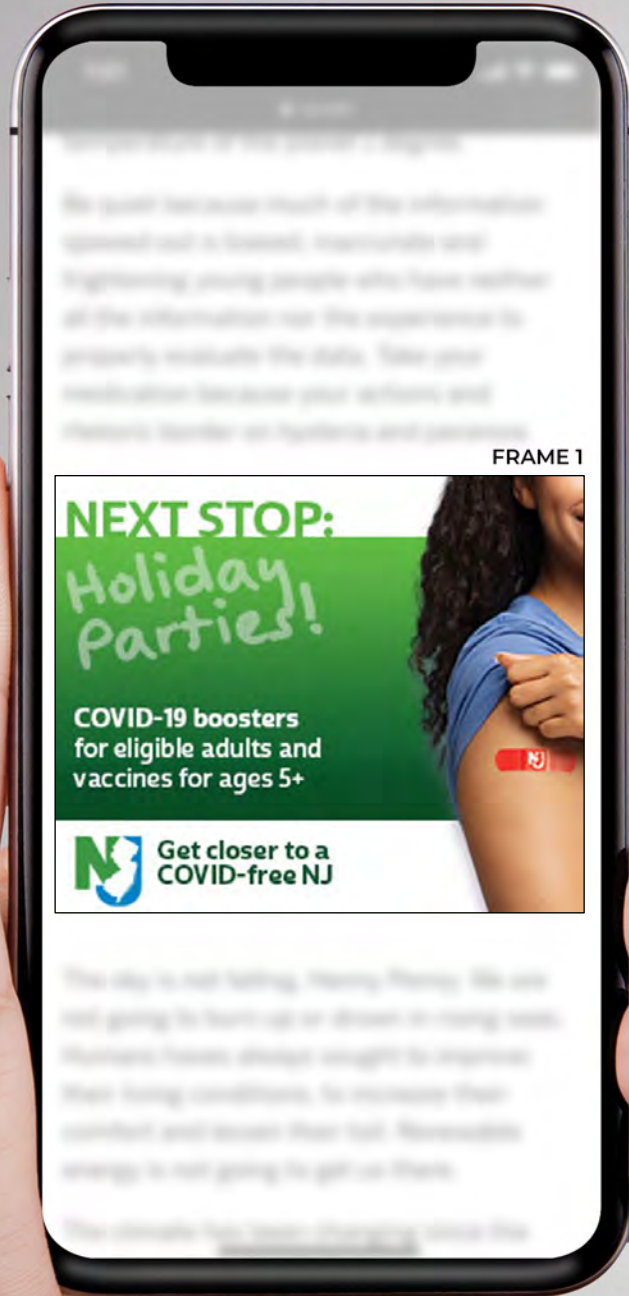
One will invite them to scan a QR code that will go directly to the appointment finder page on the state's COVID-19 hub site.

One will direct them to an experiential element – for example, an information kiosk – inside the mall.

One will encourage them to learn more about vaccines and boosters at the NJ COVID-19 hub site.



# MOBILE DIGITAL



FRAME 1

## Ready for what's next

FRAME 1 Image of woman begins moving into frame from right as "Holiday Parties!" fades in

FRAME 2 Image and all messaging come together creating the full story

FRAME 3 LEARN MORE call to action pops in with bold green type on white.



FRAME 2



FRAME 3

# DESKTOP DIGITAL

FRAME 1

**NEXT STOP:**  COVID-19 vaccines for ages 5+ and boosters for eligible adults  
Get closer to a COVID-free NJ 

FRAME 2

**NEXT STOP:** *Holiday Parties!*  COVID-19 vaccines for ages 5+ and boosters for eligible adults  
Get closer to a COVID-free NJ 


FRAME 1

**NEXT STOP:** 

COVID-19 boosters for eligible adults and boosters for ages 5+  
**AVAILABLE NOW.**  
 Get closer to a COVID-free NJ

FRAME 2

**NEXT STOP:** *Holiday Parties!* 

COVID-19 boosters for eligible adults and boosters for ages 5+  
[Learn More](#)  
 Get closer to a COVID-free NJ



# SOCIAL



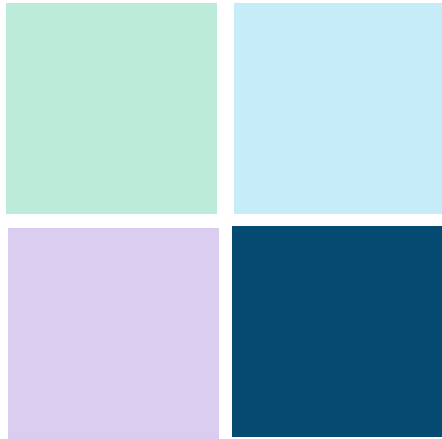
The omnichannel experience continues across social media platforms.

The scroll-stopping imagery as well as the headline and messaging remain consistent, tying in with all other elements of the campaign.

From top to bottom, the read inspires action leading to the CTA.

# CREATIVE CAMPAIGN: SEE YOU SOON

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Colors

See you Soon

Font: *Photoshoot*

COVID-free

Font: *Cabrito Sans*



Imagery

## Inspiration:

It began with the idea of postcards and that seed remains here. But rather than a "Wish You Were Here" in a faraway place, it's a "See you Soon" right here in an embrace. The sign off on this "postcard" is a heart shaped adhesive bandage with the NJ logo at its center.

## Font:

**Photoshoot:** This smooth, flowy script font that is reminiscent of handwriting but with a polished look. It contrasts nicely with **Cabrito Sans**, a clean, bold sans serif.

## Color:

These soft shades in the blue spectrum are pleasant on the eye and break through as their use is somewhat unusual this time of year. But those who follow color trends will recognize the emergence of these hues in holiday décor and designs.

## Images:

There is nothing quite like the long-awaited embrace of a loved one. In these images we feel that release of warmth, joy, and pure love.

CREATIVE APPROACH  
SEE YOU SOON

# OOH – ULTRA SUPER BUS KING



# RADIO

To disrupt the expected and draw in the listener we use a vignette format that leads into the main message and call to action.



## Radio :30 “SEE YOU SOON”

**SFX:** FaceTime ringing

**GRANDMA:** Hello!

**KID:** Hi grandma, hi pop-pop! I got my vaccine!

**POP-POP:** Alright! There’s my brave boy.

**KID:** Mom says now we can all come visit!

**GMA/PP:** How wonderful/ Oh we can’t wait

**ANNCR:** Safe, effective COVID-19 vaccines are now available at no cost for children ages five and up.

And all adults 65 and older, and younger at-risk adults can now get boosters.

New Jersey is getting closer to being COVID-Free, and to everything and everyone we love.

Learn more or find an appointment at [COVID19.nj.gov](https://COVID19.nj.gov)

**GRANDMA:** See you soon, sweetie.

# OOH – MALL SKY BANNERS

At every encounter with these banners not only will the viewer see a different image and headline, the call to action (CTA) will vary.

In order to disseminate the most information possible without overwhelming the reader, the successive banners will have 1 of 3 different CTAs.

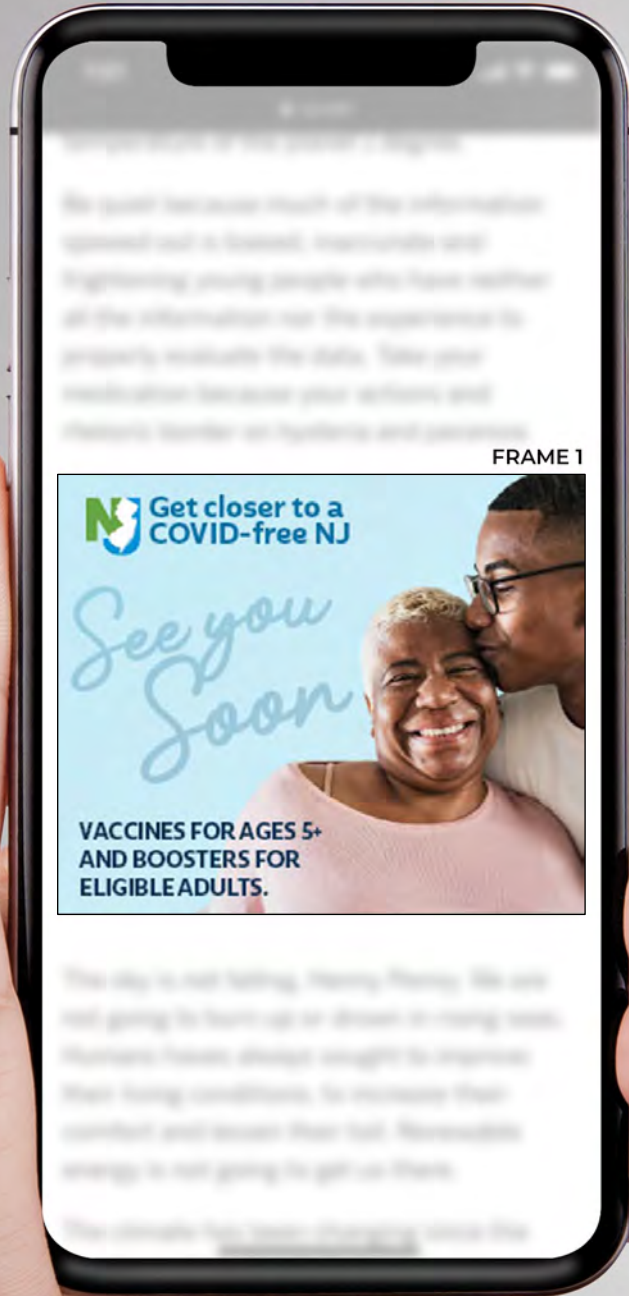
One will invite them to scan a QR code that will go directly to the appointment finder page on the state's COVID-19 hub site.

One will direct them to an experiential element – for example, an information kiosk – inside the mall.

One will encourage them to learn more about vaccines and boosters at the NJ COVID-19 hub site.



# MOBILE DIGITAL



FRAME 1

## Coming together

FRAME 1 Beautiful image of grandson hugging and kissing his grandmother remains throughout as "See you Soon" fades in

FRAME 2 Images and all messaging come together creating the full story

FRAME 3 Learn More call to action pops in with bold white type on dark button



FRAME 2



FRAME 3

# DESKTOP DIGITAL

FRAME 1

Get closer to a COVID-free NJ

*See you Soon*

VACCINES FOR AGES 5+ AND BOOSTERS FOR ELIGIBLE ADULTS.

A horizontal banner with a light purple background. On the left is the NJ logo and the text "Get closer to a COVID-free NJ". In the center, the phrase "See you Soon" is written in a blue cursive font. On the right, there is a photograph of a young girl hugging an older woman. To the right of the photo is a dark blue box with white text: "VACCINES FOR AGES 5+ AND BOOSTERS FOR ELIGIBLE ADULTS."

FRAME 2

Get closer to a COVID-free NJ

*See you Soon*

LEARN MORE

A horizontal banner with a light purple background. On the left is the NJ logo and the text "Get closer to a COVID-free NJ". In the center, the phrase "See you Soon" is written in a blue cursive font. On the right, there is a photograph of a young girl hugging an older woman. To the right of the photo is a dark blue box with white text: "LEARN MORE".

FRAME 1

Get closer to a COVID-free NJ

*See you Soon*

VACCINES FOR AGES 5+ AND BOOSTERS FOR ELIGIBLE ADULTS.

A vertical banner with a light green background. At the top is the NJ logo and the text "Get closer to a COVID-free NJ". Below that, the phrase "See you Soon" is written in a blue cursive font. The middle section features a photograph of a young girl hugging an older man. At the bottom is a dark blue box with white text: "VACCINES FOR AGES 5+ AND BOOSTERS FOR ELIGIBLE ADULTS."

FRAME 2

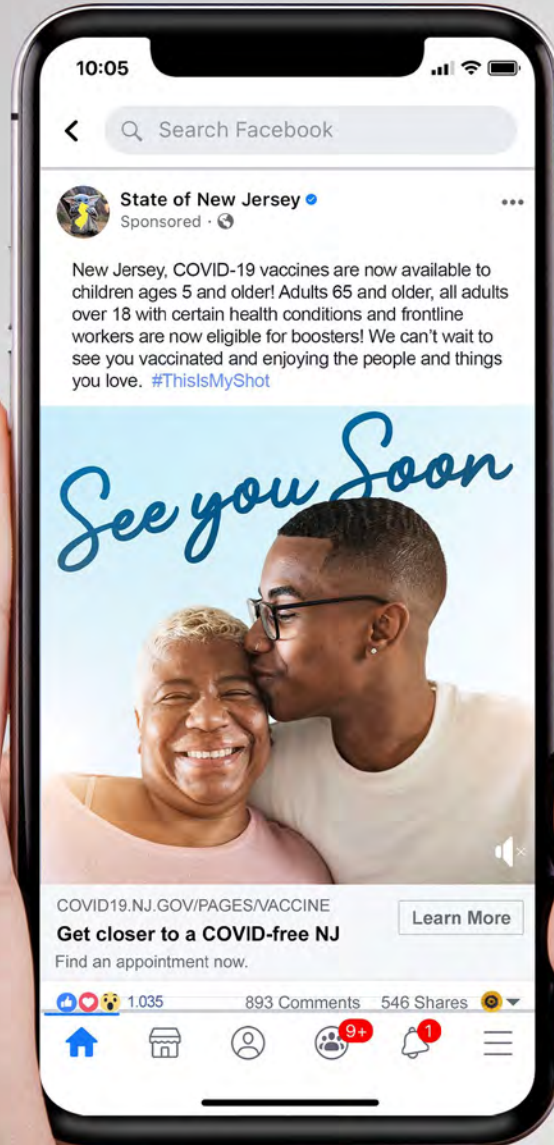
Get closer to a COVID-free NJ

*See you Soon*

LEARN MORE

A vertical banner with a light green background. At the top is the NJ logo and the text "Get closer to a COVID-free NJ". Below that, the phrase "See you Soon" is written in a blue cursive font. The middle section features a photograph of a young girl hugging an older man. At the bottom is a dark blue box with white text: "LEARN MORE".

# SOCIAL



The omnichannel experience continues across social media platforms.

The scroll-stopping imagery as well as the headline and messaging remain consistent, tying in with all other elements of the campaign.

From top to bottom, the read inspires action leading to the CTA.



# INCORPORATING CREATIVE FEEDBACK FOR CONTINUOUS LEARNING

Marketsmith uses qualitative focus groups, that will be utilized in a parallel path with campaign launch, designed to solicit feedback and inform the creative optimization process, allowing for in-depth discussions of concepts and content. It will be conducted among four online focus groups, with each including four to six participants.

Conversation will be guided by a skilled and experienced moderator who has conducted groups focused on vaccine-related messaging and issues. Conversation in the sessions will focus on appeal, resonance, favorability, motivation, and phraseology, drilling down into the reasons for each concept on its own. Then participants will be asked to compare and rank the concepts, again drilling down into reasons.

The moderators will probe for customer perceptions of:

- Which concept is most believable, relatable, or engaging
- Word choice that best conveys messaging
- Which messaging is most likely to motivate consumers/citizens to modify behaviors
- Preferences for communication touchpoints

Participants will be recruited from a mix of gender, age, geo, marital status, income, ethnicity, and political affiliation. Any other segmentation identified as relevant can also be incorporated.

## ama Creators

which can safely discuss all topics

Through our partner XOMAD, a leading influencer marketing agency, we will have access to a **council of creators** – including health officials and program community messengers – which will allow us to not only quickly disseminate content updates but also provide a vehicle to poll members for creative and messaging feedback.

XOMAD is highly successful in their ability to impact behavioral change and has created an extensive plan that is ready to be reviewed in detail to take advantage of the pre-holiday season.

938 Applicants

+ ADD



### Featured Threads

Covid Perceptions - Fake versus Truth

Safely Stimulating the Economy

At home COVID-19 Testing Thoughts?

#SmallBusinesses - Helping Small Businesses During Covid

Nutritional Awareness & Education for Youth

### Popular Threads

Content Needed of Fun Activities at Home/ Proper Social Distancing

COVID-19 Perceptions - Fake versus Truth

Poll on Debunking Vaccine Myths

Invitation to a Vaccine Health Expert Panel Discussing



# 3 MEDIA PROPOSALS

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How We Will Build the Momentum



# THREE MULTIMILLION DOLLAR BUDGET SCENARIOS

With a current vaccination rate of 65-66% of NJ residents, and 9% of those having received a booster, coupled with the new availability of vaccines for children ages 5-11, New Jersey is seeking to change behavior in the form of inspiring a higher rate of boosters for eligible adults and seeing adoption of vaccines for ages 5-11. To achieve this, we have created three budget scenarios for a multimillion-dollar omni-channel campaign. Each incorporates our key targeting principles, core tactics to drive awareness among our audiences, and unique placements to generate breakthrough motivation for our target's moments that matter across a diverse channel and messaging mix.

## SMALL

### \$4.45MM Total Budget

Our lowest budget plan has a diverse mix of channels and tactics with a smaller TV and radio footprint, but heavy spurts of short flights for maximum impact. Digital tactics are also flighted episodically vs. always-on to make the most of the dollars within key time periods, including holiday, pre-spring break, and pre-summer.

## MEDIUM

### \$6MM Total Budget

This plan layers in additional weeks of TV and radio placements and incremental OOH placements, incorporating laundromat posters and junior posters for added geotargeted placements across the state. Social and programmatic are always on to maintain digital presence throughout the campaign, and site-specific placements have been added. Nano and micro influencers have been increased vs. the small plan to allow for added reach and frequency.

## LARGE

### \$9MM Total Budget

Our most robust plan includes additional OOH placements within malls during peak holiday shopping, cinema, rail station takeover, cross-channel sponsorships, in-store radio and ultra super bus kings. This plan also includes a heavier weight of TV and radio to drive awareness early in the campaign, utilizing digital tactics to continue frequency of messaging throughout the six-month flight, and a greater presence across existing OOH tactics, including billboards, posters and malls. This also represents our highest number of influencers and greatest frequency.

**Marketsmith is deeply committed to a COVID-free NJ, and as such we have reduced our standard 7% commission rate for the State down to 4% for this RFP response.**



# MEDIA TACTIC APPROACH

**MOMENTUM is the goal**, for our campaign we will focus on driving the highest level of reach possible to our core target audiences with an optimal and efficient level of frequency. The media plan is built with both broad and niche targeting designed to drive awareness into behavior changes for our target audiences.

**All media placements have been evaluated based on pricing, placement, delivery, and how our target audiences consume media**, informed by syndicated research in the New Jersey market. This has been flighted to create an omnichannel layering of the Department of Health's message to reach the entirety of this diverse state, using media in the New York and Philadelphia markets as well as New Jersey's state-based media.

## MARKET CONSIDERATIONS

Tactic selection is focused on the potential long-lasting impact to travel, employment, shopping behavior, and economic conditions within the state.

The media plan can **launch as early as November 22**, with full rollout of video and OOH tactics in the week of December 13, hitting in the middle of the holiday season. Timing is based on the decision of agency, creative versioning and approval, budget sign-off and influencer scripting.

The campaign will continue through spring and ending in late May. As the campaign goes through the different months, all media will see a creative update with the change of seasons and new reasons to get vaccinated. We will also **have research panel and influencer council feedback** being integrated, with media analytics and vaccination rates informing ongoing communication choices.

All data and plans will be reviewed in advance with the Department of Health on a regular basis and organized in a regularly updated marketing plan that is tracked, refreshed, and dated to ensure **the communication plan is organized and clear on approvals and strategy**.



# PAID MEDIA & INFLUENCER PLAN OVERVIEW

This plan comparison details the number of times our advertising will be seen (Impressions), weeks of activity, and estimated % reach of New Jersey residents along with the average frequency they will see our advertising by channel for each of the 3 plan levels.

PLAN	'LARGE' BUDGET			'MEDIUM' BUDGET			'SMALL' BUDGET		
CHANNEL	IMPRESSIONS	WEEKS	EST. REACH/ FREQUENCY	IMPRESSIONS	WEEKS	EST. REACH/ FREQUENCY	IMPRESSIONS	WEEKS	EST. REACH/ FREQUENCY
<b>TV</b>	55.9 MM	TV 15Wks Streaming 17Wks	92% Reach / 8.5 Freq	32.6 MM	TV 8Wks Streaming 17Wks	85% Reach / 5.8 Freq	23.2 MM	TV 7Wks Streaming 16Wks	77% Reach / 4.6 Freq
<b>Radio</b>	64.1 MM	Radio 10Wks Streaming 25Wks	97% Reach / 12.1 Freq	45.8 MM	Radio 7Wks Streaming 21Wks	93% Reach / 9.0 Freq	31.5 MM	Radio 6Wks Streaming 17Wks	90% Reach / 7.0 Freq
<b>OOH</b>	523.7 MM	4 - 16 Wks.	97% Reach / 109.5 Freq	283.0 MM	4 - 8 Wks.	84% Reach / 68.3 Freq	213.2 MM	4 - 8 Wks.	81% Reach / 53.4 Freq
<b>Print</b>	6.8 MM	4 Insertions	36% Reach / 3.8 Freq	5.7 MM	4 Insertions	34% Reach / 3.8 Freq	4.7 MM	3 Insertions	34% Reach / 2.8 Freq
<b>Digital</b>	144.6 MM	17 - 26 Wks.	73% Reach / 40.2 Freq	108.7 MM	17 - 26 Wks.	68% Reach / 32.4 Freq	74.5 MM	14 - 26 Wks.	54% Reach / 28.0 Freq
<b>Sponsorships/ Influencers</b>	30.4 MM	26Wks	--	7.8 MM	26Wks	--	5.2 MM	26Wks	--
<b>Total Impressions</b>	<b>825.6 MM</b>			<b>483.6 MM</b>			<b>352.3 MM</b>		

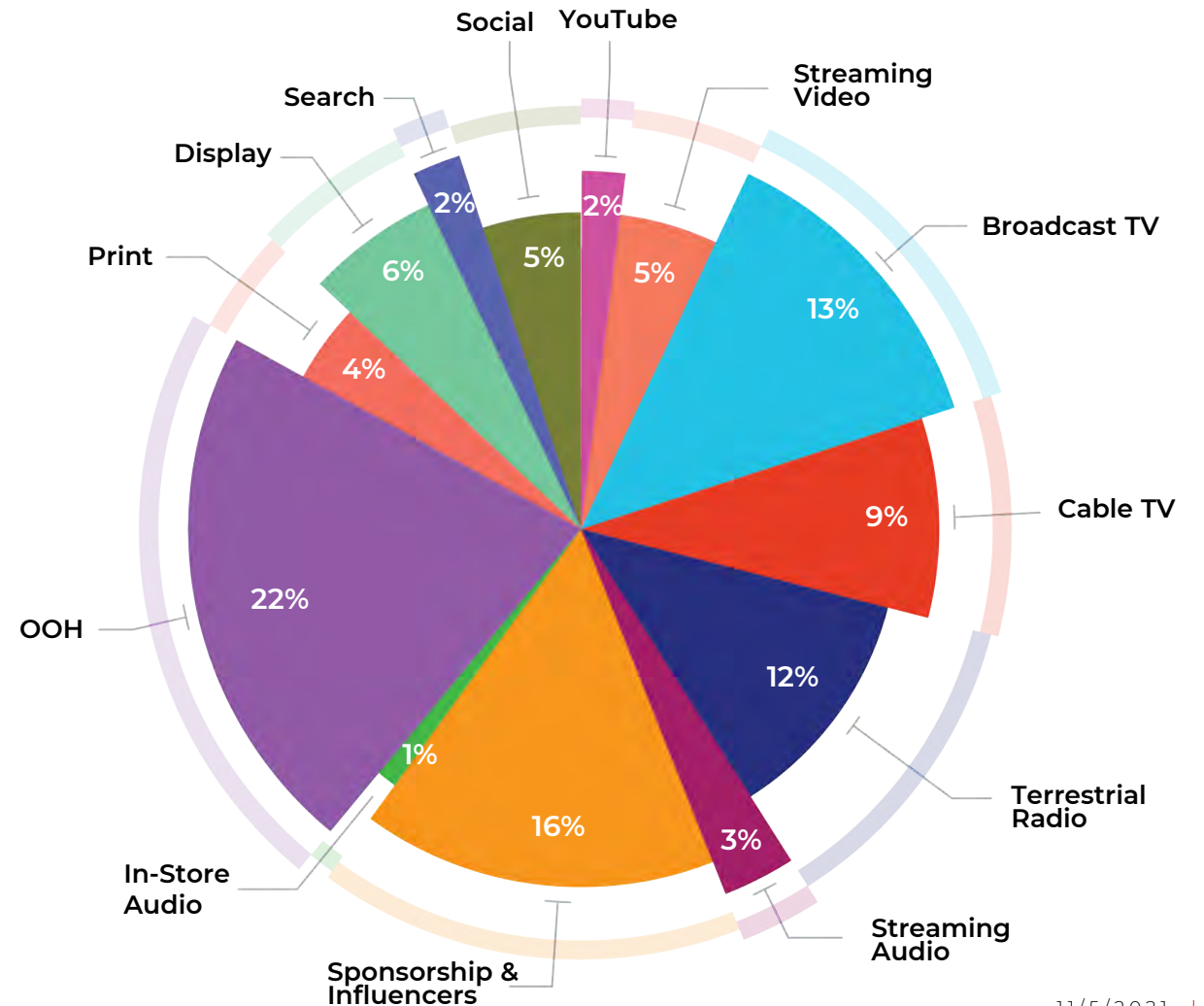


# LARGE SPEND SCENARIO PLAN COMPOSITION

This media plan has been built to create behavioral change by delivering broad awareness across our core targets within the state of New Jersey. Media channels were selected based on our experience within the New Jersey market to deliver strong reach, and high frequency among the core targets demographically and geographically. These channels allow for the ability to scale within focus geographies, so we can **up-weight impression delivery and have focused messaging** based on vaccination rates and density of children ages 5-11 years old.

Our largest components of the buy are **geotargeted OOH placements (22%)**, which will serve a variety of messages and calls to action, broadcast and local cable **TV (combined 22%)**, creating reach and frequency with critical education via large format video, **sponsorships and influencers (16%)**, focused on driving behavior change across demographics through trusted sources, and **terrestrial and streaming radio/audio (combined 15%)**.

## Total Budget Allocation by Tactic



# REACHING MULTICULTURAL AUDIENCES

Using syndicated survey data available via MRI, and focused on New Jersey specifically, we have isolated media consumption patterns as self-reported from each of these audiences. In comparing each focus audience to the overall New Jersey population, we have identified media platforms on which these audiences over-index, meaning their rate of consumption is higher than that of the state on average. We have also incorporated specific publications based on audience focus and circulation territory. The below outlines some of these key targets, channels, and media placements in order to ensure the plan is inclusive of the diverse population of our state.

## PRINT

### Hispanic:

Reporte Hispano  
El Especialito

### African American:

Positive Community  
Anointed Journal

### Asian American:

Desi Talk

## TV

### Hispanic:

Fox Deportes  
Tr3s  
CNN en Español  
Galavision  
History en Español  
Univision  
ESPN Deportes  
Bein en Español  
TUDN  
WNJU (Telemundo)  
WXTV

### African American:

BET  
VH1  
OWN  
ESPN

### Asian American:

CNN  
CNBC

## RADIO

### Hispanic:

WPAT  
WSKQ  
WXNY  
WEMG-AM

### African American/Urban:

WBLS  
WWPR  
WDAS  
WUSL  
WTTH

### Asian American:

WWTR-AM  
WNEW-FM

## DIGITAL

### Programmatic and Social:

- Utilize interest and demo targeting to ensure we reach our key multicultural targets.
- Facebook reaches a larger portion of the Hispanic audience with 69% utilizing the platform.
- For AA and Asian populations, Instagram is more popular reaching 45% and 48%, respectively.
- Korea Times and Desi Talk site specific will be included as platforms where we typically see high engagement within the Asian American audience across New Jersey focused campaigns.
- Additional targeted publications will be included in a separate programmatic PMP buy in order to allow for optimizing to areas of greatest engagement; across these multicultural audiences, e.g., CNN, ESPN, WebMD, Accuweather, Groupon, NFL.com, NBA, CNBC.

# MARKETSMITH'S ADDED VALUE

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## Guaranteed 10-15% Added Value

### MEDIA BUYING POWER AND ADDED VALUE

As one of the largest buyers of local media within New Jersey, Marketsmith has deeply rooted relationships with all media entities, digital networks, and print media, affording us the opportunity to negotiate aggressive rates, prominent ad placements, and assistance with production enhancement.

Most importantly, these connections enhance Marketsmith's capabilities to pivot seamlessly and implement necessary changes, optimizations, etc.

These added-value opportunities help our media dollars to go further and work harder. Added value is negotiated up front with our media buys. On average, our media programs garner an additional 18% increase in impressions in added value.





# TV AND VIDEO

**TELEVISION reaches 75 – 95% of our audiences** in New Jersey across devices, with the highest propensity found in the combined mix of linear TV and streaming services for many of our core targets. This makes television, and the layering of linear and streaming, the single greatest source of outreach to drive awareness and tell the key storyline of the newly available vaccines for children and booster shoots for the fully vaccinated.

## LINEAR TV

- **Broadcast TV** will be utilized in both the New York and Philadelphia markets to drive broad reach, including Spanish language stations in each market.
- **Local cable** will be deployed statewide across all cable systems, including video on demand and a statewide buy on News12 NJ to reach all audiences.
- **Cable Heavy Up:** A separate buy will be focused in cable systems and on networks and programming delivering above average concentrations of priority populations and geographies.
- A complement of **Spanish language cable stations** will run to ensure we are reaching the Latinx audience.

**STREAMING VIDEO** statewide on **YouTube, HULU and CTV** will be utilized to reach cord-cutters, cord-nevers, and those who rely on streaming via mobile devices for their video entertainment. This channel is key to reaching our younger demographics, including those millennial parents who are unsure about vaccinating their children. Being digital in nature, we can utilize various targeting segments, including third-party available data, to reach niche audiences like coaches of youth sports, educators, and parents of young children.



# RADIO AND AUDIO

## RADIO AND AUDIO

Similar to television, our core audience is key consumers of both terrestrial radio and streaming audio, **reaching 90%+ of our target audiences** in a highly cost-effective medium for storytelling.

## TERRESTRIAL RADIO

- With travel for the balance of 2021 projected to be largely local and vehicle-based, terrestrial radio provides opportunity to reach both travelers within the state and commuters during drive times, allowing for cost-effective storytelling with reach and frequency.
- The plan includes traditional radio in both New York and Philadelphia stations as well as New Jersey-based stations, focused on the best performing dayparts for each station, including AM/PM drive, mid-day, weekends, and some evenings.

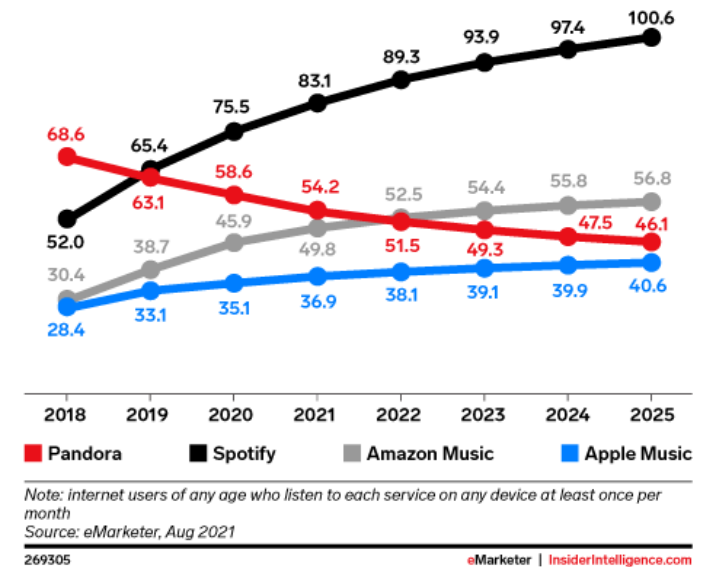
## STREAMING AUDIO

- Streaming audio is increasingly critical for share of ear, as consumer behavior has shifted more toward digital audio. Currently, 72% of adults listen to streaming/digital audio.
- Platforms include Pandora and Spotify to reach listeners wherever they choose to consume their media, including mobile devices. Each is a proven driver of traffic and engagement when used in behavior change campaigns.
- Example target segments: adults 25-54, parents, public service professionals, education professionals grades K-12.

## IN-STORE RADIO

- This will run in 325 locations across the state, including selected ShopRite, Stop & Shop, Acme, CVS, and QuickChek locations.

**US Digital Audio Listeners, by Platform, 2018-2025**  
millions



# RADIO AND AUDIO

## RADIO SPONSORSHIPS & PROMOTIONS

With our large campaign, we have added opportunity to incorporate added value and sponsorships within terrestrial radio.

### ADDED VALUE CONTINGENT UPON PAID RADIO AGREEMENT WITH THE STATIONS:

- "Courageous Kids" : 15s spots of children stating why they want the vaccine or why they are receiving it, delivered across six NJ stations.
- Audio will be children's voices, sharing true stories of why they are receiving or have received the vaccine.

### TEACHERS WHO ROCK/TEACHERS WHO MAKE MAGIC SPONSORSHIP

- Recognize 72 outstanding teachers and three educational support professionals who have made an important contribution to their schools.
- Minimum of 150 promotional announcements to air across six NJ stations Dec-Mar.
- Include logo and link on dedicated promo webpage on each station's website, as well as Social Media elements.

### IHEART AMBASSADORS

- Utilize iHeart hosts/personalities to deliver messaging to parents and coaches encouraging vaccination.

### 1 WEEK PROMOTION ON 6 NYC METRO STATIONS:

- A representative from NJ DOH will be interviewed by each station's community broadcast show. These are six 30-minute pre recorded interviews and would allow for an extended conversation with NJ about the safety and importance of the vaccine.
- :10s "tune in" mentions will be used to promote the interviews.
- One-day home page takeover per station



# OUT OF HOME

Providing significant impressions at cost-effective volume, **OOH is also highly targetable to key geographies**, with additional in-store advertising focused on locations that resonate with our key demographics.

## LARGE-FORMAT OOH

- Static billboards in 25 locations throughout the state for maximum impact and quick building reach; weeks vary by campaign spend level
- Digital billboards utilized for dynamic messaging across 35 locations

## NEIGHBORHOOD REACH - SMALL AND MID FORMAT

- Junior posters deployed in areas of dense population and diverse demographic audiences
- 30-sheet posters; ideal for targeting secondary roadways and more densely populated urban areas

## IN-STORE ADVERTISING

- Convenience store posters in English and Spanish
- Laundromat posters in English and Spanish
- Mall Posters and hanging banners/screens utilized in key December shopping period to reach hourly and seasonal workers and shoppers, including the American Dream Mall Digital Grand Staircase
- Cinema is gaining major traction and going back to pre-COVID viewing levels. Parents in NJ with children ages 5-11 have a 112 index of having gone to the movies in the past 3 months, with 92% of people surveyed having been back to the movies vs. 62% in December '20. Production houses are also releasing major blockbusters in the coming months that are sure to draw in the target audience (Clifford, Sing 2, Sesame Street).

## TRANSIT ADVERTISING

- Bus Kings and ultra super bus kings with routes focused in key geographies within the state
- Interior bus cards along the same routes
- Bus shelters utilized as key landmarks with eye-level exposure to both pedestrians and motorists within priority geographies
- Rail station domination (Newark Penn)



Newark Penn Station Domination



Mall Sky Banner

# PRINT

## NEWSPAPERS AND MAGAZINES

Utilized to increase awareness in a pull medium that consumers spend time with as part of their daily routine. With each newspaper's unique distribution, reaching different geographies and consumers, it provides a way to specifically target messages more strategically. Physical newspapers over-index against our vaccinated/booster eligible target, while Digital editions of newspapers significantly over-index for our NJ parent target, making the combination of print and digital critical for our multi-faceted campaign.

- The plan utilizes daily papers covering the state in Thursday/Sunday rotation, with placement in the top 10 papers in four key weeks throughout the flight, including The Star Ledger, Asbury Park Press, Bergen Record, Jersey Journal, New Jersey Herald, Trenton Times, The Trentonian, Atlantic City Press, Camden Courier Post, and Burlington County Times.

We will utilize local parenting publications such as NJ Family and Parent Magazines to provide impactful reach in focused publications. These publications reach our target in multiple venues, including home, doctor and dentist lobbies, local stores, etc.



The Star Ledger

## DIVERSITY PUBLICATIONS

Hispanic parents in our segments prefer advertising communication in Spanish language, so we are including local in-language newspapers El Especialito, and Reporte Hispano.

- Weekly papers will be used across the state, with focus in priority geographies, placed in key weeks throughout the flight.

Including publications such as Desi Talk, Positive Community, South Jersey Journal, and Anointed Journal ensures coverage across NJ's diverse demographics and creates a more inclusive message across the state.



Reporte Hispano



# HISPANIC SPONSORSHIPS

## TELEMUNDO: ACCESO TOTAL

- Acceso Total is Telemundo's magazine lifestyle show highlighting local entertainment, events, and lifestyle features airing daily, Monday-Friday. Airing weekdays 11:30a-12p, live on Telemundo 47
  - Telemundo will develop three :60s customized vignettes, each to air on Facebook, Instagram, and TV during Acceso Total for 1 week
  - Complementing banners and pre-roll video will also run throughout the Telemundo website



## UNIVISION

- Launch 360 sponsorship with Brea Frank, a well-known Hispanic Influencer on both Univision's TV show Despierta, as well as its radio station.
  - Will include custom :60s and :30s vignettes to run on Univision's TV stations, as well as radio stations.
  - Complementing Run of network display ads, native article ad, pre-roll, homepage takeovers, and Facebook social posts will also run across the Univision website



# PAID SOCIAL

## PLATFORMS: FACEBOOK/INSTAGRAM, TWITTER, REDDIT, TIKTOK, YOUTUBE

This mix of varied social platforms allows for the greatest possible reach, ensuring we penetrate all audiences, and provides a robust ability to target within each. Diversity of message, platform, and frequency are key to building momentum.

## ADVANCED TARGETING CAPABILITIES

- Demographics: Age, income, language(s) spoken, presence of children
- Interest and Behavioral Targeting – Political affiliation, health and wellness, etc.
- Geography and location
- Contextual relevance (Reddit)
- In-Market researchers (Reddit & YouTube)

## CREATIVE DIFFERENTIATION

- Utilize static imagery, video, interview, infographic content, carousel ads, and promoted posts.

## DYNAMIC ACTIVATIONS:

Location -based ads will be set up in Facebook and Instagram to geotarget people near vaccination locations. Dynamic creative based on each targeted location will allow us to serve ads specifically calling out that location with a call-to-action to make an appointment.



# PROGRAMMATIC AND SITE SPECIFIC

**PROGRAMMATIC DISPLAY** media allows for the highest level of targeting possible, a build of frequency and repetition of messaging to create momentum and provides the ability to showcase dynamic creative to increase overall relevancy, which is crucial to consideration and behavior change.

We focus on **moments that matter** and use programmatic to build our story to each target audience throughout the season, using a mix of audience targeting, behavioral and contextual placements, and use both standard and video units in browser on desktop, mobile, and in-app.

## ADVANCED TARGETING CAPABILITIES

- Demographic: Age income, presence of children in the home, language(s) spoken
- Psychographic/attitudinal – focused on segments that drive perception, like political affiliation
- Interest based targeting
- Geographics and location history
- Behavioral: Precision targeting to reach people who have recently searched for keywords around vaccination, boosters, etc.

## CUSTOM CREATIVE UNITS

Dynamic creative optimization will also be utilized to continuously optimize creative versions in real time based on engagement and clicks to the website.

- As with Social, we will implement geo-fencing around vaccination sites to continue awareness around locations and appointment availability. We will create **momentum** by incorporating geotargeted ads around vaccination sites, calling out the nearest location to consumers to drive appointments.

## SITE-SPECIFIC DISPLAY

Utilize a mix of standard static and high-impact units to drive impressions and engagement via click-through across websites like News12 NJ, NJ.com, Patch.com, Univision.com, and Telemundo.com, targeting our hard-to-reach audiences, geographies, and areas of interest.





# PAID SEARCH

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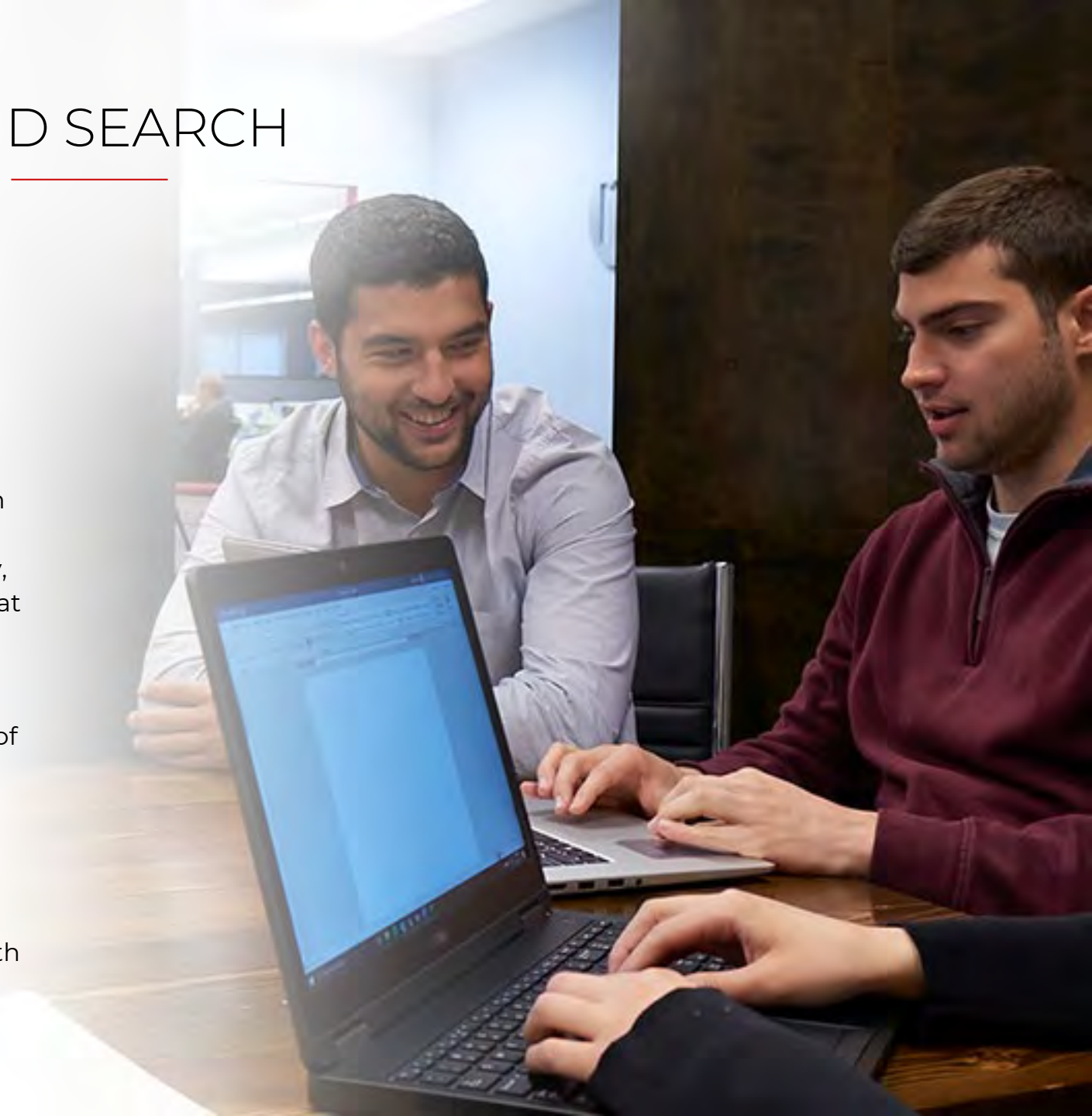
The goal of paid search is to meet the user where they are in researching to learn more about the vaccine and how to participate in this important initiative. This tactic will remain targeted statewide to ensure that we are capturing all demand around relevant searches.

**ENGINES:** Google, Bing

With an estimated 25k average weekly searches in New Jersey related to vaccine boosters, and vaccine eligibility for children in the most recent four weeks, and the potential of increasing volume driven by the most recent announcement of availability, we have allocated a budget that will be able to meet demands at up to 4x the search volume of the most recent weeks.

## TARGETING

- Capture relevant search traffic from within the state of New Jersey only
- Create 'branded' campaigns to shepherd active researchers to learn more and 'non-branded' campaigns to reach those who are searching for information but potentially early in their journey to learn more to bring them to the Department of Health website to gain information from this trusted source.



# INTEGRATED BRAND PARTNERSHIP



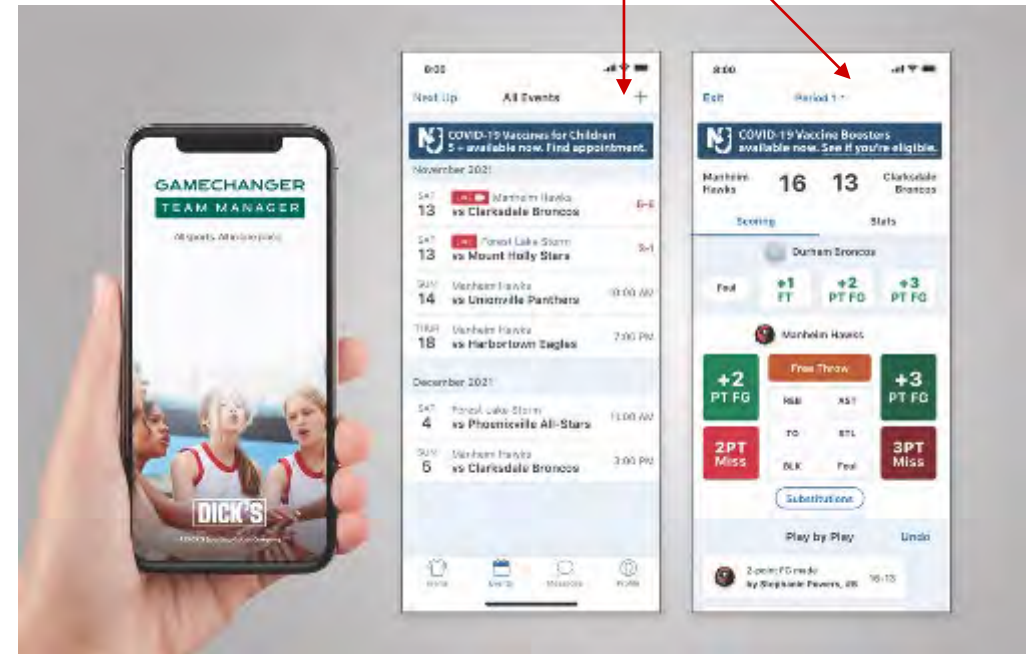
## DICK'S SPORTING GOODS AND GAMECHANGER

Marketsmith consistently looks for opportunities to align with multiple partners when developing a go-forward marketing strategy. Tapping into the Coach target to influence vaccinations of children ages 5-11, we would look to have an exclusive partnership with our client GameChanger, owned by Dick's Sporting Goods. GameChanger is a youth sports application that is utilized by coaches, parents, and players for scheduling, scoring, and live viewing of games. Marketsmith has worked in partnership with GameChanger to brand its newest version of its app, making it a household name among the youth sports community.

Possible opportunities for collaboration between the NJ Department of Health and GameChanger can include on-site promotion of vaccinations outside of participating Dick's Sporting Goods. Marketsmith would utilize first-party respondent data to target coaches, parents, and players specifically in the state with digital online messaging via social media to drive awareness of the available vaccinations at a specific location, date, and time. There is also the possibility to include a discount promotion for Dick's Sporting Goods in the messaging to entice greater turnout for the vaccination.

These are just two of the many exclusive partnerships Marketsmith can execute for the state of New Jersey based on our extensive client list, marketplace data, and insight and innovative thinking around promotions.

Targeted messages in-app



\* All proposed partnerships will be vetted by legal of all represented parties.

# NANO AND MICRO INFLUENCERS OVERVIEW

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## PROGRAM GOALS AND OBJECTIVES

- Educate audiences about COVID-19 vaccine safety: Participants will work to educate parents about the safety of the COVID-19 vaccine for kids 5+ by sharing facts from the health department in multilingual content.
- Encourage audiences to learn about COVID-19 vaccine facts: Participants will encourage audiences to learn more about the vaccine from health experts and doctors, including driving traffic to [covid19.nj.gov](https://www.nj.gov/health/covid19/).
- Share information of COVID-19 vaccine booster shot: Participants will share information about booster eligibility and encourage those who are eligible to get vaccinated with their booster.



For this program, we will partner with **influencer marketing agency XOMAD** to work with trusted social media messengers residing in the state of New Jersey for rapid PSA dissemination, digital door-to-door campaigns, and community insights via a private online community platform.

Participants will pair factual information from the New Jersey Department of Health with their personal reasons to get themselves and their kids vaccinated, while also encouraging their audiences to get educated from trusted health experts, such as their personal doctor.

The program messaging will target residents living in New Jersey and will be mainly activated on Instagram, TikTok, Facebook, and Twitter, as well as other social channels. The participants are influential creators with 1K to <150K followers, who are trusted community messengers and are well connected to diverse ethnic communities with different cultural backgrounds in New Jersey.

# NANO AND MICRO INFLUENCERS – CONTENT SAMPLES

Utilizing in-feed posts and stories, the community messengers will pair umbrella messaging focused on moving forward and getting back to normal for their families' and kids' sakes.

Campaign hashtags, e.g.,

**#LetsGetVaccinated**

**#ThisIsOurShotNJ**, will create

momentum and familiarity across the 125+ messengers and those who are viewing their content.



# NANO AND MICRO INFLUENCERS – CONTENT SAMPLES




# NANO AND MICRO INFLUENCERS – SAMPLE MOM MESSENGERS



**rosaalexc** Follow

1,131 posts 12.4k followers 1,901 following


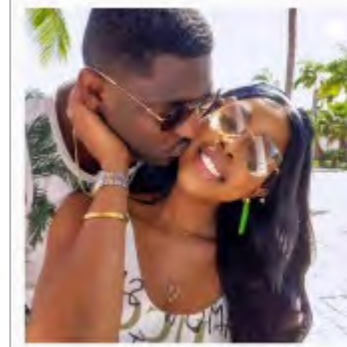
Rosa 🌿 Travel & Lifestyle  
blogger  
✈️ #LatinaTraveler  
🚗 Roadtripping in the #EastCoast 🇺🇸 #Catskills  
✉️ racastillo2018@gmail.com  
📄 #TravelBlog 🌐 [www.thetravelingroses.com/hertz-east-coast-roadtrips](http://www.thetravelingroses.com/hertz-east-coast-roadtrips)



**femmedestyle\_** Follow

239 posts 24.3k followers 1,427 following

**S A R A H HT**  
Digital Creator  
Sharing all things Beauty, Fashion & Lifestyle ♡  
✉️: [INFO@FEMMEDESTYLE.COM](mailto:INFO@FEMMEDESTYLE.COM)  
📺 Watch my latest YouTube video below: [youtu.be/4IoVdRBHhw0](https://youtu.be/4IoVdRBHhw0)




**thefrugalistamom** Follow

2,908 posts 2,113 followers 1,885 following

**Rochie | TheFrugalistaMom**  
Personal Blog  
Tips on feeding the body, mind and soul without spending a fortune.  
💎 mom of 4  
💎 mentor  
💎 storyteller  
#TheFrugalistaMomWay #foodallergymom [linktr.ee/thefrugalistamom](https://linktr.ee/thefrugalistamom)




# NANO AND MICRO INFLUENCERS – SAMPLE MOM MESSENGERS



**jamiengrose** Follow ⌵ ⋮

3,267 posts   8,852 followers   4,103 following

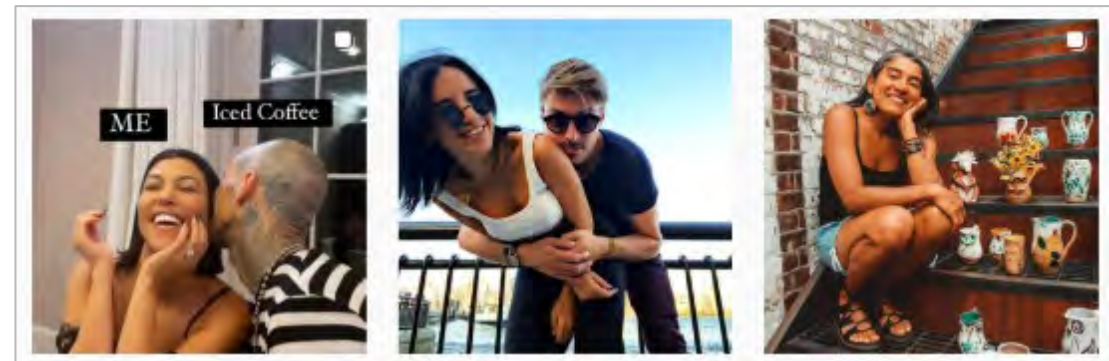

🌟 **JAMIE** 🌟 your Instamom bff  
 Digital Creator  
 NJ Mom x 4 • Positive Vibes • Let's Mother in Style  
 ✉ jamie@notarosegirl.com  
 style: family adventure, mom tips in Reels  
 i'm funnier over on tiktok 🌟 [notarosegirl.com](https://notarosegirl.com) 🟢

**lynnhazan\_** Follow ⌵ ⋮

10,293 posts   29.6k followers   1,796 following

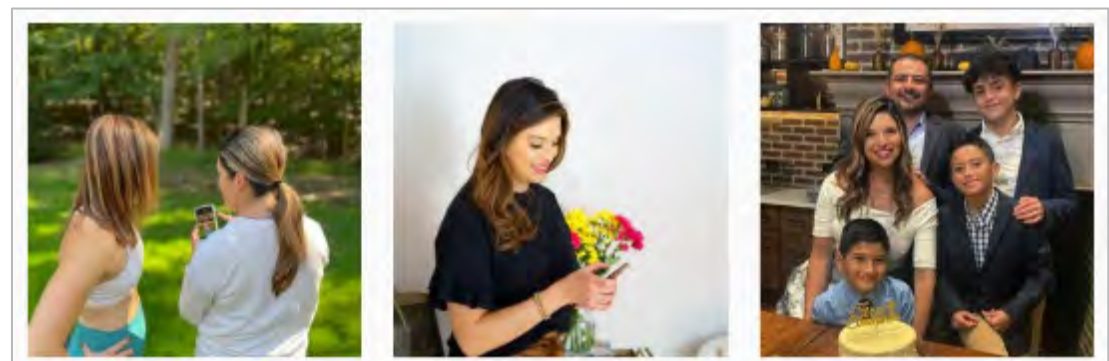
**Lynn Hazan** she/her  
 Public Figure  
 Culture/Lifestyle/Food Writer, Boss Lady & Mom  
 Based in #JerseyCity  
 Founder of @aimmediajc  
 Lynn@chicpeajc.com [lynnhazan.com](https://lynnhazan.com) 🟢


**myfriendbetty** Follow ⌵ ⋮

2,221 posts   5,148 followers   2,062 following

**Betty Galvan**  
 Founder and CEO of @mfbsdigitalmarketing 🗨 #momof3boys usmx  
 betty@myfriendbettrysays.com 📍 NJ  
[www.myfriendbettrysays.com/so-you-want-to-be-a-social-media-manager](https://www.myfriendbettrysays.com/so-you-want-to-be-a-social-media-manager) 🟢



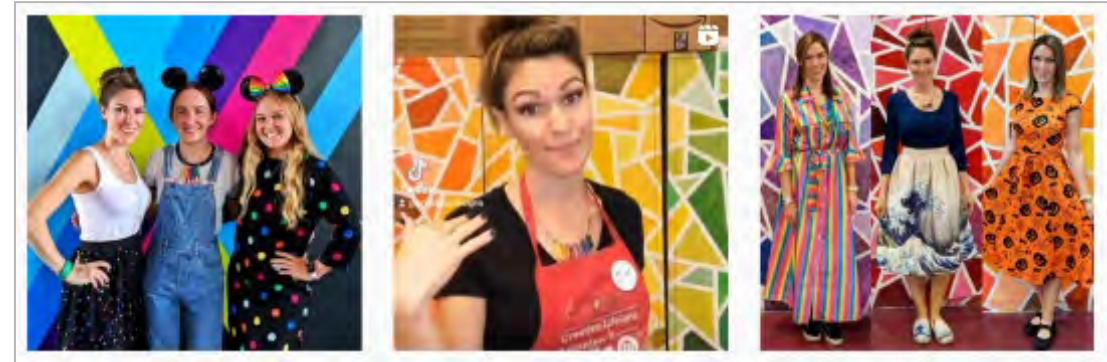
# NANO AND MICRO INFLUENCERS – SAMPLE TEACHER MESSENGERS



**brightdaydesigns** Follow

1,688 posts 13.9k followers 1,387 following


**Dayna Ensminger**  
 elementary art teacher  
 south jersey  
 colorful outfits  
 rainbow pencil necklace maker [beacons.ai/brightdaydesigns](https://beacons.ai/brightdaydesigns)




**shes\_moving\_mountains** Follow

696 posts 41k followers 1,871 following

**L E N A**  
 Digital Creator  
 Lifestyle \* Motherhood  
 Mama \* Teacher \* Grad Student  
 PCOS & IVF Warrior  
 New Jersey  
[lenasmovingmountains@gmail.com](mailto:lenasmovingmountains@gmail.com)

**style\_andmusic** Follow


722 posts 2,364 followers 2,033 following

**Lindsey • Style & Music** she/her  
 Blogger  
 Fashion • Lifestyle • Beauty  
 Music Teacher by Keepin' it real in stories  
 New Jersey  
[styleandmusic3@gmail.com](mailto:styleandmusic3@gmail.com)  
 All the links [linktr.ee/style\\_andmusic](https://linktr.ee/style_andmusic)






# NANO AND MICRO INFLUENCERS – SAMPLE FRONTLINE WORKER MESSENGERS



**swirlofchic** Follow

153 posts 7,257 followers 2,609 following


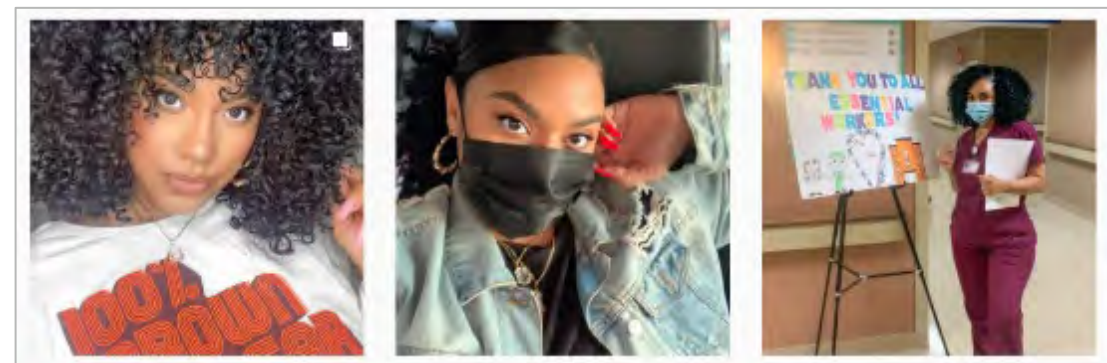
**Hima H Patel**  
Digital Creator  
Corporate PharmD, MBA | Fashion | Styling  
A sprinkle of Bollywood and Healthcare  
INXUS  
NJ | NYC  
swirlofchic@gmail.com



**curlzmatic** Follow

336 posts 20.7k followers 698 following

**Gleydy**  
Digital Creator  
Collaborations -> CurlzMatic@gmail.com  
NJ/NYC www.thendgglow.com



**partialtopink** Follow

517 posts 24.7k followers 554 following

**Heather Truchelut, FNP-BC**  
Digital Creator  
General Surgery Nurse Practitioner  
Style, beauty, & medical influencer  
New Jersey / NYC  
heather@partialtopink.com www.partialtopink.com



# NANO AND MICRO INFLUENCERS – RESULTS IN ACTION

XOMAD has executed campaigns of this magnitude for other state-based Health Departments, including the State of New Jersey’s #MaskUpNJ campaign and the New Jersey Hospital Association’s COVID Vaccination campaign.

Both campaigns saw engagement that directly correlated to COVID app downloads and increases in vaccinations among key communities, respectively.



#MaskUpNJ Campaign



#ImABigShot  
#LetsGetNJVaccinated Campaign

On average, a member of the campaign audience potentially saw #MaskUpNJ messaging at least 5 times during the campaign.

As participating influencers ramped up their posting in the 2nd week of the pilot, the number of COVID Alert App downloads soared by

**110,000+** new downloads

During the 2-month program:

**20.6%** increase in vaccinations among Latinx New Jerseyans

**12%** increase in vaccinations among Black New Jerseyans

# PUBLIC RELATIONS OVERVIEW

As **Marketsmith's long-standing public relations and community engagement partner**, R&J Strategic Communications will put its decades of experience and success to work for the New Jersey Department of Health to build out a robust and effective program of "grassroots" community engagement with multiple touchpoints across a variety of diverse communities in the state to drive home messaging that will resonate, convince and spur action.

We will accomplish this by partnering with trusted and respected people from individual communities in a range of areas – healthcare, clergy, community leaders, nonprofit groups, etc. We will work closely with them and train them to address concerns specific to each identified vaccine-hesitant community and to dispel misconceptions in a way that prompts and encourages dialogue, and that is in no way dismissive of their concerns, or confrontational in any way.

The key message drivers for the public relations and community engagement plan will dovetail off of the advertising creative but will be tailored to individual communities, to clearly address vaccine hesitancy with the goal of engaging people in constructive dialogue about the benefits of vaccination, while gently dispelling myths and misconceptions.

## PROGRAM GOALS AND OBJECTIVES

The main goal of this program is to deliver substantial and widespread targeted publicity across the entire state to elevate awareness of the availability of COVID vaccines and booster shots for eligible New Jersey residents, particularly those identified as priority target audiences for this campaign, with the priority aim of encouraging and stimulating high rates of vaccine uptake among those target groups leading into the upcoming holiday season. Accomplishing this aim will require a concerted, sustained effort over the duration of the campaign and one that encourages respectful dialogue.



# PUBLIC RELATIONS – PHASED APPROACH

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R&J will deliver clear, continuous, widespread, and consistent publicity and messaging around the availability and benefits of COVID vaccines for children aged 5-11 and boosters for previously vaccinated, eligible demographics throughout the state over the six-month campaign. While this will be a sustained effort over the full six-month period, particular emphasis will be placed on the importance of getting eligible New Jersey residents vaccinated in the lead up to the holiday season, when many will be traveling and gathering with family and loved ones in indoor settings once again. These efforts will be broken into three separate and distinct activity periods:

## PRE-HOLIDAY

An intensive, comprehensive effort mounted on the heels of the recent FDA approval and CDC recommendation of COVID vaccines for children aged 5-11. During this phase, we will leverage peoples' strong desire to safely celebrate the holidays with loved ones in person this year after not being able to do so during the pandemic. Messaging and data disseminated during this phase of the campaign will reinforce the need to protect our most vulnerable loved ones and the efficacy and safety of the vaccines in doing so.

## HOLIDAY SEASON

Once the holidays are upon us, we will supplement our efforts by leveraging common seasonal themes that typically dominate the media narrative during this time of year, incorporating COVID vaccines and boosters into that framework wherever possible. These include holiday traditions such as gift giving (giving the gift of health / peace of mind) and year-end customs such as reflection and resolutions (resolve to live a safer, healthier life in 2022). This will enable us to continue to frame the issue of vaccination as a choice we make not only for ourselves, but for our family, friends, and community during the season of giving.

## POST-HOLIDAY

Following the new year and into the spring, we will emphasize themes of re-emergence and renewal, encouraging eligible residents to ensure they are protected so that they can turn the page on 2021 and get back to what they've been missing without reservations or restrictions in 2022.

# PUBLIC RELATIONS – DIRECTING THE NARRATIVE

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Given the politically charged, often divisive nature of public discourse on COVID vaccinations and vaccine mandates, R&J strongly believes that it is imperative to frame this issue in an objective, data-based manner that encourages members of our target audience to learn more about the vaccines and make the choice that best protects themselves and their loved ones. As such, we will **lean heavily on credentialed medical experts and physicians** who live and work within the communities we are targeting to deliver our messages and influence behaviors. We will also ensure that the medical experts who participate in this campaign are representative of the populations they serve with respect to gender, ethnicity, and cultural / religious affiliations.

We recognize that there will be a sustained counternarrative that could potentially undermine our efforts in this campaign. As such, it is imperative that we continuously monitor the threads of that narrative and prepare our spokespeople and community messengers with messaging and data points that **clearly, objectively underscore the safety, efficacy, and importance of COVID vaccines and boosters**. As has been the case since the beginning of the pandemic, messaging will be somewhat fluid and we will need to be ever-vigilant, nimble, and flexible in order to deliver timely and relevant messages that are based in objective science and that resonate with the public.

Most importantly, our strategy, messaging, and tactics must be conceived to ensure that we are not just “preaching to the converted,” but rather reaching out to **engage those residents who have reservations** about the vaccines and making them feel seen, heard, and respected in order to achieve our objectives. This must not be (or be perceived as) a “hard sell” as many members of our target audience are vaccine hesitant because they are opposed to mandates and restrictions imposed by the government.

# PUBLIC RELATIONS – PARTNERSHIPS

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## HEALTHCARE PARTNERSHIPS

We will utilize data and curated perspectives generated by widely respected, objective, third-party entities to support and reinforce our messaging about the efficacy, safety, and importance of COVID vaccinations throughout the campaign. Possible sources for such data include the Kaiser Family Foundation, the Mayo Clinic, and Children’s Hospital of Philadelphia. We will also engage with clients in the healthcare, mental health, and not-for-profit sectors, as well as the New Jersey Hospital Association and the Healthcare Planning and Marketing Society of New Jersey, to provide timely, relevant messaging and materials to every hospital in the state, as well as to major healthcare provider organizations, like Summit Medical Group, Vanguard Medical Group, Atlanticare Physicians Group, Cooper Physicians Group, RWJ Barnabas Health Medical Group, and Atlantic Health Medical Group, among others, for use on their websites and in their communication materials.

R&J will develop a dedicated informational website that will serve as a clearinghouse for such information, as well as a regularly updated FAQ on vaccines in New Jersey and an archive of downloadable assets for partner organizations. This website will be regularly updated with timely, relevant information that will be utilized across multiple platforms and vehicles throughout the duration of the campaign.

These healthcare providers maintain robust, effective communications structures through which they communicate directly with the target audience on issues related to health and well-being. R&J has represented, or currently represents, many New Jersey-based healthcare providers in a PR capacity. As such, in addition to having long-standing relationships, we are familiar with their communications infrastructures, mandates, processes, and priorities. Partnering with these providers will help to promote and encourage eligible New Jersey residents to get vaccinated, and to convey that vaccination reduces the burdens placed on the hospital systems.

## COMMUNITY EVENTS

In addition, R&J will actively seek out appropriate community-based events and activities, and work with the department to engage with the public at health fairs, holiday markets, community activity days, etc. In a COVID world, these events are few and far between, but participation in those that are held will be part of our mission.



# PUBLIC RELATIONS – ACTIVATING COMMUNITY MESSENGERS

Leveraging our vast healthcare and human services experience, we will identify and vet community messengers for NJDOH's consideration, pulling from a diverse mix of trusted clinical and community leaders.

The designated Community Messengers will be utilized across a multifaceted promotional program including virtual and live events, social / digital media, and earned media.

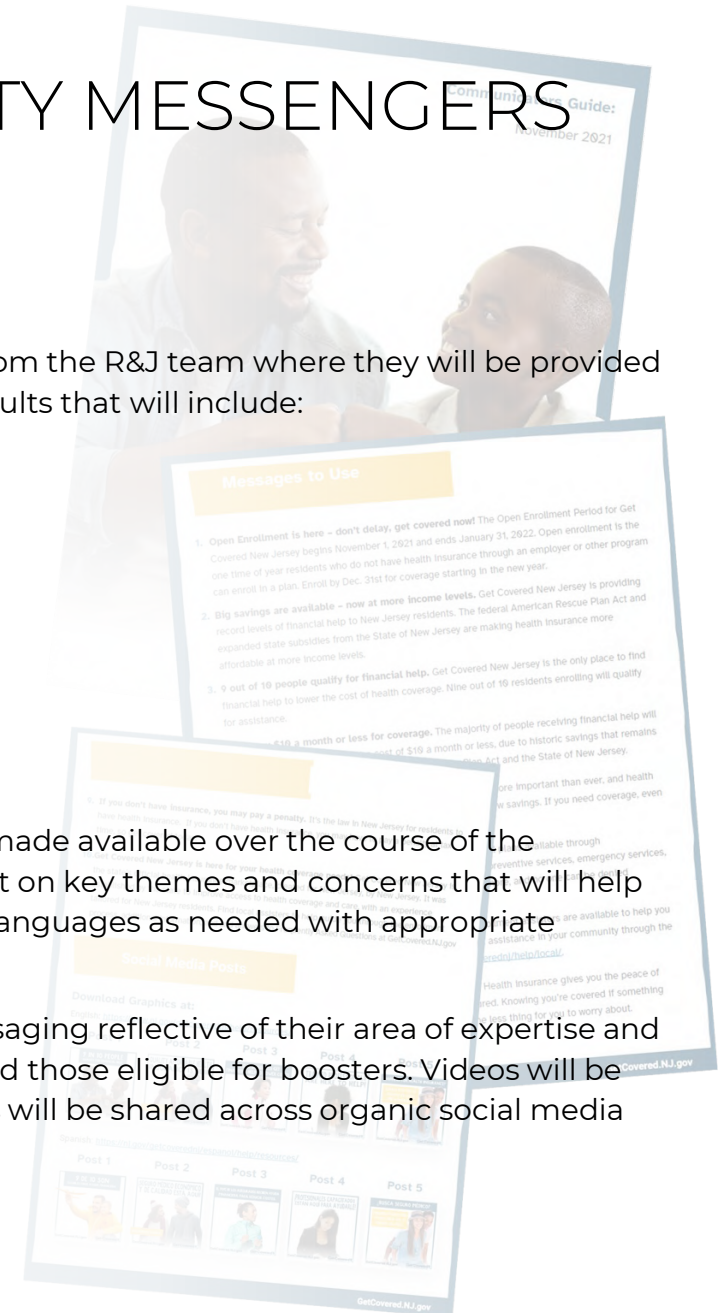
## COMMUNITY MESSENGER TOOLKITS AND SOCIAL MEDIA

To start, all Community Messengers will receive a brief training session from the R&J team where they will be provided a toolkit of resources on both vaccines for children 5+ and boosters for adults that will include:

1. Key talking points
2. FAQ
3. Fact sheets/infographics
4. Marketing materials: Flyers/Posters/Rack Cards/Palm Cards
5. Social media posts, graphics, and video
6. A template letter/email to members/patients/etc.

Content for the toolkit will be updated as new information and data are made available over the course of the campaign. Through social listening and media monitoring, R&J will report on key themes and concerns that will help inform future messaging and assets. Toolkits can be created in multiple languages as needed with appropriate graphics to match target populations.

R&J will organize video shoots for each community messenger with messaging reflective of their area of expertise and specific concerns from target audiences - parents of children ages 5-11 and those eligible for boosters. Videos will be filmed in additional languages if appropriate based on the source. Videos will be shared across organic social media channels and by Community Messengers.



# PUBLIC RELATIONS – COMMUNITY EVENTS & TOOLKITS

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## EVENTS

R&J will organize a diverse mix of events both in person and virtual for Community Messengers to participate in, including:

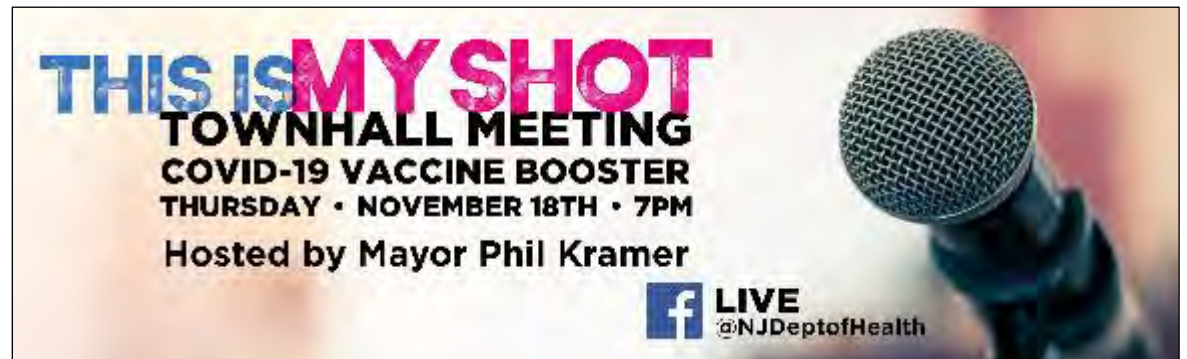
1. Five (5) virtual or in-person town halls or Facebook Live events that target communities that are eligible for boosters
2. Five (5) virtual or in-person town halls or Facebook Live events geared toward parents of children ages 5-11
3. Participation in 3 community events (virtual or in-person) to speak directly to high-risk communities with low vaccination rates

R&J will leverage existing events for Community Messengers to participate in as well as develop original programming. R&J will identify community groups to partner with for event programming where appropriate. A sample of suggested groups and organizations for partnerships include senior centers, New Jersey Parent Teacher Association, NAACP – New Jersey Chapter, and the Advocates for Children of New Jersey.

## COMMUNITY COMMUNICATOR TOOLKITS

R&J will identify additional organizations and groups like the ones previously listed to provide branded Community Communicator Toolkits to further amplify key messages to target audiences. Toolkits can be created in multiple languages as needed with appropriate graphics to match target populations. Community Communicator Toolkits will include:

1. Intro letter
2. Social media posts and graphics
3. Fact sheet / infographic
4. FAQ
5. Marketing materials: Flyers/Posters/Rack cards/Palm cards
6. Main messages





# PUBLIC RELATIONS – MEDIA

## EARNED MEDIA

We will focus on delivering an aggressive, comprehensive publicity, advocacy, and media relations program to increase awareness and utilization of vaccinations for children ages 5-11 and adults eligible for the booster vaccines.

In order to do this, R&J will leverage existing extensive media relationships as well as identify, engage, build, and maintain relationships with additional media and influencers across our identified media categories.

We will disseminate a steady stream of information and materials, including regular press releases, media alerts for events, infographics, op-ed/letters to the editor, and media pitches offering Community Messengers and NJDOH leadership to address evolving data and information surrounding the vaccine and children and boosters.

This proactive media relations effort will encompass broadcast, print, online, and hyperlocal news sites to ensure a wide reach with a focus on educating target audiences to support positive behavioral changes regarding vaccinations.

R&J will work in tandem with NJDOH and Marketsmith to develop synergistic messaging and themes that translate across multiple earned media channels, including, but not limited to, broadcast media, New Jersey-based television and radio (News 12 NJ, NJ PBS, NJ 101.5, Townsquare Media Radio Network).

Traditional print media, including daily and weekly newspapers and magazines, will be used to further amplify the PR strategy and promote events. R&J will engage in a strong publicity and media relations push to insert Community Messengers and NJDOH leadership into editorial and feature stories throughout the state via the traditional print media, and by extension through their accompanying digital platforms. These important messages will be delivered in every corner of the state and will work to raise awareness of and participation in planned events.

R&J will also pay particular attention to demographically targeted media, including minority-focused and non-English-language press, to gain a deep, full, and inclusive penetration for the approved messaging among demographically diverse populations.

To further amplify medically sound and misconception-dispelling content, delivered by trusted community sources, R&J will “ghostwrite” op-ed pieces for a select group of our Community Messengers and place these in relevant high-value New Jersey media. Among the outlets we will target: *The Star-Ledger*, *Bergen Record*, *Asbury Park Press*, *Camden Courier-Post*, *The Press of Atlantic City*, and *NJ Spotlight*.

# PUBLIC RELATIONS – DIGITAL AND SOCIAL

Each of these earned media placements will be amplified via organic social media efforts. Relevant and particularly informative placements will be shared with our community-based and faith-based partnership network. R&J will work with online and community news sources, including hyperlocal news sites such as Patch and TAPinto to ensure the deepest reach of our core messages within target communities.

## DIGITAL STRATEGY

R&J will develop a digital earned strategy focused on raising awareness of the availability of COVID-19 booster shots and COVID-19 vaccinations for those ages 5 to 11, positioning vaccines as both safe and effective.

The primary measurement for campaign success will be digital engagement. This level of engagement will be attributed to increased vaccination rates.

In addition to campaign strategy, R&J will design and produce all creative assets needed for campaign execution, to include educational videos, social visuals, infographics, text messages, and push alerts. In order to maximize every media dollar spent against digital initiatives, R&J will test various calls-to-action as well as creative messaging, compiling resonant content into a social media calendar. This will also facilitate the creation of a robust asset library, translated into multiple languages, to utilize on social platforms.

## ORGANIC SOCIAL

Key Deliverable Components:

- Build an asset library to be utilized across all channels that may include GIFs/animated graphics, photos, images, social media overlays, videos, etc. that carry the branding and embody the mission of the campaign.
- Develop short videos for YouTube and Facebook channels that address common questions and misperceptions about COVID vaccines. Featured within these videos will be at least one of the Community Messengers.
- Create and maintain a social media calendar, including informative posts with content and visuals that raise public awareness of vaccine efficacy and drive the audience to take action.

We will work closely with the NJDOH and other health agencies to provide informative content across social media accounts. In addition to the content we create, publish, and promote via the program's own channels, we will design content best suited to social sharing, by both individuals and on social media accounts owned by advocates and like-minded groups in the effort to boost vaccine rates among target populations.



# 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, Traditional Broadcast and Cable TV, and AM/FM Radio provide 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
<b>Overall Campaign</b>	Learn More, Visit .com, Schedule	Website Traffic Vaccination Booster Rates Statewide Vaccination Rates Ages 5-11 Statewide
<b>Social:</b> Facebook/Instagram, Twitter, Reddit, TikTok	Share / Comment / Learn More, Find a Location, Visit .com	Impressions, CTR, Likes, Comments, Shares
<b>Display:</b> Site Specific: ROI-NJ, NJBiz, NJBIA, News12 NJ, NJ.com, Patch.com, Philly.com, Univision.com, Telemundo.com	Learn More, Find a Location, Visit .com	Impressions, CTR
<b>OOH:</b> Billboards (Digital/Static), Posters (Junior, 30-sheet, C-store, Laundromat, Mall), Cinema, Transit	Now Available	Estimated Impressions
<b>Television/Video:</b> Local Broadcast and Cable, Hulu, YouTube, CTV	Visit .com	Estimated Impressions, Video Completion Rate on Digital Video
<b>Radio/Audio:</b> NY, NJ, Philadelphia AM/FM Radio; Pandora, Spotify	Visit .com	Estimated Impressions, CTR on Streaming Audio
<b>Paid Search:</b> Google, Bing	Visit .com	Clicks, CTR, Time on Site (as available)



LARGE SPEND  
SCENARIO –  
MEDIA FLIGHTING  
DETAILS

# MEDIA FLOWCHART: LARGE SPEND SCENARIO – TV, RADIO, & INFLUENCERS

Channel Placement	November			December				January				February				March				April				May				Estimated Impressions	Client Cost										
	Week Of	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25			5/2	5/9	5/16	5/23	5/30					
<b>TV/VIDEO</b>																																			55,958,840	\$ 2,032,250			
<b>Broadcast TV (NY)</b> <i>Preliminary Stations: WABC, WCBS, WNBC, WNYW, WWOR, WPIX, WLNY</i>																																				12,837,838	\$ 475,000		
<b>Broadcast TV (Philly)</b> <i>Preliminary Stations: WTXF, WPHL, WPSG, WPVI, KYW, WCAU</i>																																				8,108,108	\$ 300,000		
<b>Broadcast TV - Hispanic</b> <i>Univision, Telemundo</i>																																				5,810,811	\$ 215,000		
<b>Cable TV</b> <i>Preliminary Stations: BET, BRAVO, CMDY, CNN, ESPN, ESPN2, FOOD, FREEFORM, HALL, HGTV, LIFE, MTV, NBCSports, OWN, TBS, TLC, TNT, TRU, USA, VH1, News12, Potential News12 Sponsorship Package</i>																																				16,375,000	\$ 655,000		
<b>Cable TV - Hispanic</b> <i>Preliminary Stations: BEIN, CNNE, DSE, DXDE, ESPD, FOXD, GALA, HSTE, NGWD, TR3S, TUDN, UVSO</i>																																					1,218,750	\$ 39,000	
<b>Streaming Video</b> <i>Hulu, Roku, Programmatic CTV, Includes Hulu Interactive Sponsorship</i>																																					11,608,333	\$ 348,250	
<b>RADIO :30</b>																																				64,185,103	\$ 1,149,500		
<b>Terrestrial Radio - NJ Stations</b> <i>Purchased Stations: WSOU, INST, WDHA, WCZT, WAYV, WZXL, WTTH, WZBZ, WFPG, WPUR, WHCY, WNNJ, WSUS, WBBO, WWZY, WKMK, WJRZ, WRAT, WJLK, WOBN, WAWZ, WWTR, WMGQ, WPST, WKXW</i>																																					10,526,316	\$ 200,000	
<b>Terrestrial Radio - NY Stations</b> <i>Preliminary Stations: WFAN, WNEW, WNYL</i>																																					23,157,895	\$ 440,000	
<b>Terrestrial Radio - PA Stations</b> <i>Preliminary Stations: WXTU, WMMR, WMGK, WBEN, WUJL, WDAS, WOGL, WBEB</i>																																					7,710,526	\$ 146,500	
<b>Terrestrial Radio - Hispanic Stations</b> <i>NY (WADO, WXNY, WPAT, WSKQ), Philly (WEMG)</i>																																					6,315,789	\$ 120,000	
<b>Streaming Audio</b> <i>Pandora, Spotify</i>																																					16,474,576	\$ 243,000	
<b>SPONSORSHIPS &amp; INFLUENCER</b>																																					30,420,000	\$ 1,240,200	
<b>Cross-Channel Sponsorship Packages</b> <i>Radio Packages: Townsquare, Beasley, iHeart</i> <i>Univision Influencer Packages - Includes Radio, TV &amp; Digital Package</i> <i>Telemundo TV &amp; Digital Package</i>																																						20,020,000	\$ 200,200
<b>Xomad Nano &amp; Micro Influencers</b> <i>1,650+ social posts, stories, &amp; tweets</i> <i>4M+est. reach across Instagram, TikTok, Twitter, Facebook, and more</i>																																						10,400,000	\$ 1,040,000



# MEDIA FLOWCHART: LARGE SPEND SCENARIO – OOH & PRINT

Channel Placement	November					December					January				February					March				April					May					Estimated Impressions	Client Cost	
	Week Of	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30				
<b>OUT OF HOME</b>																																			<b>523,736,378</b>	<b>\$ 1,812,879</b>
<b>Static Billboards</b> 25 Units / Statewide																																			77,201,365	\$ 226,200
<b>Digital Billboards</b> 35 Units																																			72,256,098	\$ 296,250
<b>Shopping Carts &amp; Screens</b> AdCorp/Starlite																																			8,352,862	\$ 83,529
<b>Bus Shelters</b> 125 Units																																			99,000,000	\$ 173,250
<b>Bus Kings &amp; Interior Cards</b> 250 Units																																			125,322,581	\$ 194,250
<b>Ultra Super Kings</b> 25 Units																																			4,838,710	\$ 22,500
<b>Cinema</b> 200 Units																																			7,617,188	\$ 39,000
<b>Rail Station Takeover</b> NJ Transit - Newark/Penn Station Domination																																			12,720,000	\$ 95,400
<b>Mall Placements</b> Mall Posters, digital screens and hanging banners. American Dream Grand Staircase Digital Spectacular																																			17,155,756	\$ 152,000
<b>Junior Posters</b> 100 Units																																			14,383,562	\$ 42,000
<b>C-Store Posters</b> 250 Units																																			12,711,864	\$ 37,500
<b>Laundromat Posters</b> 200 Units																																			20,365,535	\$ 78,000
<b>30 Sheet Posters</b> 175 Units																																			47,810,858	\$ 273,000
<b>In-Store Audio</b> 325 Locations, 2 spots per hour																																			4,000,000	\$ 100,000
<b>PRINT</b>																																			<b>6,755,713</b>	<b>\$ 275,000</b>
<b>Print - Parenting Publications</b>																																			613,497	\$ 20,000
<b>Print - Daily / Weekly Papers</b>																																			5,828,221	\$ 190,000
<b>Print - Diversity Pubs</b> El Especialito, Reporte Hispana, Desi Talk, South Jersey Journal, Positive Community, Anointed Journal																																			313,995	\$ 65,000





MEDIUM SPEND  
SCENARIO –  
MEDIA FLIGHTING  
DETAILS



# MEDIA FLOWCHART: MEDIUM CAMPAIGN – TV, RADIO, & INFLUENCERS



Channel Placement	Week Of	November					December					January				February				March			April			May					Impressions	Client Cost							
		11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16			5/23	5/30					
<b>TV/VIDEO</b>																																			<b>32,550,901</b>	<b>\$ 1,153,500</b>			
<b>Broadcast TV (NY)</b> <i>Preliminary Stations: WABC, WCBS, WNBC, WNYW, WWOR, WPIX, WLNY</i>																																			6,081,081	\$ 225,000			
<b>Broadcast TV (Philly)</b> <i>Preliminary Stations: WTXF, WPHL, WPSG, WPVI, KYW, WCAU</i>																																			4,054,054	\$ 150,000			
<b>Broadcast TV - Hispanic</b> <i>Univision, Telemundo</i>																																			2,432,432	\$ 90,000			
<b>Cable TV</b> <i>Preliminary Stations: BET, BRAVO, CMDY, CNN, ESPN, ESPN2, FOOD, FREEFORM, HALL, HGTV, LIFE, MTV, NBCSports, OWN, TBS, TLC, TNT, TRU, USA, VH1, News12, Potential News12 Sponsorship Package</i>																																				8,750,000	\$ 350,000		
<b>Cable TV - Hispanic</b> <i>Preliminary Stations: BEIN, CNNE, DSE, DXDE, ESPD, FOXD, GALA, HSTE, NGWD, TR3S, TUDN, UVSO</i>																																				750,000	\$ 24,000		
<b>Streaming Video</b> <i>Hulu, Roku, Programmatic CTV, Includes Hulu Interactive Sponsorship</i>																																				10,483,333	\$ 314,500		
<b>RADIO :30</b>																																				<b>45,785,013</b>	<b>\$ 812,000</b>		
<b>Terrestrial Radio - NJ Stations</b> <i>Purchased Stations: WSOU, INST, WDHA, WCZT, WAYV, WZXL, WTTH, WZBZ, WFPG, WPUR, WHCY, WNNJ, WSUS, WBBO, WWZY, WKMK, WJRW, WRAT, WJLK, WOBN, WAWZ, WWTR, WMGQ, WPST, WKXW</i>																																					7,368,421	\$ 140,000	
<b>Terrestrial Radio - NY Stations</b> <i>Preliminary Stations: WFAN, WNEW, WNYL</i>																																					14,210,526	\$ 270,000	
<b>Terrestrial Radio - PA Stations</b> <i>Preliminary Stations: WXTU, WMMR, WMGK, WBEN, WUSL, WDAS, WOGL, WBEB</i>																																					5,842,105	\$ 111,000	
<b>Terrestrial Radio - Hispanic Stations</b> <i>NY (WADO, WXNY, WPAT, WSKQ), Philly (WEMG)</i>																																					4,736,842	\$ 90,000	
<b>Streaming Audio</b> <i>Pandora, Spotify</i>																																					13,627,119	\$ 201,000	
<b>SPONSORSHIPS &amp; INFLUENCERS</b>																																					<b>7,800,000</b>	<b>\$ 780,000</b>	
<b>Cross-Channel Sponsorship Packages</b>																																					0	\$ -	
<b>Xomad Nano &amp; Micro Influencers</b> <i>Minimum 1,140+ social posts, stories, &amp; tweets 3.1M+est. Reach across Instagram, TikTok, Twitter, Facebook, and more</i>																																						7,800,000	\$ 780,000
																																						\$ -	



# MEDIA FLOWCHART: MEDIUM SPEND SCENARIO – OOH & PRINT

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	November					December				January				February				March			April			May					Impressions	Client Cost											
Week Of	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9			5/16	5/23	5/30								
<b>Channel Placement</b>																																									
<b>OUT OF HOME</b>																																	<b>283,046,735</b>	<b>\$ 940,579</b>							
<b>Static Billboards</b> 25 Units / Statewide											■																						51,467,577	\$ 150,800							
<b>Digital Billboards</b> 25 Units				■							■													■											36,585,366	\$ 150,000					
<b>Shopping Carts &amp; Screens</b>											■																						8,352,862	\$ 83,529							
<b>Bus Shelters</b> 100 Units											■																						51,428,571	\$ 90,000							
<b>Bus Kings &amp; Interior Cards</b> 200 Units											■																						54,193,548	\$ 84,000							
											■																						6,772,009	\$ 60,000							
<b>Junior Posters</b> 100 Units											■																						14,383,562	\$ 42,000							
<b>C-Store Posters</b> 200 Units											■																						10,169,492	\$ 30,000							
<b>Laundromat Posters</b> 175 Units												■																					17,819,843	\$ 68,250							
<b>30 Sheet Posters</b> 175 Units											■																						31,873,905	\$ 182,000							
<b>PRINT</b>																																	<b>5,682,093</b>	<b>\$ 217,000</b>							
<b>Print - Parenting Publications</b>				■												■													■											613,497	\$ 20,000
<b>Print - Daily / Weekly Papers</b>				■												■													■											4,754,601	\$ 155,000
<b>Print - Diversity Pubs</b> <i>El Especialito, Reporte Hispana, Desi Talk, South Jersey Journal, Positive Community, Anointed Journal</i>						■				■				■															■											313,995	\$ 42,000



# MEDIA FLOWCHART: MEDIUM SPEND SCENARIO – DIGITAL

Channel Placement	Week Of	November					December					January				February				March				April				May			Impressions	Client Cost								
		11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16			5/23	5/30						
<b>DIGITAL</b>																																						108,704,359	\$ 936,000	
<i>Programmatic Display</i>																																						46,400,000	\$ 232,000	
<i>Programmatic Retargeting</i>																																						13,000,000	\$ 65,000	
<i>Site Specific Display</i> <i>Patch.com, News12, ESPN, Korea Times, Positive Community</i>																																						6,666,667	\$ 60,000	
<i>Paid Search - Branded</i> <i>Branded Search - English &amp; Spanish</i>																																						41,538	\$ 54,000	
<i>Paid Search - NonBranded</i>																																						346,154	\$ 135,000	
<i>Social</i> <i>Facebook/Instagram, Twitter, Reddit, TikTok</i>																																							26,000,000	\$ 260,000
<i>YouTube</i>																																							16,250,000	\$ 130,000

## MEDIUM SPEND SCENARIO

TOTAL IMPRESSIONS: 484 MM+

TOTAL MEDIA COST: \$4,839, 079



SMALL SPEND  
SCENARIO –  
MEDIA FLIGHTING  
DETAILS

# MEDIA FLOWCHART: SMALL SPEND SCENARIO – TV, RADIO, & INFLUENCERS

Channel Placement	November		December					January				February									Impressions	Client Cost															
	Week Of	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7			3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30			
<b>TV/VIDEO</b>																																		23,191,441	\$ 844,000		
<b>Broadcast TV (NY)</b> <i>Preliminary Stations: WABC, WCBS, WNBC, WNYW, WWOR, WPIX, WLNY</i>																																			3,783,784	\$ 140,000	
<b>Broadcast TV (Philly)</b> <i>Preliminary Stations: WTXF, WPHL, WPSG, WPVI, KYW, WCAU</i>																																			2,702,703	\$ 100,000	
<b>Broadcast TV - Hispanic</b> <i>Univision, Telemundo</i>																																			1,621,622	\$ 60,000	
<b>Cable TV</b> <i>Preliminary Stations: BET, BRAVO, CMDY, CNN, ESPN, ESPN2, FOOD, FREEFORM, HALL, HGTV, LIFE, MTV, NBCSports, OWN, TBS, TLC, TNT, TRU, USA, VH1, News12, Potential News12 Sponsorship Package</i>																																			9,000,000	\$ 360,000	
<b>Cable TV - Hispanic</b> <i>Preliminary Stations: BEIN, CNNE, DSE, DXDE, ESPD, FOXD, GALA, HSTE, NGWD, TR3S, TUDN, UVSO</i>																																				750,000	\$ 24,000
<b>Streaming Video</b> <i>Hulu, Roku, Programmatic CTV, Includes Hulu Interactive Sponsorship</i>																																			5,333,333	\$ 160,000	
<b>RADIO :30</b>																																			31,497,101	\$ 558,250	
<b>Terrestrial Radio - NJ Stations</b> <i>Purchased Stations: WSOU, INST, WDHA, WCZT, WAYV, WZXL, WTTH, WZBZ, WFPG, WPUR, WHCY, WNNJ, WSUS, WBBO, WWZY, WKMK, WJRZ, WRAT, WJLK, WOBN, WAWZ, WWTR, WMGQ, WPST, WKXW</i>																																				6,315,789	\$ 120,000
<b>Terrestrial Radio - NY Stations</b> <i>Preliminary Stations: WFAN, WNEW, WNYL</i>																																				10,526,316	\$ 200,000
<b>Terrestrial Radio - PA Stations</b> <i>Preliminary Stations: WXTU, WMMR, WMGK, WBEN, WUSL, WDAS, WOGL, WBEB</i>																																				4,868,421	\$ 92,500
<b>Terrestrial Radio - Hispanic Stations</b> <i>NY (WADO, WXNY, WPAT, WSKQ), Philly (WEMG)</i>																																				328,947	\$ 6,250
<b>Streaming Audio</b> <i>Pandora, Spotify</i>																																				9,457,627	\$ 139,500
<b>SPONSORSHIPS &amp; INFLUENCERS</b>																																				5,200,000	\$ 520,000
<b>Xomad Nano &amp; Micro Influencers</b> <i>705+ social posts, stories, &amp; tweets 2.2M+est. reach across Instagram, TikTok, Twitter, Facebook, and more</i>																																				5,200,000	\$ 520,000



# MEDIA FLOWCHART: SMALL SPEND SCENARIO – OOH & PRINT



	November					December					January				February										Impressions	Client Cost												
Week Of	11/1	11/8	11/15	11/22	11/29	12/6	12/13	12/20	12/27	1/3	1/10	1/17	1/24	1/31	2/7	2/14	2/21	2/28	3/7	3/14	3/21	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16	5/23	5/30							
<b>Channel Placement</b>																																						
<b>OUT OF HOME</b>																																				213,152,184	\$ 660,201	
<b>Static Billboards</b>																																					46,320,819	\$ 135,720
<i>25 Units / Statewide</i>																																						
<b>Digital Billboards</b>																																					22,865,854	\$ 93,750
<i>25 Units</i>																																						
<b>Shopping Carts &amp; Screens</b>																																					4,773,064	\$ 47,731
<i>100 Units</i>																																						
<b>Bus Shelters</b>																																					44,000,000	\$ 77,000
<i>200 Units</i>																																						
<b>Bus Kings &amp; Interior Cards</b>																																					55,483,871	\$ 86,000
<i>200 Units</i>																																						
<b>Mall Posters</b>																																					6,772,009	\$ 60,000
<i>125 Units</i>																																						
<b>C-Store Posters</b>																																					10,169,492	\$ 30,000
<i>200 Units</i>																																						
<b>30 Sheet Posters</b>																																					22,767,075	\$ 130,000
<i>125 Units</i>																																						
<b>PRINT</b>																																					4,717,169	\$ 174,000
<b>Print - Parenting Publications</b>																																					460,123	\$ 15,000
<i>El Especialito, Reporte Hispana, Desi Talk, South Jersey Journal, Positive Community, Anointed Journal</i>																																						
<b>Print - Daily / Weekly Papers</b>																																					4,141,104	\$ 135,000
<i>El Especialito, Reporte Hispana, Desi Talk, South Jersey Journal, Positive Community, Anointed Journal</i>																																						
<b>Print - Diversity Pubs</b>																																					115,942	\$ 24,000
<i>El Especialito, Reporte Hispana, Desi Talk, South Jersey Journal, Positive Community, Anointed Journal</i>																																						







# FEEES AND PROJECT MANAGEMENT

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Partnership From Start to Finish



# PROCESS AND PROJECT MANAGEMENT

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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
- Touchpoint 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



# INITIAL PROJECT TIMELINE

	NOVEMBER														DECEMBER																		
	11/8	11/9	11/10	11/11	11/12	11/15	11/16	11/17	11/18	11/19	11/22	11/23	11/24	11/25	11/26	11/29	11/30	12/1	12/2	12/3	12/6	12/7	12/8	12/9	12/10	12/13	12/14	12/15	12/16	12/17			
<b>Onboarding</b>																																	
RFP Awarded																																	
Internal Onboarding																																	
Client Kick Off Meeting																																	
<b>Refine Media Plan and Approach</b>																																	
Refine Media Strategy for First Phase																																	
<b>Print, Search, Digital Display, Social, Digital Billboards, Influencers</b>																																	
Client Approval Final Media Plan of First Phase																																	
Establish KPIs																																	
All Channel Media Buying																																	
Issue Media IOs																																	
Confirm All Ad Specs																																	
Traffic All Media Assets																																	
Media QA/QC																																	
First Phase LIVE																																	
Refine Media Strategy for Second Phase																																	
<b>Radio (Terrestrial and Streaming), OOH, Site Specific Display</b>																																	
Client Approval Final Media Plan of Second Phase																																	
Establish KPIs																																	
All Channel Media Buying																																	
Issue Media IOs																																	
Confirm All Ad Specs																																	
Media QA/QC																																	
Asset Production																																	
Traffic All Media Assets																																	
Second Phase LIVE																																	
Refine Media Strategy for Third Phase																																	
<b>Video Tactics (Cable and Broadcast TV, Streaming)</b>																																	
Client Approval Final Media Plan of Third Phase																																	
Establish KPIs																																	
All Channel Media Buying																																	
Issue Media IOs																																	
Confirm All Ad Specs																																	
Media QA/QC																																	
Asset Production																																	
Traffic All Media Assets																																	
Third Phase LIVE																																	
<b>Creative Development - First Phase</b>																																	
Concept Build-Out																																	
Concept Build-Out Due to Client																																	
Creative Feedback Due																																	
Update Creative																																	
Final Creative Round Due																																	
Creative Approval Due																																	
Proofreading																																	
Proofreading Updates																																	
Internal Routing																																	
<b>Data Ingestion &amp; Tagging</b>																																	
Determine Tagging Needs																																	
Tagging & Testing																																	
Automated Scorecard Dev																																	
<b>Public Relations</b>																																	
Discovery Session																																	
Message Development/Refinement & Strategic Planning																																	
Healthcare provider, Community org ID & outreach																																	
Toolkit asset development / refinement, Organic Social development																																	
Microsite development & upkeep																																	
Community messenger ID & outreach																																	
Media Relations																																	
Town hall / event planning																																	
Organic social media campaign																																	
Town halls / events with pediatricians, local leaders and underserved communities																																	





# PEOPLE. PROCESS. TECHNOLOGY

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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, a standardized process and protocol is in place.



# PRICE SHEET: \$9MM ALL-IN PLAN ("LARGE")

## Part A

Line #	Description	% Markup	Paid Media Price Before Markup	Paid Media Price After Markup
1	Media Placement Markup	4.00%	\$296,693	\$7,714,029
2	Pass-Through Media Placement	N/A	\$7,417,335	N/A
3	Pass-Through Media Production	N/A	\$312,670	N/A
4	Pass-Through Non-Media Production	N/A	\$380,900	

**Please note that we have cut our commission rate from 7% to 4% for this RFP response.**

## Part B

Line #	Description	All-Inclusive Hourly Labor Rate	# of Hours	Total ( Hourly Rate * Hours)
5	President	No Charge	<b>32</b>	<b>Waived</b>
6	Senior Account Executive	\$115.00	540	\$62,100
7	Account Executive	\$100.00	300	\$30,000
8	Advertising Account Manager	\$100.00	0	\$0
9	Public Relations Manager	\$120.00	1,530	\$183,600
10	Comptroller	\$120.00	60	\$7,200
11	Media Planner/Buyer	\$85.00	1,380	<i>Covered Under Media Commission</i>
12	Senior Art Director	\$120.00	405	\$48,600
13	Creative Art Director	\$110.00	192	\$21,120
14	Creative Copy Director	\$110.00	626	\$68,860
15	Senior Production Director	\$110.00	20	\$2,200
16	Production Art Director	\$110.00	213	\$23,430
17	Production Media Director	\$120.00	176	\$21,120
18	Production Copy Director	\$110.00	0	\$0
19	Marketing Director	\$110.00	507	\$55,770
20	Graphic Designer	\$75.00	194	\$14,550
21	Copy Editor	\$100.00	0	\$0
22	Copywriter	\$100.00	0	\$0
23	Proofreader	\$85.00	0	\$0
24	Interactive Director	\$125.00	0	\$0
25	Interactive Developer	\$100.00	0	\$0
26	Web Designer	\$85.00	0	\$0
27	Social Media Director	\$110.00	187	\$20,570
28	Traffic Manager	\$100.00	331	\$33,100
29	Administrative Support	\$85.00	0	\$0



# PRICE SHEET: \$6.0MM ALL-IN PLAN (“MEDIUM”)

## Part A

Line #	Description	% Markup	Paid Media Price Before Markup	Paid Media Price After Markup
1	Media Placement Markup	4.00%	\$186,118	\$4,839,079
2	Pass-Through Media Placement	N/A	\$4,652,960	N/A
3	Pass-Through Media Production	N/A	\$190,018	N/A
4	Pass-Through Non-Media Production	N/A	\$380,900	

**Please note that we have cut our commission rate from 7% to 4% for this RFP response.**

## Part B

Line #	Description	All-Inclusive Hourly Labor Rate	# of Hours	Total ( Hourly Rate * Hours)
5	President	No Charge	<b>32</b>	<b>Waived</b>
6	Senior Account Executive	\$115.00	540	\$62,100
7	Account Executive	\$100.00	300	\$30,000
8	Advertising Account Manager	\$100.00	0	\$0
9	Public Relations Manager	\$120.00	1,530	\$183,600
10	Comptroller	\$120.00	60	\$7,200
11	Media Planner/Buyer	\$85.00	1,380	<i>Covered Under Media Commission</i>
12	Senior Art Director	\$120.00	405	\$48,600
13	Creative Art Director	\$110.00	192	\$21,120
14	Creative Copy Director	\$110.00	626	\$68,860
15	Senior Production Director	\$110.00	20	\$2,200
16	Production Art Director	\$110.00	213	\$23,430
17	Production Media Director	\$120.00	176	\$21,120
18	Production Copy Director	\$110.00	0	\$0
19	Marketing Director	\$110.00	507	\$55,770
20	Graphic Designer	\$75.00	194	\$14,550
21	Copy Editor	\$100.00	0	\$0
22	Copywriter	\$100.00	0	\$0
23	Proofreader	\$85.00	0	\$0
24	Interactive Director	\$125.00	0	\$0
25	Interactive Developer	\$100.00	0	\$0
26	Web Designer	\$85.00	0	\$0
27	Social Media Director	\$110.00	162	\$17,820
28	Traffic Manager	\$100.00	331	\$33,100
29	Administrative Support	\$85.00	0	\$0



# PRICE SHEET: \$4.45MM ALL-IN PLAN ("SMALL")

Part A				
Line #	Description	% Markup	Paid Media Price Before Markup	Paid Media Price After Markup
1	Media Placement Markup	4.00%	\$129,613	\$3,369,951
2	Pass-Through Media Placement	N/A	\$3,240,337	N/A
3	Pass-Through Media Production	N/A	\$163,353	N/A
4	Pass-Through Non-Media Production	N/A	\$380,900	

**Please note that we have cut our commission rate from 7% to 4% for this RFP response.**

Part B				
Line #	Description	All-Inclusive Hourly Labor Rate	# of Hours	Total ( Hourly Rate * Hours)
5	President	No Charge	<b>32</b>	<b>Waived</b>
6	Senior Account Executive	\$115.00	540	\$62,100
7	Account Executive	\$100.00	300	\$30,000
8	Advertising Account Manager	\$100.00	0	\$0
9	Public Relations Manager	\$120.00	1,530	\$183,600
10	Comptroller	\$120.00	60	\$7,200
11	Media Planner/Buyer	\$85.00	1,380	<i>Covered Under Media Commission</i>
12	Senior Art Director	\$120.00	381	\$45,720
13	Creative Art Director	\$110.00	188	\$20,680
14	Creative Copy Director	\$110.00	464	\$51,040
15	Senior Production Director	\$110.00	16	\$1,760
16	Production Art Director	\$110.00	168	\$18,480
17	Production Media Director	\$120.00	176	\$21,120
18	Production Copy Director	\$110.00	0	\$0
19	Marketing Director	\$110.00	454	\$49,940
20	Graphic Designer	\$75.00	132	\$9,900
21	Copy Editor	\$100.00	0	\$0
22	Copywriter	\$100.00	0	\$0
23	Proofreader	\$85.00	0	\$0
24	Interactive Director	\$125.00	0	\$0
25	Interactive Developer	\$100.00	0	\$0
26	Web Designer	\$85.00	0	\$0
27	Social Media Director	\$110.00	149	\$16,390
28	Traffic Manager	\$100.00	229	\$22,900
29	Administrative Support	\$85.00	0	\$0



# MEET MARKETSMITH

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





**Marketsmith will provide you with the diverse mindset it takes to conquer and exceed your most ambitious goals by combining our expertise in artificial intelligence and human ingenuity.**



## **INTEGRATED MEDIA SERVICES**

- Integrated media campaign strategy, negotiation, deployment, and optimization across all available channels
- Public relations
- Full-funnel campaign measurement, testing, and optimization



## **PERFORMANCE MEASUREMENT SERVICES**

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



## **STRATEGIC SERVICES**

- Market research and analysis
- Industry assessment
- Targeting strategy
- Brand and engagement strategy
- Purchase journey analysis and optimization
- UX/UI heuristic analysis



## **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



# MEET MARKETSMITH INC.



**4.5**

Years average employee tenure

**12**

Average annual internal promotions

**54%**

Women

**24%**

Minority

**100%**

Woman- owned





You're in Good Company

Core Clients



Regional and Local Clients



Direct to Consumer Clients



# OUR PARTNERS

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## About XOMAD

XOMAD is a pioneer in social media activations, with 11+ years of expertise in large-scale digital door-to-door campaigns, insights, and innovation projects for major CPG brands, nonprofits, foundations and government agencies. For the past 20 months, XOMAD has been spearheading public health and service campaigns across the country. Their vaccine programs' efficacy has been featured on the front page of the [New York Times](#), in the [Associated Press](#), [NPR Marketplace](#) and [Route Fifty](#), to name a few. The AP piece (widely syndicated), in particular, highlights the importance of their unique Council solution, **“where influencers, content creators and health officials can rapidly fine-tune or change messaging to respond to events** such as last spring's pause in the use of Johnson & Johnson vaccines, **new online misinformation or an expansion of age groups eligible for shots.”** [CNN](#) has characterized XOMAD's programs as “the new frontier of PSA's,” and [CNBC](#) has separately featured both XOMAD's New Jersey campaign as well as their international work.

Their programs are overwhelmingly well received, having below 4% negative sentiment across the board. Local press outlets such as the [Raleigh Examiner](#), even in more conservative regions, have universally applauded the messengers' participation in speaking on causes that directly impact their communities.

## About



Public relations services will be provided by MarketSmith's state strategic partner, R&J Strategic Communications, the preeminent agency working in healthcare and related fields in New Jersey today. Working with the state's leading healthcare and community-based providers, R&J brings a high-level of understanding to sensitive and complex healthcare issues and the experience and expertise to properly educate and inform target audiences. Taking an integrated strategic approach, R&J reaches multiple target audiences with content and messaging that engages and ignites positive change and action.

Together with MarketSmith, R&J has developed and implemented successful statewide programs for the Department of Banking and Insurance's GetCoveredNJ campaign as well as the Department of Human Services' ReachNJ's substance use campaign.

R&J is uniquely positioned to bring substantial resources from our diverse healthcare work across the state to elevate awareness, dispel misinformation and demonstrate the value of boosters and vaccinations for children aged 5-11.

Together with MarketSmith, R&J will create best-in-class marketing strategies, content and media that will help the people of New Jersey to understand the benefits of vaccination serving as a vital conduit to changing behaviors and increasing vaccination rates among target populations.

# DOING GOOD

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Our deep dedication to the communities around us, especially the city of Newark, has been well-documented, celebrated, and appreciated. Over the past decade, we have served over 10,000 meals, donated more than 20,000 winter coats, hats, and gloves, and thousands of food shopping gift cards to [Bring Dinner Home](#), and have dedicated our time, talent, and treasure to improving the lives of the deeply impoverished in our backyards to give children a chance to learn. We were especially called upon during COVID-19, and we rose to that challenge, providing support without hesitation.

Internally, we've created our own Diversity Equity Inclusion Intersectionality Committee (DEII) to foster an open dialogue among our team members and continue to elevate leaders and diversify our team. In many of our campaigns, especially within the state of New Jersey, we specifically target our local diverse communities with language and culturally specific creative. In partnership with our Multicultural Review Board, we utilize multiple sources of data to understand their likes, dislikes, preferences, behaviors, etc., in order to tailor messages and promotions specific to their wants and needs.

**At Marketsmith, we encourage, inspire, and support other woman-owned and minority-owned businesses and provide pro bono support for nonprofits that support efforts on behalf of women and children.** We are tireless in our endeavors to end hunger, abuse, and neglect of women, children, and animals. We are encouraged by the impact we have made across dozens of associations and 501(c)(3)s, and our ability to provide them with not only financial donations but also our time and marketing expertise to amplify their efforts in our communities. This is paramount to who we are. We are glad to join you in your efforts to keep New Jersey's residents healthy and safe. We are bound by the same credo: [We make a difference. We care.](#)







# RESUMES



# Monica C. Smith

## Founder and CEO

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

## Professional Summary

Marketsmith is not an agency, we are a GROWTH ENGINE. Our vision is to be the recognized leaders in the progressive fusion of marketing AI and human intelligence – because the contrasting worlds of science and art are most pivotal when unified as one.

Our mission is to drive disruptive, measurable, and positive in-market results for our clients by uniting the thoughtful application of data and artificial intelligence combined with human insight, experience, and creativity. We create the ability to see around corners and provide total prescriptive solutions for the “modern human experience.” We are powered by world-class data science, unmatched talent, and patented offerings. We partner with our clients every step of the way, from ideation to lifetime value.

## Professional Experience

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

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

Bring Dinner Home  
Newark, NJ  
Co-Founder  
2012 – Present

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

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

Walden Books/Borders  
Direct Marketing  
Coordinator  
1990 – 1992

## Partnering with NJDOH

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





# Carina Pologruto

## Chief Innovation Officer

LinkedIn: <https://www.linkedin.com/in/carina-pologruto-975a961/>



### Professional Summary

With a track record of assembling high-performing, dynamic teams to implement solutions and lead innovations, she's 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 constantly 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.  
Cedar Knolls, NJ  
Executive Vice President, Strategy & Innovation  
2006 – Present

Caswell-Massey  
Edison, NJ  
Catalog & Internet Marketer  
2005 – 2006

### Partnering with NJDOH

Carina will oversee the teams managing all data, technology, 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: <https://www.linkedin.com/in/rschulties/>

### 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 Operation 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 NJDOH

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

## Vice President, Client Performance

LinkedIn: [www.linkedin.com/in/desiree-maurin-91baa415/](https://www.linkedin.com/in/desiree-maurin-91baa415/)



### 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 NJDOH

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.



# Samantha Foy

## Vice President, Media

LinkedIn: [www.linkedin.com/in/samantha-foy-30054537](https://www.linkedin.com/in/samantha-foy-30054537)

### 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 NJDOH

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.



# Davey Rosenbaum

## Sr. Vice President, Research

LinkedIn: [www.linkedin.com/in/davey-levin-rosenbaum-97317a1/](https://www.linkedin.com/in/davey-levin-rosenbaum-97317a1/)

### 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.

Cedar Knolls, 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 NJDOH

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





# Shanna Vella

## Director, Client Performance

LinkedIn: [www.linkedin.com/in/shanna-vella-la747819](https://www.linkedin.com/in/shanna-vella-la747819)

### 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, in addition to possessing deep knowledge in media performance, creative, and research.

### Professional Experience

Marketsmith, Inc.  
Cedar Knolls, 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 NJDOH

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.



# Michelle Ogilvie

## Marketing Associate

LinkedIn: <https://www.linkedin.com/in/michelle-ogilvie-mba-734b43139/>

### Professional Summary

Michelle is a very task- and detail-oriented sales associate. She manages several client deliverables and administrative tasks, as well as ensures that timelines and project schedules are kept to. Michelle is in regular contact with clients daily, and she relays important information to internal departments to organize successful campaign launches. She compiles completed assets and maintains organized records that can be easily accessed as needed.

### Professional Experience

Marketsmith, Inc.

Cedar Knolls, NJ

Marketing Associate

2019 – Present

Bath and Body Works

Rockaway, NJ

Sales Support

2017 – 2021

Launch 3 Telecom

Fairfield, NJ

Business Intern

2019

### Partnering with NJDOH

Michelle is responsible for managing the daily communication with the internal team regarding all projects. Michelle participates in and documents internal and external status calls, and she ensures that estimates and invoices are managed in a timely manner.



# Vince Sia

## Senior Art Director

LinkedIn: [www.linkedin.com/in/vince-sia-00ab1697/](https://www.linkedin.com/in/vince-sia-00ab1697/)



### 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 makes 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 the content. He has 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 NJDOH

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





# Sling Perez

## Senior Art Director

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



### Professional Summary

Sling is a multidisciplinary creative visionary who takes compelling designs and executes solutions across all channels. He is responsible for developing visual executions, producing new ideas, collaborating with team members, setting appropriate creative directions, and executing campaigns. His love for video is reflected in his work.

### Professional Experience

Marketsmith Inc.  
Cedar Knolls, NJ  
Senior Art Director  
2018–Present

CI-Group  
Whitehouse, NJ  
Graphic Designer  
2017–2018

Mizco International Inc.  
Avenel, NJ  
Jr. Packaging Designer  
2017

Flight Centre Travel Group  
New York, NY  
Production Artist  
2016–2017

### Partnering with NJDOH

Sling's creative expertise in all things digital makes him a key team member. Sling is responsible for the creative design and execution of all video content as well as the graphic design of marketing communication materials.





# Kaming Liu

## Studio Director

LinkedIn: [www.linkedin.com/in/kaming-liu-1435484/](https://www.linkedin.com/in/kaming-liu-1435484/)

### 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. He 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.  
Cedar Knolls, NJ  
Senior Art Director  
2016 – Present

The Cooper Union for the Advancement of  
Science and Art  
New York, NY  
Instructor of Computer Design Center  
1991 – 1993

Franklyn Healthcom  
Parsippany, NJ  
Art Director/Studio Supervisor  
2014 – 2016

Aspen Marketing Services – A division of Epsilon  
Morristown, NJ  
Art Director  
2013 – 2014

Reader's Digest Association, Inc.  
New York, NY  
Art Director  
1996 – 2012

### Partnering with NJDOH

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



# Karen Goulart

## Copy Director

LinkedIn: [www.linkedin.com/in/karengoulart30/](https://www.linkedin.com/in/karengoulart30/)

### Professional Summary

Karen acts as both an active copywriter across the PSEG lines of business and also a strategic partner for new concepts and strategy. Karen creates engaging, targeted messaging for clients that have niche target audiences. She can take an overall brand-level vision all the way through a campaign with product-level nuances in her copy.

Her ability to deliver strong concepts and copy in all communication channels, such as email, direct mail, digital, collateral makes her a valuable member of the creative team.

Karen directs the casting and recording sessions for all radio, video, and TV spots.

### Professional Experience

Marketsmith, Inc.  
Cedar Knolls, NJ  
Copy Director  
2018 – Present

Toys “R” Us  
Wayne, NJ  
Senior Copywriter  
2014 – 2018

Propel Marketing Agency  
Quincy, MA  
Freelance Copywriter and Copy Editor  
2013 – 2014

Tech Target  
Newton, MA  
Senior Features Writer  
2011 – 2014

Ruma’s Fruit & Gift Basket Company; The  
Patriot Ledger; The Needham Times  
Massachusetts  
Freelance Writer  
2008 – 2011

The Patriot Ledger  
Quincy, MA  
Staff Reporter, News Desk Editor  
2002 – 2008

### Partnering with NJDOH

Karen is responsible for the creation of content and messaging. She will ensure that the right talent is selected for all recording sessions, ensuring the brand integrity.



# Gina Geary

## Senior Project Manager

LinkedIn: <https://www.linkedin.com/in/gina-geary-303b22128/>



### 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 NJDOH

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.



# John P. Lonsdorf

## CEO, R&J Strategic Communications

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

### Professional Summary

John is a recognized leader in the public relations and marketing communications fields. He founded R&J in 1986 and has led the firm to become one of the region's leading strategic communications consultancies. Under his leadership, R&J is regularly named one of the Best Places to Work in New Jersey.

John sits on several industry and nonprofit boards, including the advisory board of Integrity House. John was inducted into the New Jersey Advertising Hall of Fame in 2019 and is a 2020 recipient of the New Jersey Icon Award.

### Professional Experience

R&J Strategic Communications  
Bridgewater, NJ  
CEO  
1986 - Present

### Partnering with NJDOH

John will oversee all aspects of this assignment, with a specific focus on quality control and adherence to marketing strategy and NJDOH standards.



# Scott Marioni

## President, R&J Strategic Communications

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

### Professional Summary

Scott is a principal of R&J Strategic Communications, and a 25-year veteran of the communications industry. He has engineered numerous successful campaigns and initiatives across multiple practice areas, including crisis management, corporate communications/reputation management, issues management, and product publicity/media relations. Scott has been involved in numerous state-wide public education and issue advocacy campaigns, including leading the New Jersey Elective Angioplasty Coalition and the New Jersey Community Mental Health Association. Most recently Scott has been involved in the New Jersey State Department of Banking and Insurance's campaign to promote the new Get Covered NJ Health Insurance Marketplace and the New Jersey State Department of Human Services in support of the ReachNJ substance use awareness campaign.

### Professional Experience

R&J Strategic Communications  
Bridgewater, NJ  
President  
2018 - present

R&J Public Relations, LLC  
Bridgewater, NJ  
Executive Vice President  
2005 - 2018

R&J Group  
Parsippany, NJ  
Account Manager - Senior Account Manager  
2003 - 2005

R&J Integrated Marketing Communications  
Parsippany, NJ  
Senior Account Executive, Account Manager  
1999 - 2003

CN Communications  
Rahway, NJ  
Intern, Account Coordinator, Account Executive

### Partnering with NJDOH

Scott will be deeply involved with the development of campaign messaging, strategy, and tactics as well as oversight of campaign execution and quality control.



# Tiffany Miller

## Executive Vice President, R&J Strategic Communications

LinkedIn: [www.linkedin.com/in/tiffanyamiller/](https://www.linkedin.com/in/tiffanyamiller/)

### Professional Summary

Tiffany is responsible for leading and managing the agency's account service teams and assists in setting the agency's strategic direction as a member of the Senior Management Committee. With more than 15 years of B2B and B2C experience, her strategy and messaging development and integrated campaign execution expertise guides our clients from planning to results measurement. Tiffany anticipates client needs, builds positive relationships, and generates proven results. She employs her diverse experience in a variety of industries to increase the market leadership position and brand awareness of our clients.

Tiffany currently leads the agency's team on the statewide Get Covered NJ campaign for the Department of Banking and Insurance and ReachNJ's substance use campaign for the Department of Human Services. She oversees the agency's healthcare and human services division, providing high-level, strategic counsel to several of the state's leading healthcare and behavioral health providers, including RWJBarnabas Health, CarePlus NJ, Integrity House, and the Mental Health Association in New Jersey.

R&J has earned numerous awards for campaigns that Tiffany has developed and executed from PRSA, NJ Ad Club, JSPRAA, Ragan's Health Care, and others. Tiffany has been recognized by the NJ Ad Club and Jersey Shore Public Relations and Advertising Association as one of Jersey's Best Marketing and Communications Professionals Under 40 and was recently named to ROI-NJ's 2021 Women in Business Influencer List.

### Professional Experience

R&J Strategic Communications  
Bridgewater, NJ  
2006- Present

Senior Account Executive  
December 2008 – June 2011

Vice President  
April 2018 – Present

Account Executive  
December 2006 – December 2008

Associate Vice President  
February 2017 – April 2018

Beckerman Public Relations  
Account Coordinator  
December 2005 – December 2006

Account Director  
August 2013 – February 2017

Account Supervisor  
June 2011 – August 2013

### Partnering with NJDOH

Tiffany will be responsible for coordination of all efforts and will supervise agency personnel in the fulfillment of individual duties.



# Timothy Gerdes

## Vice President Digital and Creative Services, R&J Strategic Communications

LinkedIn: [www.linkedin.com/in/tgerdes/](http://www.linkedin.com/in/tgerdes/)

### Professional Summary

Tim leads our Digital and Creative Services team and is an expert in designing and executing multi-channel messaging campaigns. He brings both traditional and new media agency expertise to R&J, as well as valuable insight into both facets of the agency/client relationship gained during his experience in a corporate setting. With 20 years of digital marketing experience, and a passion for technology, Tim has a history of utilizing new tools and channels where they're clearly aligned with client objectives. Most recently, Tim has been involved in the New Jersey State Department of Banking and Insurance campaign to promote the new Get Covered NJ Health Insurance Marketplace and the Mental Health Association of New Jersey's campaign to raise awareness about the disproportionate effect COVID has had on communities of color.

### Professional Experience

- |  |  |
|--|--|
| R&J Strategic Communications<br>Bridgewater, NJ<br>Vice President of Digital and Creative Services<br>2019 – Present | Lighting North America<br>Senior Internet Coordinator<br>1999 - 2003 |
| Director of Digital Services<br>2016 – 2019  | Internet Coordinator<br>1998 - 1999                                  |
| Digital Services Manager<br>2015 – 2016  | Planet Access Networks<br>Creative Director<br>1995 – 1998           |
| Self Employed<br>Digital Marketing Consultant<br>2007 – 2015   | Murray Media<br>Designer<br>1995                                     |
| Philips Electronics<br>North America Corporation<br>eBusiness Project Manager<br>1998 – 2007                         |  |
| IT/Marketing Relationship Manager,<br>secondary, overlapping responsibility<br>2006 - 2007                           |  |

### Partnering with NJDOH

Tim will lead the strategy and design of the digital campaigns and oversee their execution.



# Tracey Benjamini

## Account Supervisor, R&J Strategic Communications

LinkedIn:<https://www.linkedin.com/in/tracey-benjamini/>



### Professional Summary

Tracey has over 10 years of experience leading a number of successful B2C, healthcare technology, and consumer products integrated marketing programs. Tracey directs and manages her account team in developing strategic plans, formulating actionable strategies and shaping persuasive content creation that generates widespread, impactful media coverage in both traditional and social media channels, helping to engage with consumers while connecting the agency's clients with their customers.

Tracey has played a leading role in the remarketing of the Polaroid brand starting in 2012, which resulted in a resurgence in brand recognition and interest in instant photography. She also works with a number of the agency's Health and Human Services clients, including RWJBarnabas Health, GetCoveredNJ and Mental Health Association in New Jersey.

### Professional Experience

R&J Strategic Communications  
Bridgewater, NJ  
Account Supervisor  
2016 – Current

Senior Account Executive  
2015 – 2016

Account Executive  
2012 – 2015

Account Coordinator  
2011 – 2012

### Partnering with NJDOH

Tracey will be the point person for the agency on this account and will be responsible for coordination with Marketsmith and the state.





# Jessica Cummings

## Account Executive, R&J Strategic Communications

LinkedIn: <https://www.linkedin.com/in/jessicacummings-1/>

### Professional Summary

Jessica brings over three years of experience supporting dynamic and successful integrated communications campaigns for clients across a range of industries, including healthcare and nonprofit organizations. Her expertise in writing, content creation, media relations, and public relations has driven positive, meaningful results for campaigns aimed at elevating awareness of free resources and treatment options for clients including RWJBarnabas Health, NJ Connect for Recovery, CarePlus New Jersey, and ReachNJ.

### Professional Experience

R&J Strategic Communications  
Bridgewater, NJ  
Account Executive  
2018 - Present

### Partnering with NJDOH

Jessica will work directly with the team to ensure quality control, while playing an important role in content creation, media relations, and reporting for the campaign.



# Dexter Cheng

## Visual Designer, R&J Strategic Communications

LinkedIn: <https://www.linkedin.com/in/dexter-cheng-20475277/>

### Professional Summary

Dexter is part of the Digital and Creative Team and is a designer who skillfully executes each client's digital marketing and advertising campaigns for R&J. Dexter translates the client's visual identity through the messaging to fit the digital platforms, creating memorable, impactful visual communications for each individual campaign. His experience includes email marketing, front-end website design, and traditional print design.

### Professional Experience

R&J Strategic Communications  
Visual Designer  
Bridgewater, NJ  
June 2021 – Current

Creative and Digital Coordinator  
Bridgewater, NJ  
December 2019 – June 2021

Graphic Design and Web Development Intern  
Bridgewater, NJ  
June 2019 – December 2019

Targum Publishing Company  
Graphic Designer  
New Brunswick, NJ  
May 2019 – September 2019

Rutgers University Glee Club  
Treasurer  
New Brunswick, NJ  
2017 – 2019

### Partnering with NJDOH

Dexter will be assisting in the designing of visual assets and implementing the visual identity for the digital marketing campaign





# Kaila Starita

## Digital Account Strategist, R&J Strategic Communications

LinkedIn: <https://www.linkedin.com/in/kaila-starita-67501a126/>

### Professional Summary

Kaila is a key member of the digital team at R&J Strategic Communications. As the digital account strategist, she coordinates and integrates social media marketing into our clients' media plans, including social media campaigns, advertising, and reporting. With her expertise in digital marketing, Kaila's contributions add tremendous value to the work we deliver to our B2B and B2C clients.

### Professional Experience

R&J Strategic Communications  
Digital Account Strategist  
Bridgewater, NJ  
March 2021-Present

Digital Account Coordinator  
August 2019-March 2021

Social Media Intern  
March 2019-August 2019

### Partnering with NJDOH

Kaila will be deeply involved in digital strategy, organic social media content creation, social media monitoring, and reporting.



# Zach Paige

## Graphic Designer, R&J Strategic Communications

LinkedIn: <https://www.linkedin.com/in/zach-paige/>

### Professional Summary

Zach is a talented and resourceful graphic design professional and a key member of the creative and digital team at R&J Strategic Communications. As graphic designer, he coordinates and collaborates with clients to conceptualize, develop, and implement strategies tailored to the specific brand needs across print and digital media, thus creating, compelling and evocative images that integrate seamlessly within each client's social media, advertising, and promotional campaigns. As such, Zach's contributions can be seen in virtually every account that R&J serves.

### Professional Experience

R&J Strategic Communications  
Graphic Designer  
Bridgewater, NJ  
October 2019 – Present

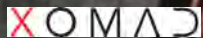
Seller's Choice  
Graphic Designer  
Fort Lee, NJ  
2017 – 2018

Remn Wholesale Mortgage  
Graphic Design and Marketing Intern  
Iselin, NJ  
December 2016 – January 2017

Center for Global Engagement at TCNJ  
Graphic Designer  
Ewing, NJ  
August 2014 – May 2015

### Partnering with NJDOH

Zach will assist with any creative/design on this account and will be responsible for coordination internally to ensure quality and consistency.



# Nichole Brandt

## Vice President, Influencer Marketing

LinkedIn: <https://www.linkedin.com/in/nichole-brandt-68849a38/>

### Professional Summary

Nichole is an experienced VP with over 12+ years (8+ years at XOMAD) experience. Since the start of the pandemic, she has been spearheading all of XOMAD's COVID-19 Response digital door-to-door programs for states, counties, and cities around the country, including multiple campaigns within the state of New Jersey. Some public sector/NGO clients include Choose: New Jersey, the New Jersey Hospital Association, the Louisiana Department of Health, the South Carolina Department of Health and Environmental Control, the Knight Foundation, the South Florida Health Foundation, etc. In the private sector, she has successfully led over 200 campaigns for fortune 500 brands, such as L'Oréal, Clorox, Showtime, Unilever and more.

With an extensive background in both PR, marketing, and engineering, Nichole approaches marketing from a unique viewpoint, combining creativity with analytical precision. She believes marketing is an ever-changing industry with constant new channels and tech, and as leaders we need to be adaptable. Additionally, in her current role, she helped launch a new segment of market research using influencers that has flourished for over six years, helping brands and public sector clients gain higher quality feedback than from normal consumers alone. She has fully designed, moderated, and analyzed projects ranging in objectives, from ideating & evaluating new product concepts, to messaging testing, to fully rebranding an international bank.

### Professional Experience

XOMAD LLC  
Manhattan Beach, CA  
Vice President, Influencer Marketing, Public & Private  
2013 – Present

Levine Communication Office  
Beverly Hills, CA  
Account Manager, Entertainment Publicist  
2010 – 2011

Aids Assistance Foundation  
Los Angeles, CA  
Director of PR and Marketing  
2012 – 2013

Friends of Hearst Castle  
San Luis Obispo, CA  
Event and Volunteer Coordinator  
2009 - 2010

American Farmhouse  
Manhattan Beach, CA  
Event and Marketing Manager  
2011 – 2012

### Partnering with NJDOH

Nichole will run the influencer marketing team, including the NJ Influencer Council. She will ensure best social media practices that follow all federal guidelines, and make sure the project has maximum impact on social media to create behavior changes and reach the deliverables. She will also be responsible for all influencer budgets and allocation, including boosting creator content to have a greater reach in NJ.

# Dannie Nguyen

## Technology Solution Lead

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

### Professional Summary

Dannie Nguyen has over 13 years of experience in data technology solution delivery. She is spearheading the development and operations of XOMAD's technology products and solutions, including a proprietary AI engine that enables rapid creator vetting, audience demographics analysis, emerging trend identification, and campaign measurement, and custom Council platforms that enable clients to co-create and directly collaborate with dedicated armies of trusted messengers, trendsetters, or social leaders for insights, innovations, and PSA campaigns.

Dannie works closely with Delivery teams across all of XOMAD's large-scale and high-impact programs for COVID-19 education and other social initiatives, to ensure quick activation of relevant, locally trusted messengers, as well as accurate measurement of program metrics and efficacy data.

Prior to joining #teamXOMAD, Dannie led the development of an AI-powered system that ranked and monitored 10 million+ financial influencers at Sentifi, and helped shape, launch, and globally expand the Smart Building Solutions offering at Accenture.

### Professional Experience

XOMAD LLC  
Manhattan Beach, CA  
Head of Technology Products & Strategic Partnerships  
2018 – Present

Product Leader (consultant)  
2012 – 2018

Sentifi Ag  
Zurich, Switzerland / Ho Chi Minh, Vietnam  
Head of Product - Financial Influencer Identification and Ranking  
2014 – 2016

Doppio LLC  
Los Angeles, CA  
Consultant  
2012 – Present

Accenture Plc  
El Segundo, CA  
Business Consultant  
2007 – 2012

### Partnering with NJDOH

Dannie is responsible for deploying technology solutions needed for the program's success, including creator vetting, email outreach, campaign measurement, interactive report, and the Council platform. She will advise and support the delivery team with identifying and contacting the most effective group of New Jersey creators, who collectively will help drive vaccination among the program's target demographics. She will also assist with the program's efficacy analysis and report generation.





# Cara Sinclair

## Senior Influencer Account Manager

LinkedIn: <https://www.linkedin.com/in/cara-m-sinclair-824600160/>

### Professional Summary

Cara has a background in business marketing and social media, and has worked with XOMAD for nearly three years, coordinating with trusted social media messengers for a variety of programs with brand and public clients. She has coordinated with influencers and allocated influencer budgets on COVID-19 vaccine confidence programs for the NJ Hospital Association, Choose: New Jersey, Williamson County and Cities Health District, and South Carolina Department of Health and Environmental Control. She is also supporting campaigns for brand clients such as Clorox, Hamilton Beach, and GSQ by Glamsquad.

### Professional Experience

XOMAD LLC  
Manhattan Beach, CA  
Senior Account Manager  
2020 – Present

Community Manager  
2019 – 2020

The PRGRM, Inc.  
Los Angeles, CA  
Social Media Marketing Assistant  
2016 – 2017

### Partnering with NJDOH

Cara will be the senior lead, recruiting and coordinating with the trusted social media leaders. She will create the influencer creative brief, coordinate with creators on their content, including ensuring content accuracy and that they follow FTC guidelines, and run the influencer budget for the program.



# Magali Gruet

## Account Manager, Influencers

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

### Professional Summary

Magali has an extensive background in journalism with over 15 years of experience covering topics ranging from the COVID-19 outbreak to California government, environmental issues, and other social issues, and has interviewed major public figures from Tom Hanks to the president of France. Since working with XOMAD, she has been working on COVID-19 vaccine confidence programs, coordinating with trusted messengers for the state of Louisiana, and for the Chattahoochee Foundation. She is also supporting marketing campaigns for other nonprofit organization clients such as the Corning Museum of Glass.

### Professional Experience

XOMAD LLC  
Manhattan Beach, CA  
Account Manager-Influencers  
2021 – Present

Le Monde  
Santa Monica, CA  
Digital Content Editor / Night Editor  
2016 – 2021

Le Parisien  
Santa Monica, CA  
News Reporter - California Correspondent  
2014 – 2021

L'Obs  
Santa Monica, CA  
News Reporter - California Respondent  
2015 – 2021

Grazia UK  
Santa Monica, CA  
News Reporter - US Correspondent  
2013 – 2019

Libération  
Santa Monica, CA  
Web Editor  
2012 – 2014

20 Minutes France  
Paris, France  
Paris Bureau Chief - Print  
2004 – 2012

### Partnering with NJDOH

Magali will be an influencer coordinator for the program. She will coordinate with creators on their content, including ensuring content accuracy and that they follow FTC guidelines.





# Fabiola Moreno

## Council Manager

### Professional Summary

Fabiola began her career as an elementary school teacher, but she has been passionate about social media and the influencer marketing space since 2012. As a community manager and council manager at XOMAD, Fabiola has spearheaded user engagement and brand/agency outreach efforts to expand the XOMAD influencer community. She is extremely passionate about influencer marketing and creating and growing strong communities.

### Professional Experience

XOMAD LLC  
Manhattan Beach, CA  
Community Manager  
2020 – Present

Social Media Marketing Specialist  
2019 – 2020

Self-Employed @fabialamode  
Los Angeles, CA  
*Social Media Influencer*  
2017 – 2019

La Ballona Elementary School  
Culver City, CA  
Dual Immersion Spanish Language Teacher  
2012 – 2017

### Partnering with NJDOH

Fabiola will help set up and operate the Advisory Council solution for this program. She will serve as a liaison, facilitating the communication and collaboration among program participants, the NJ Department of Health, and the department's authorized vendors. Her responsibilities include, but are not limited to, daily moderation of Council discussions, flagging relevant conversation threads for health officials to review and provide guidance as needed, as well as timely dissemination of PSAs provided by the health department and user support.



# OFFER AND ACCEPTANCE

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

Bid Solicitation #: 19DPP00273

Bid Solicitation Title: T3067 Statewide Advertising and Public Relations Services

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: <small>(Electronic Signature Acceptable)</small>		Fax Number:	N/A
Printed Name:	Monica C. Smith	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:

- 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);
- 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;
- 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
- 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)

<input type="checkbox"/> Bid Security	Amount:	<input type="text"/>	<input type="checkbox"/> Payment Security	Amount:	<input type="text"/>
<input type="checkbox"/> Performance Security	Amount:	<input type="text"/>	<input type="checkbox"/> Retainage	Percentage:	<input type="text"/>

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: 4/11/19     Blanket P.O. (Contract) Effective Date: 4/11/19

State of New Jersey Authorized Signature: