

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

P.O. Date: 11/21/2022

Release Purchase Order
T3067 Statewide Advertising and Public Relations Services

Blanket Order Number

19-PROSV-00699:147

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

Agency Ref. # RT 126315

V E N D O R	Vendor Number: [REDACTED] Princeton Partners, LLC
	189 Wall St PRINCETON, NJ 08540 [REDACTED]
	Vendor Alternate ID: [REDACTED]
	Remit Address: Giselle Herrera 189 Wall St Princeton, NJ 08540 US
	Email: [REDACTED] Phone Number: [REDACTED]

S H I P T O	[REDACTED] 55 North Willow Street TRENTON , NJ 08608 US Email: [REDACTED] Phone: [REDACTED]
	[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]

Solicitation (Bid) No.:						Payment Terms: Shipping Terms: Freight Terms: Delivery Calendar Day(s) A.R.O.: 0		
Item # 1 Class-Item 915-03 Senior Account Executive - All Inclusive Hourly Rate (Not to Exceed \$150.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign								
Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
450.00	\$ 115.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 51,750.00
Item # 2 Class-Item 915-03 Account Executive - All Inclusive Hourly Rate (Not to Exceed \$100.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign								
Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
324.722	\$ 90.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 29,224.98

Item # 3
Class-Item 915-03

Advertising Account Manager - All Inclusive Hourly Rate (Not to Exceed \$130.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
250.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 27,500.00

Item # 4
Class-Item 915-03

Public Relations Account Manager - All Inclusive Hourly Rate (Not to Exceed \$130.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
360.00	\$ 120.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 43,200.00

Item # 5
Class-Item 915-03

Comptroller - All Inclusive Hourly Rate (Not to Exceed \$120.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
75.00	\$ 100.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 7,500.00

Item # 6
Class-Item 915-03

Media Planner/Buyer - All Inclusive Hourly Rate (Not to Exceed \$140.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
180.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 19,800.00

Item # 7
Class-Item 915-03

Senior Art Director - All Inclusive Hourly Rate (Not to Exceed \$125.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
370.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 40,700.00

Item # 8
Class-Item 915-03

Creative Art Director - All Inclusive Hourly Rate (Not to Exceed \$140.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
370.00	\$ 115.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 42,550.00

Item # 9
Class-Item 915-03

Creative Copy Director - All Inclusive Hourly Rate (Not to Exceed \$140.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
500.00	\$ 115.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 57,500.00

Item # 10
Class-Item 915-03

Senior Production Director - All Inclusive Hourly Rate (Not to Exceed \$140.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
130.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 14,300.00

Item # 11
Class-Item 915-03

Proofreader - All Inclusive Hourly Rate (Not to Exceed \$100.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
25.00	\$ 85.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 2,125.00

Item # 12
Class-Item 915-03

Social Media Director - All Inclusive Hourly Rate (Not to Exceed \$120.00) - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
195.00	\$ 110.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 21,450.00

Item # 13
Class-Item 915-03

Media Placement Mark-Up (Not to Exceed 4.5%) - Extension Term: 4/4/22 to 4/3/23. Pass thru Tier 1. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 4,625,000.00	NET	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 4,625,000.00

Item # 14
Class-Item 915-03

Pass-through Media Placement - Extension Term: 4/4/22 to 4/3/23. Pass thru Tier 2 - COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 3,989,445.00	NET	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 3,989,445.00

Item # 15
Class-Item 915-03

Pass-through Media Production - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 200,000.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 200,000.00

Item # 16
Class-Item 915-03

Pass-through Non-Media Production - Extension Term: 4/4/22 to 4/3/23. COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 10,000.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 10,000.00

Item # 17
Class-Item 915-03

Pass-through Non-Media Production - Extension Term: 4/4/22 to 4/3/23. Consumer Sentiment Tracking - COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 50,000.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 50,000.00

Item # 18
Class-Item 915-03

Pass-through Media Production - Extension Term: 4/4/22 to 4/3/23. Public Relations Pass Thru - COVID-19 Vaccine campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 25,004.24	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 25,004.24

Item # 19
Class-Item 915-03

Pass-through Media Placement - Extension Term: 4/4/22 to 4/3/23. Community Outreach Pass Thru - COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 290,000.00	NET	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 290,000.00

Item # 20
Class-Item 915-03

Pass-through Media Placement - Extension Term: 4/4/22 to 4/3/23. Sponsorships - COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 80,000.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 80,000.00

Item # 21
Class-Item 915-03

Media Placement Mark-Up (Not to Exceed 4.5%) - Extension Term: 4/4/22 to 4/3/23. Tier 1 - COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 212,500.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 212,500.00

Item # 22
Class-Item 915-03

Media Placement Mark-Up (Not to Exceed 4.5%) - Extension Term: 4/4/22 to 4/3/23. TIER 2 - COVID-19 Vaccine Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 160,450.78	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 160,450.78

TAX:	\$ 0.00
FREIGHT:	\$ 0.00
TOTAL:	\$ 10,000,000.00

APPROVED

By: [REDACTED]

Phone#: [REDACTED]

BUYER

New Jersey Department of Health (NJDOH)

Request for Proposal for COVID-19 Vaccination Campaign,
T3067 Statewide Advertising and Public Relations



August 16, 2022

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Introduction

Introduction

Fourteen months ago, Princeton Partners worked with NJDOH to help New Jersey achieve the Governor's vaccination goal of 70% of the eligible population in mid-June, two weeks ahead of the Governor's goal..

New Jersey was second in the nation overall in vaccinations and first among larger states.

Since that time:

- According to the New York Times COVID-19 Tracker for the week of August 8, New Jersey has fallen to seventh for those fully vaccinated and is 13th for overall booster uptake.
- July data from the Kaiser Family Foundation, which takes into account reporting from states that track booster uptake based on race/ethnicity among fully vaccinated individuals, shows NJ placing 27th out of 28 states that provide such data.

COVID-19 Booster Take-up By-State and Race/Ethnicity Amongst Fully Vaccinated Individuals
(data through July 8th, 2021)

US State	Percent Boosted Amongst White/Caucasian Fully Vaccinated	Percent Boosted Amongst African American Fully Vaccinated	Difference	Percent Boosted Amongst Hispanic Fully Vaccinated	Difference	Percent Boosted Amongst Asian American Fully Vaccinated	Difference
1 Vermont	70%	48%	-22%	63%	-7%	53%	-7%
2 Delaware	69%	51%	-18%	33%	-36%	49%	-20%
3 New Mexico	65%	56%	-9%	59%	-6%	52%	-13%
4 California	64%	50%	-14%	41%	-23%	50%	-4%
5 Connecticut	64%	50%	-14%	45%	-23%	60%	-4%
6 Massachusetts	63%	47%	-16%	42%	-21%	51%	-2%
7 Tennessee	63%	57%	-6%	40%	-17%	54%	1%
8 Washington	62%	46%	-16%	43%	-19%	55%	3%
9 Michigan	62%	51%	-11%	46%	-16%	50%	-2%
10 Illinois	61%	48%	-13%	44%	-17%	54%	3%
11 Colorado	60%	47%	-13%	47%	-13%	52%	2%
12 Maryland	60%	51%	-9%	38%	-22%	53%	3%
13 Wisconsin	60%	42%	-18%	39%	-21%	49%	-11%
14 Ohio	56%	45%	-11%	41%	-15%	55%	-1%
15 West Virginia	55%	50%	-5%	NR	NR	NR	NR
16 District of Columbia	57%	47%	-10%	59%	-12%	49%	-3%
17 Pennsylvania	52%	39%	-13%	31%	-21%	47%	-5%
18 Alaska	52%	47%	-5%	40%	-12%	47%	-5%
19 Oregon	51%	37%	-14%	29%	-22%	56%	5%
20 Idaho	50%	33%	-17%	35%	-15%	53%	3%
21 New Hampshire	46%	26%	-20%	30%	-16%	36%	-10%
22 Mississippi	44%	45%	1%	25%	-18%	48%	4%
23 Texas	43%	38%	-5%	33%	-10%	47%	4%
24 Rhode Island	43%	31%	-12%	29%	-14%	45%	2%
25 Virginia	36%	29%	-7%	29%	-7%	54%	18%
26 Utah	34%	25%	-9%	22%	-12%	46%	12%
27 New Jersey	34%	26%	-8%	18%	-16%	32%	-2%
28 Georgia	22%	20%	-2%	15%	-7%	45%	23%

Source: KFF analysis of publicly available data on state websites as of July 8, 2021.
<https://www.kff.org/coronavirus-covid-19/issue-brief/latest-data-on-covid-19-vaccinations-by-state-ethnicity/>



Introduction

So why would people who have chosen to get the vaccination be hesitant about receiving the boosters? According to a study published on the National Institute of Health's website:

"Regarding booster doses, vaccine and pandemic fatigue, side effects from prior doses, breakthrough infections, and lower perceived risk of the disease with declining cases of infections could lead to questioning by the public about the utility and need of the boosters, their effectiveness, and whether boosters are a viable solution for pandemic control."

[COVID-19 Booster Vaccination Hesitancy in the United States: A Multi-Theory-Model \(MTM\)-Based National Assessment - PMC](#)

The study recommends the following strategies to address booster hesitancy and encourage behavior change:

- 1. The public should be educated about the ongoing risk and severity of infections with new variants.**
- 2. The public should be informed about the large-scale successful trials of booster doses and their efficacy and safety.**
- 3. Potential advantages of boosters should be underscored, and behavioral confidence should be built through highlighting multiple sources of confidence.**
- 4. Advertisements about the accessibility of boosters should be part of the booster acceptance campaigns.**

Introduction

Our campaign and campaign executions will reflect these strategies. **We will deploy a “Head + Heart” campaign with focused messaging from medical professionals to proactively (and factually) address questions and concerns from vaccine hesitant populations and then reinforce this messaging with “heart-focused” messages that appeal to key populations. We know the subject matter. This combination of head and heart messaging was highly effective in driving behavior change in phase 1. We will also promote the success of COVID-19 boosters in preventing serious illness, hospitalizations and death.**

Princeton Partners' experience in behavior change and expertise in branding, advertising, research, media, public relations, and community outreach will allow us to build and execute a successful campaign on behalf of NJDOH. We are partnering with **Diversity Marketing & Communications**; a behavior change expert that specializes in crafting messaging that drives positive behavioral changes and successfully adapts said messaging to reach out to and convince minority and hard-to-reach audiences.

A key member of our team is **URL Media**. URL is a decentralized, multi-platform network of high-performing Black and Brown media organizations. It shares content, distribution, and other resources to enhance reach, expand revenue and build long-term sustainability. It consists of twelve exceptional news outlets representing a diverse mix of culture, format, geography and audience. URL brings deep experience in culturally appropriate creative materials and media. It also has deep relationships with black and brown communities throughout the state. URL will lead community outreach efforts to African Americans and Hispanics. URL estimates it will engage 15+ nano influencers in this campaign.

Introduction

OpAD Media will provide purchasing efficiencies, metrics, and insights. Additionally, Princeton Partners will work with OpAD to design, activate and manage a nano influencer campaign directed to parents/mommy bloggers, adults ages 18-49. The program will tap into the talent of nearly 40 NJ-based influencers achieving over 30MM impressions. For full program details, see slide 30.

Beehive AI will bring fast, accurate, and cost-effective research and analysis for determining the right messaging to drive boosters and convince parents to get children 0 to 11 vaccinated, as well as two additional waves of quantitative measurement and message testing to assess campaign progress. Key creative will be qualified via in-market A/B testing. This will also allow us to collect, measure, and incorporate feedback on messaging throughout the campaign.

If NJDOH makes its decision by August 22, this plan is designed to be in market the week of August 29 in order to address the back-to-school season. We have the capabilities and experience to hit the ground running. Our team is responsive, flexible, professional, and goes over and above to develop and deliver a campaign that gets results.

Please do not hesitate to reach out with any questions or if you need further information.
We look forward to working with you.

Regards,



Jeff Chesebro
President

Project Plan

Project Time Frame & Deliverables

NIDOH COVID-19 Vax Campaign 8/22-3/23	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Finalize budget, contract and PO								
Asset and Communication Development								
Finalize creative based on submitted samples								
Out-of-Home/Transit								
Print Ads								
Digital Collateral								
Social & Digital								
Video & Radio								
Translate assets								
Client review and approval								
Revisions and additions as necessary								
Marketing & Media Plan								
Develop media brief								
Client review and approval of media brief								
Brief sent to the media								
Review submissions								
Develop media plan								
Review media plan with client								
Finalize/approve media plan								
Execute media contracts								
Create production files to media specs								
Traffic assets								
Tool Kit								
Campaign Execution								
Media in market								
Community Events, Town Halls, Outreach (dates TBD)								
Campaign Reporting and Evaluation								
Weekly Reports								
Quarterly Reports								
Final Report								
Agency Services								
Account management								
Status reports and meetings								
Media optimization								

Detailed Approach for SOW

Campaign Deliverables: Details

Deliverables for this campaign, in addition to the general market and population-specific executions, include:

Innovative, grassroots approaches to engage and move hard-to-reach populations

As we did in Phase I, Princeton Partners will work with community organizations and trusted community leaders, providing materials, resources and more, to support their efforts in the communities they serve.

Two virtual/or in-person Town Halls featuring medical professionals and community leaders and two virtual/or in-person Town Halls featuring medical professionals, including pediatricians, school nurses and parents

Working closely with NJDOH, the Princeton Partners team will organize, develop and recruit speakers for virtual town halls to engage different communities across the state.

Securing and vetting trusted community messengers

Princeton Partners will leverage the hundreds of trusted community messengers and organizations that we worked with in Phase I, as well as any others that NJDOH recommends.

Providing new creative as priority audiences expand (and/or the needs of the campaign change)

Princeton Partners will develop new relevant creative for each target audience, as we successfully did in Phase I.

Providing routine feedback from targeted communities to continually refine and improve messaging

Princeton Partners will use Beehive, a quantitative AI-based research tool, to gauge the response and engagement of targeted communities. This will enable us to optimize messaging and media throughout the campaign. Additionally, our partners OpAD Media and URL Media have unique capabilities to receive regular feedback from targeted communities.

Motivate behavioral change

Our partner Diversity Marketing is a leading behavioral change expert. Our campaign will leverage their expertise in behavioral science to guide our messaging and outreach communications, as we successfully did in Phase I.

Toolkit

The Princeton Partners team will develop toolkits for community partners to support their outreach efforts, and make them available on the NJDOH website. We will provide updates to these partner toolkits throughout the campaign, as needed.

Media

About OpAD Media

As a certified women-owned business, OpAD Media brings an experienced and dedicated team whose professional background in local marketing and media solutions is unmatched.

For nearly two decades, the OpAD team has successfully executed thousands of health-focused campaigns, driven by a team of experts with experience across every channel and platform.

OpAD provides immediacy, fast turnaround times, flexibility, and out-of-the-box tactics..

OpAD provides transparency into every aspect of a campaign from pre-launch to post-buy:

- This includes flowcharts detailing timelines, media types, placements, target markets, budgets, rates, reach and frequency measures
- We proactively provide campaign optimization recommendations and regular spend updates.
- Our goal is to meet or exceed your goals AND the campaign's overall objectives.

OpAD Media provides:

- Lower rates, added value, more leverage as one of the largest media buyers in the tri-state area
- Predictive, lookalike, geofencing, competitor conquering capabilities, as well as custom programmatic offerings that are algorithmically-based and lean into test-and-learn opportunities
- Premiere partner and channel-certified status across Google Ads, Google Analytics, Meta, Snapchat, Microsoft, among others
- Best-in-class reporting through OpAD Analytics, a data analytics platform that has been customized to provide real-time reporting
- Access to an in-house trade desk and specialized ad operations & attribution department
- Robust quality assurance processes

Making an Impact

OpAD Media's metrics go beyond impressions. OpAD Media measures our impact through community listening and holistic analysis of state-wide behavior change.

Driving behavior change is not a one time effort. Beyond the monitoring and consistency these efforts demand, it takes massive reach and frequency. That is one of the many reasons our team actively works to secure as many no-cost added-value/bonus media elements as possible: to amplify messaging for the next phase of NJDOH's outreach and successfully shift attitudes and behavior.

The COVID-19 pandemic has emphasized the disproportionality of health outcomes among people of differing races and socio-economic status.

OpAD Media believes that the status quo is not acceptable, and that the health equity of individuals is priority number one.

Our focus in recent years has been on the health and safety of people in the tri-state area, from executing COVID-19 campaigns at their inception, when mask mandates and social distancing turned into vaccine and booster access to handling the latest Abortion campaign for the state.

Case Study Spotlight: NYC Census 2020

OpAD was agency of record for NYC Census 2020 across all Digital placements, Television, and Radio to ensure that all New Yorkers, regardless of immigration status, socio-economic class, race, gender, ethnicity, sexual orientation, religion, or any other formerly disproportionately represented group were fairly and thoroughly counted in the NYC Census.

This resulted in a historically high Census self-response rate of 61.9% (nearly 10% higher than Census Bureau estimates) and \$1.8B additional federal funding secured. We placed 4,746 distinct pieces of creative in 17 different languages; 9,780 radio ads in 12 languages; 8,918 TV ads in 7 languages; and digital ads in 174 community and ethnic media outlets across 23 languages.

Data Analytics

OpAD Media has a dedicated data analytics team whose sole responsibility is managing our data and analytics platform, OpAD Analytics.

This reporting system provides real-time dashboards to review campaign performance. OpAD strategists and our data analytics team, along with the accounts team, will generate custom reports for NJDOH.

These reports will be reviewed regularly throughout the campaign, to help guide campaign optimization. This, plus...

FINAL-SPEND REPORT

- Reconciled media deliveries and costs

EXECUTIVE SUMMARY

- Top-level illustration of delivery and performance
- Perfect for those looking for a campaign-at-a-glance format or for non-media savvy reviewers

END OF CAMPAIGN RECAP

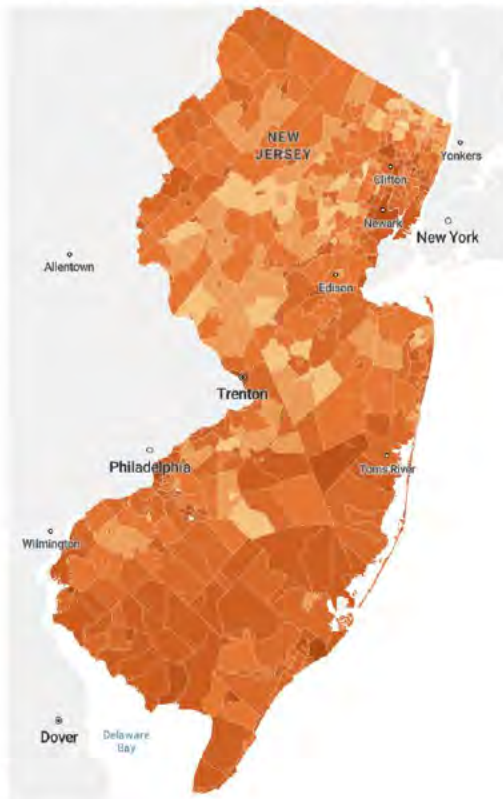
- Includes key insights and recommendations for future campaigns
- Provides creative examples and performance by asset type, message, etc.
- Delivered in a digestible format and with defined industry-specific terminology for those not well-versed in media



Audience Insights – Socioeconomic Status

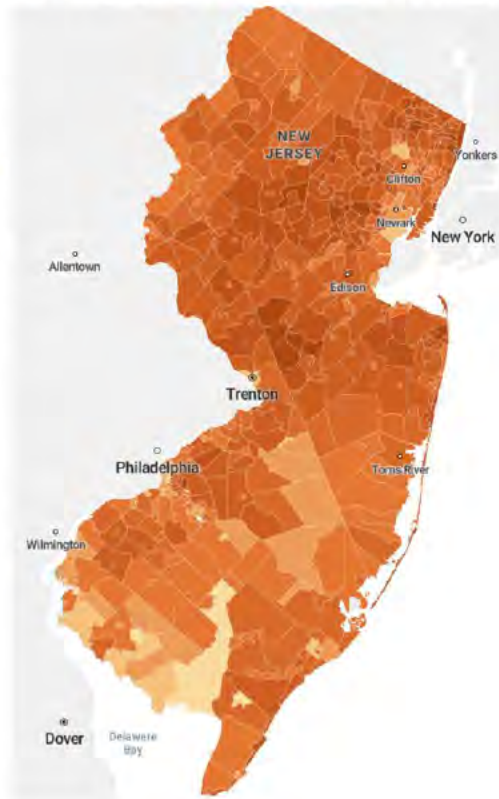
The findings below and on the following page will enable us to deploy media spending to provide greater impact in key target areas.

Household Income Under \$65K by Municipality



- Communities in darker shades represent higher percentages of households with HHI under \$65,000
- Communities above the statewide average (36.2%) can be targeted by zip code on all digital channels
- 1st-party and 3rd-party data sources can also be used to identify and target low income users on digital channels

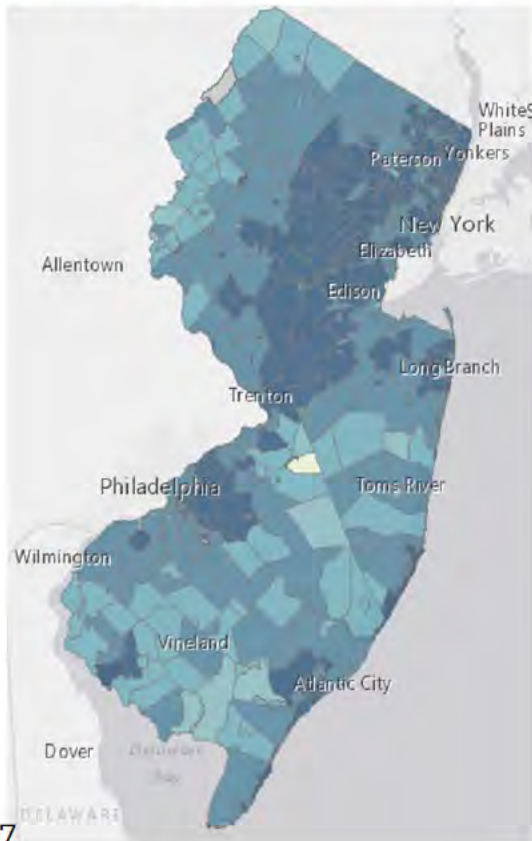
Educational Attainment by Municipality



- Communities in darker shades represent higher percentages of with a high school diploma or less
- Communities above the statewide average (36.4%) can be targeted by zip code
- 1st-party and 3rd-party data sources can also be used to identify and target low education users on digital channels

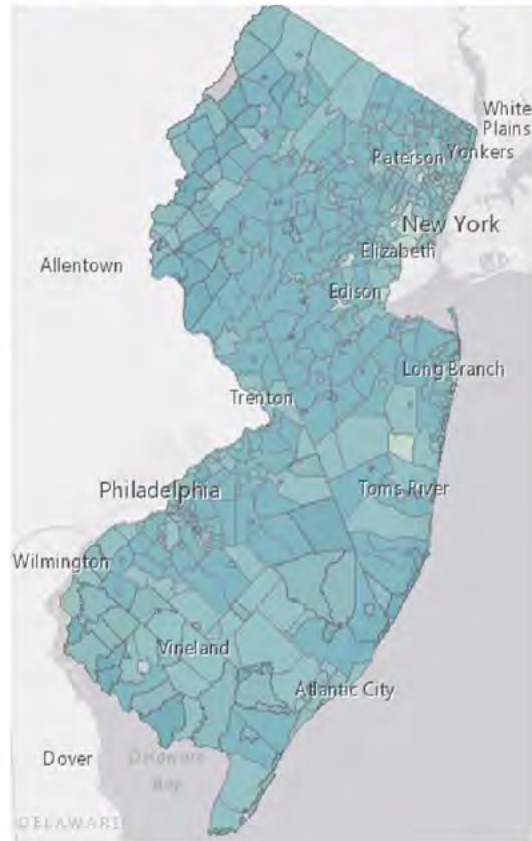
Audience Insights – Vaccination Status

At Least One Vaccination Dose



- Communities in darker shades represent higher occurrences of at least one vaccination dose
- Communities with lower vaccination rates can be geo-targeted by zip code on all digital channels

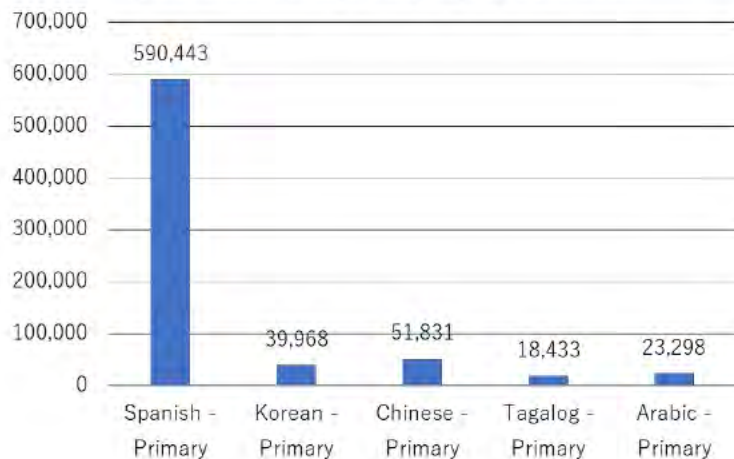
Booster Rates by Municipality



- Communities in darker shades represent higher rates of individuals receiving Booster doses
- Communities with lower Booster rates can be targeted by zip code on all digital channels

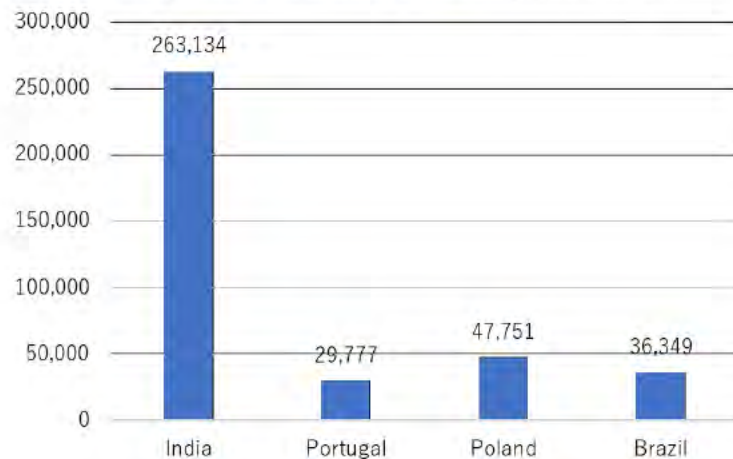
Audience Insights – Language Spoken at Home

Speakers of Foreign Languages, Statewide

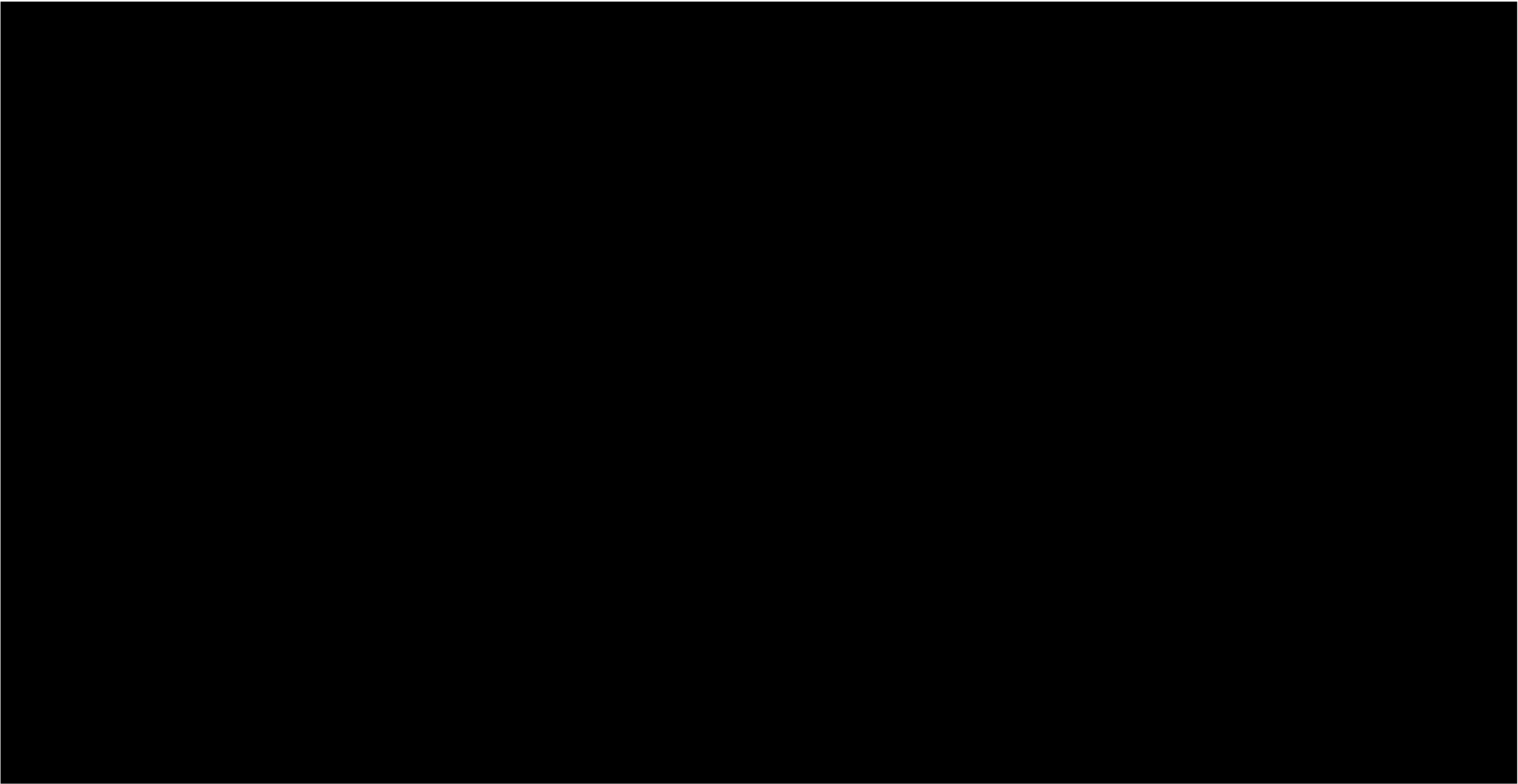


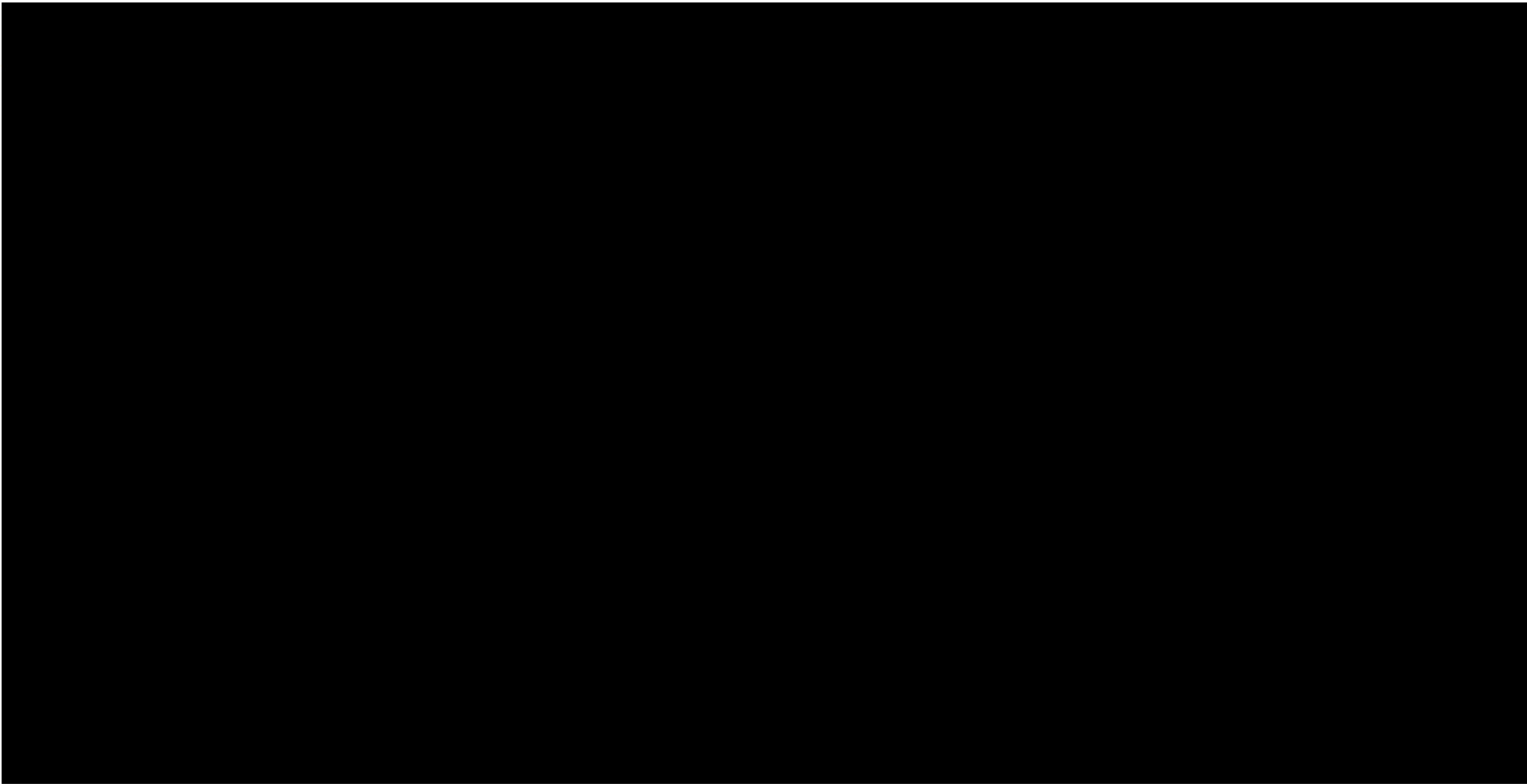
- The above figures represent individuals whose primary language is one of the target languages, as defined by individuals who speak that language and self-identify to speak English “less than very well”
- Speakers of the above languages can be targeted on digital, TV, radio, and OOH
- The above languages were surveyed in the most recent American Community Survey

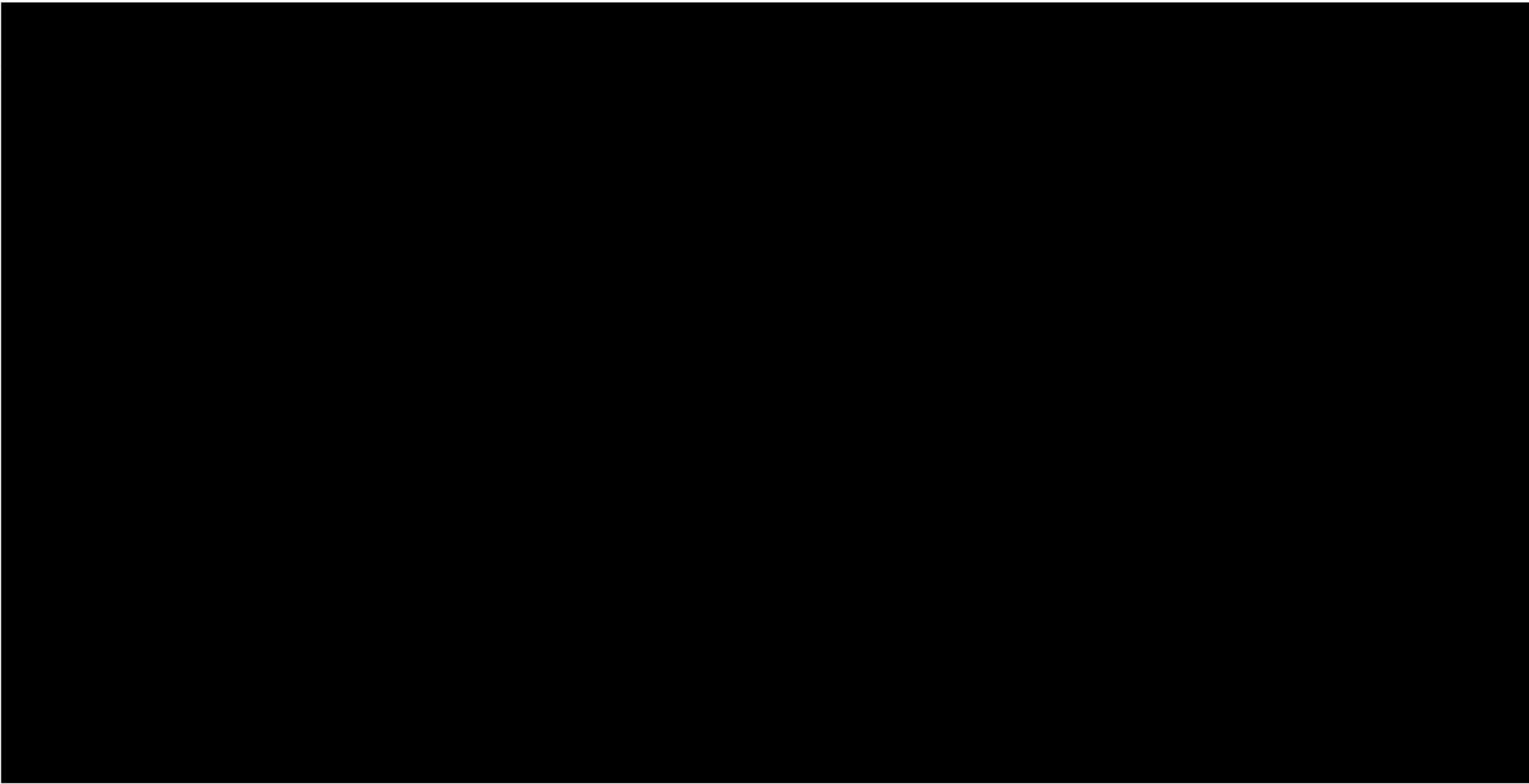
Foreign-Born Population by Country, Statewide



- The above figures represent individuals born in countries where a target language (Gujarati, Hindi, Polish, Portuguese) is the dominant language
- Those languages can be targeted on digital, TV, radio, and OOH (depending on availability)
- This chart is to be used directionally as these languages are not included in the American Community Survey







Digital Strategy

Social Media

- Utilize reach and traffic objectives to increase awareness among priority communities and drive them to the website to learn more
- Leverage the video view objective to increase video completes and ensure users are getting the full message
- Build remarketing and lookalike audiences to build frequency among the target, as well as reach adults likely to engage with site content
- Implement conversions objective through pixels
- Leverage demo, interest, behavior, and language targeting to reach priority communities along with both state-level and zip code level geo-targeting
- Recommend running media on all available languages across Facebook and Instagram including: English, Spanish, Chinese, Tagalog, Hindi, Portuguese, Korean, Polish, and Arabic
- Execute placements across Twitter, Snapchat, Pinterest and TikTok in English and Spanish only due to platform scale

Streaming Audio

- Generate awareness and maximize reach on top performing audio vendors targeting NJ
- Run programmatically on OM Trade Desk (OMtd) Audio Network to control frequencies and keep all aspects of the campaign from planning to reporting in-house
- Retarget audio ad completions to other channels on OMtd for an omni channel approach to build full funnel awareness

OTT

- Placements will run cross-device to maximize reach
- Implement bid modifiers on zip codes with low vaccination rates
- Target parents by leveraging 3P data targeting for households with children

Display Banner & Streaming Video

- Target High Risk/Hard-to-Reach communities using 3P data segments and accessing Consumer Healthcare Vendors' 1P data
- Reach parents with young children through contextual sites and/or data segments, purchase data, geo location, social behavior, etc.
- Target NJ with an emphasis on select zip codes
- Utilize block list with blocking tags to reach users on a larger scale with accurate location data

Digital Strategy



Search

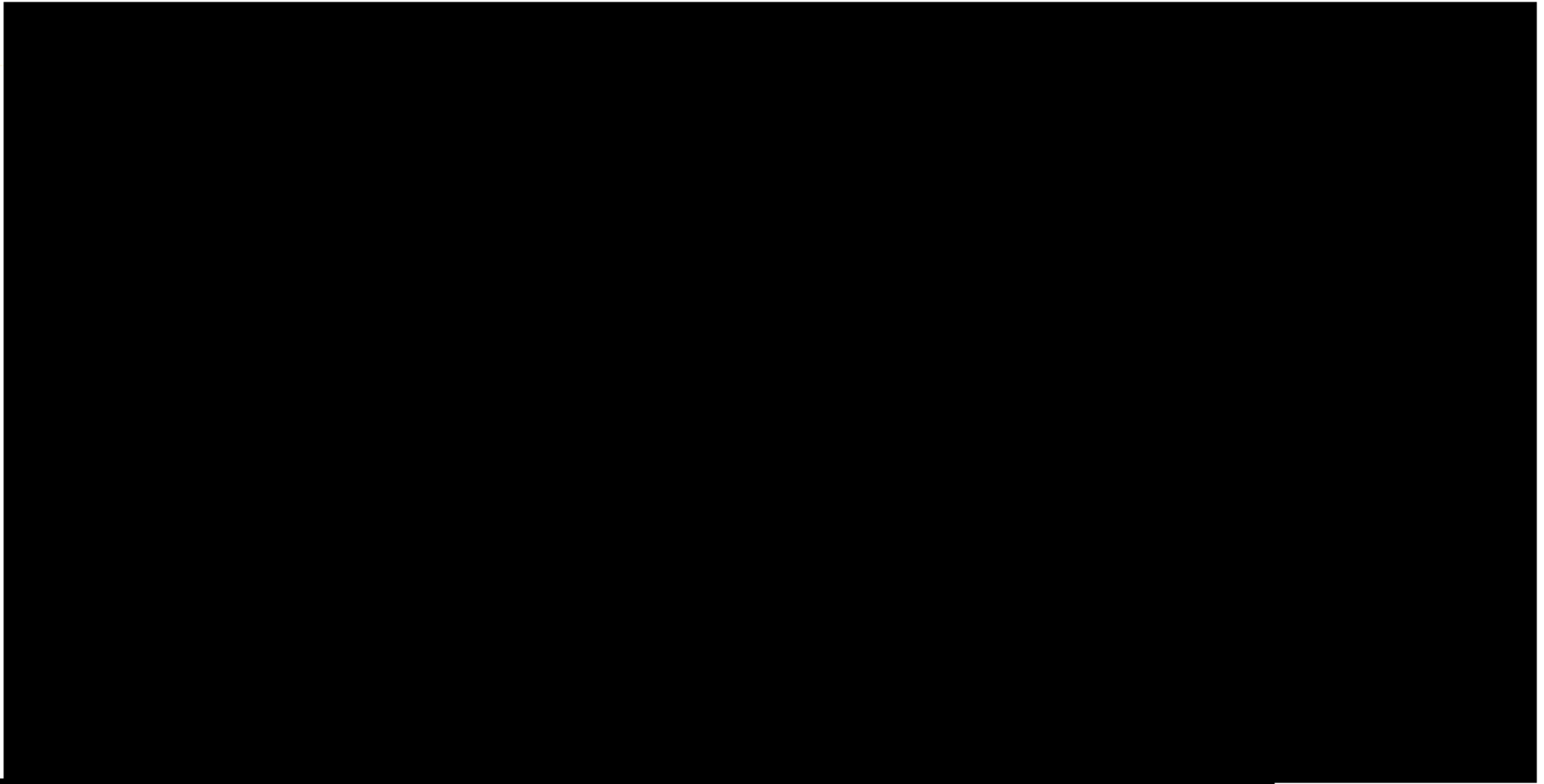
- Utilize Google and Microsoft platforms to reach NJ across the top search engines
- Target Adults 18+ across Search placements to ensure our ads are showing at the time of search
- Layer parental audiences as observation audiences to gain additional insights into the demographic
- Custom, tailored keyword and ad group lists will be shared based on content on the landing page. Ad copy will be crafted to serve relevant messaging to each individual search query, providing the target with the information they're seeking

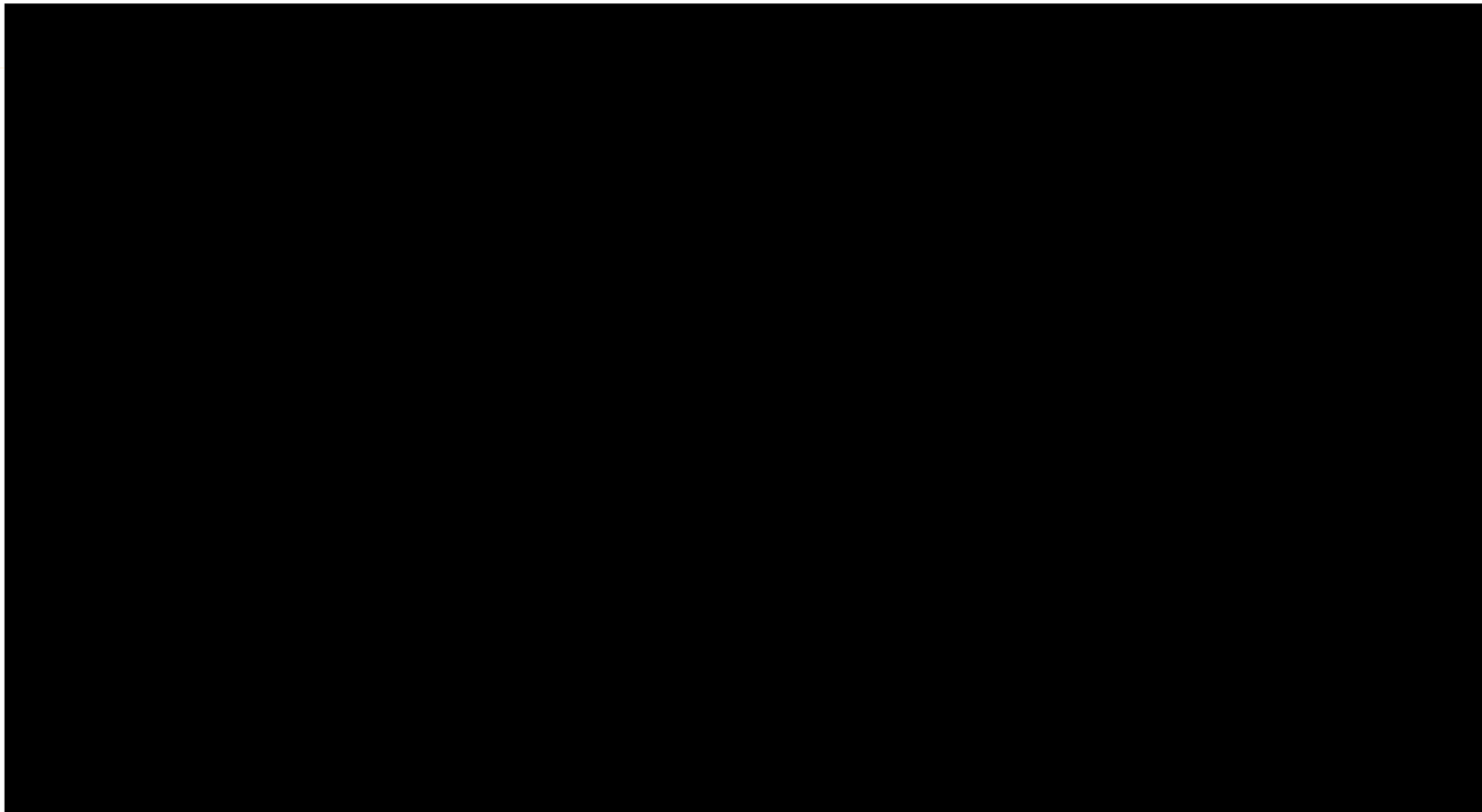
YouTube

- Reach people within NJ across YouTube with TrueView Campaigns
- Implement awareness-based strategy to drive as many views and impressions as possible
- Include Headline and Call-to-Action in order to further encourage people to engage with the ad and landing page
- Target Adults 18+ and layer on Parental audiences to reach those who are parents, family members of parents or expecting parents

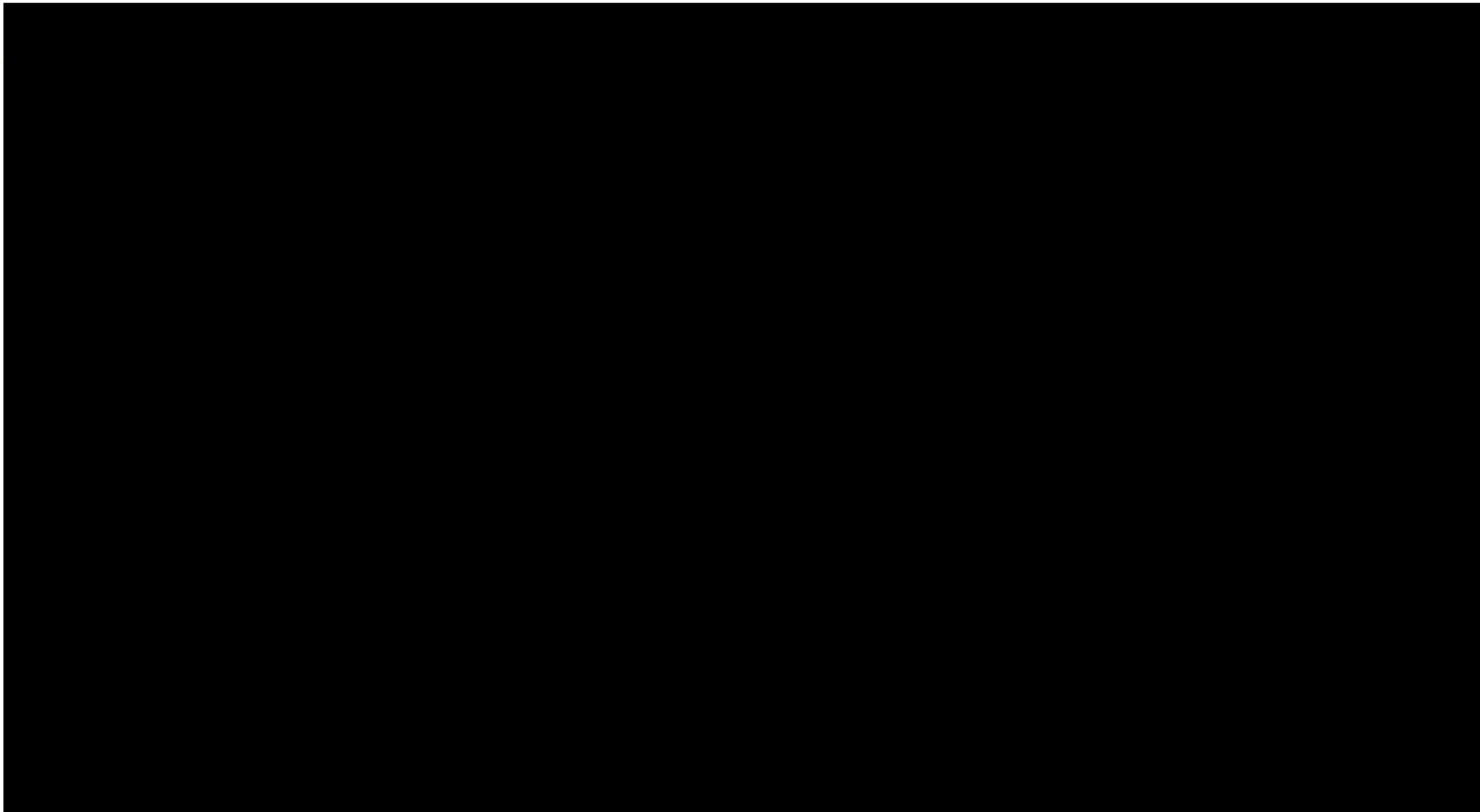
Vevo

- Utilize Vevo to reach people within NJ across Music Channels on YouTube
- Target channels that are classified as both G and PG rated and exclude Gospel/Christian genre to ensure ads are shown against content that is brand safe
- Run with English and Spanish as the 3rd party targeting for additional languages have been sunsetted across this platform









OOH & Print Strategy

Billboard & Transit

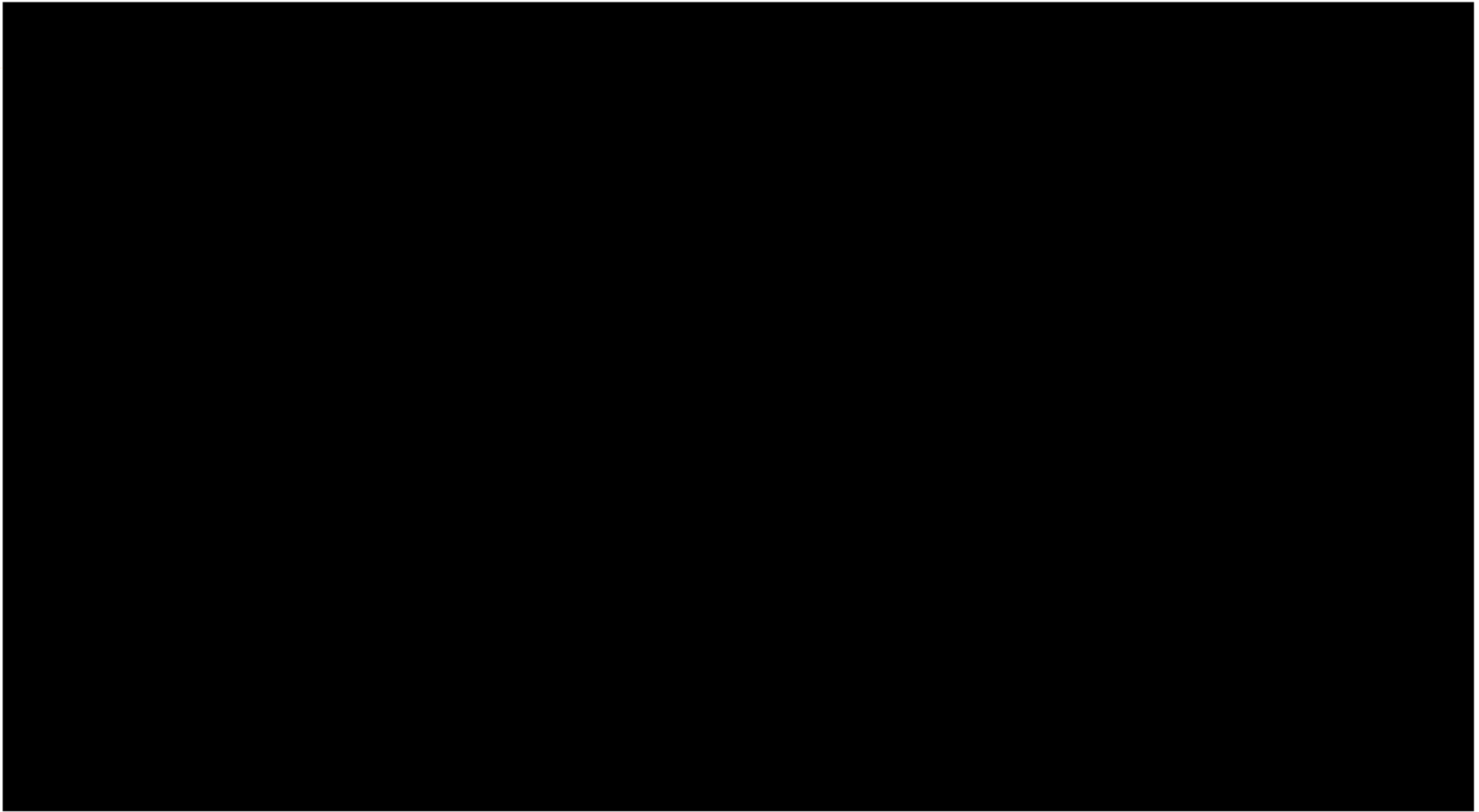
- Maximize reach and efficiency through digital billboard rotator packages on a pre-approved and reviewed list of boards in a highly competitive market
- Transit media, such as NJT platforms/interiors will reach those who rely on the train, while bus interiors and exteriors (bus kings) will target those taking the bus along with vehicle and pedestrian traffic along popular routes
- Heavy up on static placements leading into the holiday as ads will likely stay live for free (space available bonus) through the lighter OOH months of January-February adding additional exposure of the initiative

Place-Based & Malls

- Reach mothers and families in Hair/Nail Salons and Laundromat ad boards where there is dwell time and ad engagement
- Place QR codes on static assets to provide a unique, interactive, and informative experience
- Utilize mall inventory from Black Friday through Christmas when traffic is at its highest to reach general audience, parents, and families
- Heavy up on static placements leading into the holiday as ads will likely stay live for free (space available bonus) through the lighter OOH months of January-February adding additional exposure of the initiative

Print

- Print allows us to reach those who are less receptive to and/or have less access to other types of media due to language barriers or age
- Utilize Ethnic Community Newspapers, which are important sources of information and local happenings, to reach audiences in a more meaningful and familiar way - in their native languages
- Half-page color ads with premium position advertisements (right-hand reading, far-forward placements alongside relevant editorial content) will be prioritized wherever possible



Spotlight on Strategic Vendor Partnerships

INFLUENCERS VIA DIVISION-D

Division-D will identify micro influencers from New Jersey who post family content and/ or are health advocates to post sponsored content across Instagram and TikTok to share information centered around vaccines, the importance of boosters for all, and vaccinations for children.

Deliverables:

- 36 total influencers to create 108 posts (note: these goals can be scaled based on NJ DOH input)
- 108 Total Posts –
 - 36 Instagram In-Feed Posts (2x per creator)
 - Link in bio for 24 hours
 - 36 Instagram Stories (2x per creator)
 - With custom swipe up link
 - 36 TikTok Videos (2x per creator)
 - Link in bio for 24 hours

Paid Social Amplification:

Division-D will amplify the influencer created content using paid social ads to increase the reach of the content beyond their immediate followers, expand the target audience and drive engagements on the posts.

Influencer Marketing campaigns include: Paid Social Amplification, Follower Audience Analytics Review for Brand Fit, Brand Safety, and Fraud Detection/ Prevention. Final influencer list to be submitted for approval.



[RachlMansfield](#)
94k followers

Rachel is a Hoboken-based lifestyle and recipe blogger, teaching her followers to make healthy and kid-friendly meals.



[AdrianaCarrig](#)
11.3k followers

Adriana is a new mom from New Jersey, sharing her everyday life and mom updates.



[Beautifully_Candid](#)
25k followers

Sierra is a NJ blogger and mama of three, sharing her family adventures and everything in-between.



[CraftingWithCrazy](#)
11.3k followers

Jenn is Instagram's crafty best friend who helps parents get in touch with their crafty side by sharing play-based learning and motherhood antics.



[Shes_Moving_Mountains](#)
45.9k followers

Lena is a special education teacher, grad student and mom of two who shares a glimpse into her life as a NJ parent.

Spotlight on Strategic Vendor Partnerships



Medicx uses HIPAA-compliant Micro-Neighborhood® data to map patient activity and target individuals in hyperlocal areas.

This allows us to reach neighborhoods with low booster activity.

Medicx Health Micro-Neighborhood® Targeting
Finds target patients using:

- Data and analytics
- Scale across channels
- Quality audience segments
- Cost-efficient strategy with high ROI

Medicx allows us to define target patients and segments, score and rank all hyperlocal groups, and exclude individuals outside prioritized groups.



Extensive Data Capabilities for Reaching Parents

OpAD Media is able to tap into data to connect with audiences and amplify campaigns through Disney Programmatic offerings

- Disney's proprietary data
- Onboard advertiser data
- Utilize syndicated/DSP data

Our direct access to Disney's proprietary data allows us to target entire households with parents and children in the 5-11 year old target age range for booster uptake.

Multicultural

OpAD Media's Multicultural Department brings in a multitude of different and extensively researched perspectives to bolster the team's existing knowledge.

- The department ensures that images and copy properly align with the values of their reflected community, while also enhancing vendor partnerships and placements to provide audiences an opportunity to more closely identify with campaign messaging
- We've always been focused on the consumer beyond the click (or view or impression). With additional investments in our Multicultural Department and decades of collective experiences, we're continuing to unite general market targeting and multicultural audiences holistically and with a deep knowledge of and respect for the makeup within each community

MULTICULTURAL REACH

- Understanding how and with what messaging to reach multicultural audiences is critical when it comes to effectiveness.
- Our approach manages the intricate overlap between language and ethnicity targeting to maximize reach to multicultural audiences.

CULTURAL SENSITIVITY

- Identify cultural identities shaping audience behaviors, values, and media consumption habits
- Partner with hundreds of diverse vendors, media outlets, and publications
- Employ behavioral targeting, utilizing predictive and real-time data points as well as relevant contextual targeting
- Geo fence/geo target key communities by pulling zip code lists for niche geos that over index for target populations

Multicultural

REACH TACTICS

- Utilize multi-lingual vendors to ensure relevant language placements in a familiar environment
- Execute site-direct community and ethnic media buys across more than 200+ publishers
- Facilitate certified translation and creative production for all non-English languages with additional guidance on recommended dialects

ADA COMPLIANCE & ACCESSIBILITY

- To increase accessibility, we ensure videos have both captioning and audio narration for blind and deaf communities. For users with visual impairments, we ensure that text in images is large enough to read. In addition, OpAD's social team is sure to make hashtags screen reader friendly by capitalizing the first letter of each word. We also use increased color contrasts and clear focus indicators, most used on Pinterest, to enhance visual accessibility for those with impairments

LANGUAGE TARGETING

- For full list of languages available per channel, please see following slide
- Target via device and browser setting to reach our audience in their native languages

SPOTLIGHT ON: HIGH IMPAKT MEDIA

NJ owned and operated vendor providing a one stop shop for direct placement on sites with strong South Asian audience penetration from:

- India
- Pakistan
- Bangladesh
- Nepal



HIGH IMPAKT MEDIA
BRIDGE TO PREMIUM AUDIENCES

High Impakt is the exclusive point of contact for these properties making inventory available in North America with geo-targeting capabilities to reach target populations on a granular level

Language Targeting Capabilities

LANGUAGE	TELEVISION	OTT	RADIO	SOCIAL MEDIA	SEARCH	VIDEO/ DISPLAY	OOH	PRINT
	ALBANIAN	X		X		X		
	ARABIC	X		X	X	X	X	X
	BANGLA	X		X	X	X	X	X
	CHINESE	X		X	X	X	X	X
	ENGLISH	X	X	X	X	X	X	X
	ESTONIAN				X	X		
	FRENCH	X		X	X	X		X
	GREEK			X	X	X		X
	GUAJARATI				X	X		X
	HATIAN CREOLE			X		X	X	X
	HINDI	X	X	X	X	X		
	ITALIAN			X	X	X		X
	JAPANESE		X	X	X	X		
	KOREAN	X	X	X	X	X	X	X
	NEPALI			X		X		
	POLISH	X		X	X	X		X
	PUNJABI	X		X		X		
	ROMANIAN	X		X		X		
	RUSSIAN	X		X	X	X	X	X
	SPANISH	X	X	X	X	X	X	X
	TAGALOG (FILIPINO)			X			X	X
	THAI			X	X	X		
	TURKISH	X		X	X	X		
	URDU			X	X	X		X
	VIETNAMESE		X	X		X	X	
	YIDDISH (HEBREW)			X		X	X	X

NYC Vaccination Case Study (1/3)

GOAL

- Raise awareness among all New Yorkers especially those with health disparities about the benefits of the COVID-19 vaccination and booster shots, as well as where to obtain them

DESCRIPTION

- As vaccination eligibility evolved, OpAD's strategy shifted to compliment messaging and target audiences. Maximizing the reach and engagement towards the general public about vaccination requirements and well-being was the primary focus with additional messaging towards young adults, parents, and vulnerable groups as eligibility for boosters continually expanded

ADDED VALUE

- Secured over \$14.5M in net media and 107,000+ commercial units, inclusive of all active creative/unit lengths over the course of 6 months

GEO TARGET

- New York City

PRIMARY DEMO TARGET

- Persons 13+ with an emphasis on Black/African American, Latinx, Asian-American, Speakers of languages: Arabic, Bengali, Chinese (Traditional Chinese + Simplified Chinese), English, French, Haitian Creole, Italian, Korean, Polish, Russian, Spanish, Urdu, Yiddish

SECONDARY DEMO TARGET

- Parents of children 5-11, Parents of Teens, Teens/Young Adults, LGBTQ, A65+, Pregnant Persons

NYC Vaccination Case Study (2/3)

STRATEGIC APPROACH

- Messaging in 14 languages was strategically placed on premium inventory, emphasizing sports content, travel hubs, and parenting content in addition to staple spots to ensure maximum impact.
- Increased outreach continued in low vaccinated areas from the borough of Staten Island to select ZIP codes throughout the city to further educate New Yorkers, combat misinformation and myths as well as promote reasons to be vaccinated.

TV

- Utilized broadcast TV to ensure prominent visibility among NYC residents and keep COVID-19 vaccination messaging top of mind
- Implemented a focused cable TV effort to reinforce messaging towards communities with higher transmission and fewer vaccinations
- Shaped schedule to reflect NYC's racial and ethnic diversity. Campaign was telecast in 10 languages on 52 stations and on 13 targeted cable systems
- Emphasized ad loads on hyperlocal news and on networks that over-indexed towards high-risk areas, particularly boroughs & communities with health disparities

RADIO

- Optimized spend and frequency to non-English languages where possible
- Increased spots and frequency in areas and communities with health disparities
- Shifted to a heavier urban presence with high frequency
- Placed broadcast schedules in over 10 languages in order to reach NYC residents in a way that speaks most directly to them
- Optimized schedules to the highest reach time periods while supplementing with low cost areas to increase frequency

NYC Vaccination Case Study (3/3)

SOCIAL

- Utilized Facebook, Instagram, Twitter, Snapchat, Nextdoor, and TikTok placements to reach a varied audience
- Prioritized the Traffic objective to drive more clicks to the site, while leveraging the Reach objective to ensure high visibility by all audiences and the Video objective to promote video creative
- Leveraged Story placements to reach users spending time on their phones searching for updates, as well as in-feed placements to reach users in lean-back environments
- Included image and video creative as well as copy unique to audiences

STREAMING VIDEO

- Prioritized :15s creative based on high video completion rates

- Optimized towards impressions in high risk ZIP codes to maximize traffic to these locations
- Applied Affinity audiences to reach Black/African-American and Latinx New Yorkers
- Introduced video partners with high usage by younger audiences

DISPLAY BANNER

- Reached New Yorkers efficiently across priority languages using contextual, audience, browser, device, and geo-location targeting tactics
- Increased message delivery to zip codes with higher infection rates

STREAMING AUDIO

- Drove awareness using streaming audio as an extension of traditional radio by leveraging broad-reaching platforms
- Utilized mobile and desktop platforms to reach audience in all preferred listening environments

SEARCH

- Utilized NYC Health Department website and verbiage to generate custom keyword lists, ad groupings, extensions, and ad copy with most relevant, timely terms
- Optimized impressions to zip codes with lower vaccination rates
- Reviewed and updated keyword list throughout the flight by analyzing search queries to drive quality traffic to the site

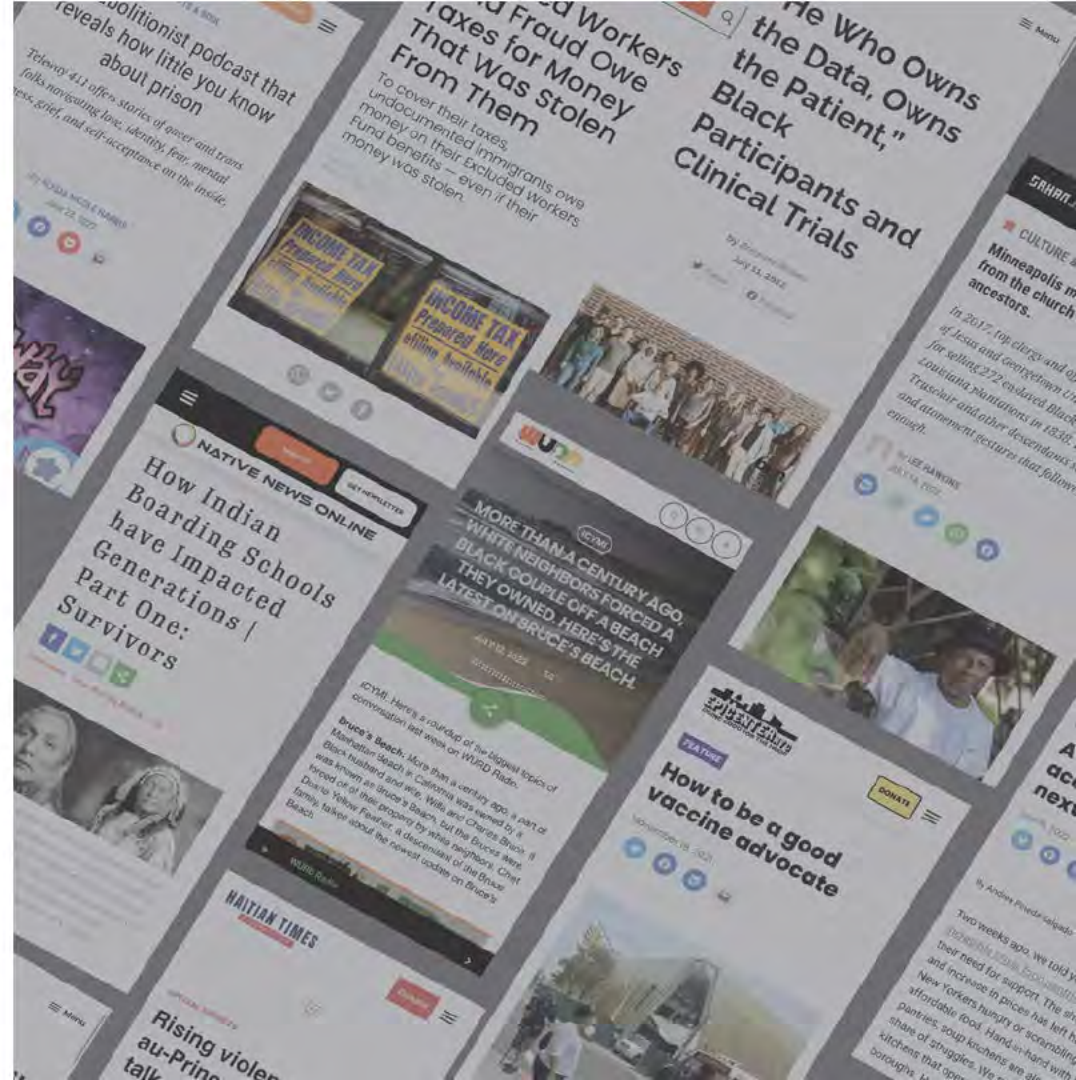
OTT

- Prioritized longform content to reach users in lean-back environments
- Included live sports placements to extend reach and ensure placement in premium environments

URL

URL Media & COVID 19 Messaging

URL Media | 2022





Who is URL?

URL: Uplift, Respect and Love

URL is a network of Black and Brown-owned local media companies who are dedicated to telling culturally relevant stories which uplift, respect and love the communities they serve.

Our high-performing and strategic media alliance allows our network partners to share important content and marketing messages with underrepresented communities at scale, on trusted platforms.

Our outlets provide service journalism: crucial resources and content to the communities we serve, meeting our audiences where they are to effect positive change.

Resourcing BIPOC Communities Throughout the Pandemic

URL Media and our partner network have been actively working to educate our local BIPOC audiences about COVID-19 and vaccine safety and effectiveness, since the start of the pandemic.

Through our collective efforts we've distributed thousands of COVID tests, numerous materials and resources, and registered thousands of people for vaccines in the tri-state area alone.



URL's Media Partners: Trusted Community Voices



WhatsApp message service + newsletter for NYC/NJ immigrant communities



Newspaper and website for Haitian community, with strong readership in New Jersey



Only Black talk-radio station that serves Philadelphia region and South Jersey



News and live-streaming service for Bangladeshis in the US with strong audience in NY/NJ



A newsletter to get New York-area residents through the pandemic, NJ readers in Jersey City/Hoboken



Global platform of non-resident South Asians and a micropublisher of content across languages and currencies, strong presence in Edison and central Jersey



Dedicated to sharing the perspectives and narratives of Newark's history, emergence, challenges, and triumphs with dignity, honesty, and candor



Multimedia platform that aims to address the information gaps and amplify voices in New Jersey's capital city through solutions-based journalism



A community of parenting organizations, focused on providing supportive resources to New Jersey's moms and families

Nano Influencer Campaigns: Encouraging & Informing Parents

Leveraging our relationships with existing community partners, URL Media will distribute key messaging and approved language on vaccine safety and effectiveness in:

- Existing organizational newsletters
- Social platforms
- Email marketing campaigns sent by ambassadors

URL is also able to host (1) virtual community engagement event, encouraging parents to vaccinate or boost their children.

Breakout rooms for English/Spanish



Multiplatform, Local Messaging

Grassroots Outreach



Complementary
Digital Messaging



Traditional Media
Messaging



A Grassroots Approach

- Community outreach
- Flyers
- Churches/Mosques
- Laundromats
- Community documentary screening
- Black bookstores & local businesses
- Volunteer Corps
- Vaccine hotline
- Barber Shops/Beauty Salons



Engaging Hard-to-Reach Audiences



- Leveraging trusted community messengers
- Engaging entire community networks
- Customized messaging
- Culturally-specific materials

Culturally Relevant, Adaptable Materials

Reciba la Primavera en Buena Salud. Vacúnese!



Photo by: iStockphoto.com/istockphoto

QUEENS VILLAGE EVENTOS DE VACUNACIÓN • EXÁMENES PARA ABRIL

Días y Horas:

Miércoles: 8am-7pm 4/15, 4/16, 4/22; Domingo: 8am-6pm 4/1, 4/10, 4/12, 4/14, 5/1

Locación:

St. Joachim & Anne Church and Wayland Park, 277-72 Hollis Ave., Queens Village NY 11429

Las Vacunas y los Exámenes son GRATIS!

Vacunas • Exámenes:

Pfizer: edades 12+. Johnson & Johnson: edades 18+. Se ofrece PCR y Rápido Antígeno. Exámenes: Se ofrece a 71 items, segunda, tercera (si tiene problemas inmunológicos), y dosis de refuerzo. Para adultos y Niños edades 12+. Por favor traiga su ID, con fecha de nacimiento y su identidad. Por favor traer su Tarjeta de Vacunación en caso de estar recibiendo su segunda o Tercera dosis (si tiene problemas inmunológicos) o dosis de refuerzo (para edades 12+).
Más información: <https://www.lnyc.gov/2020/04/09/vaccines/0409-20-vaccines-es>

En Cooperación con:



**VISITAS SON BIENVENIDAS!
SIN CITAS PREVIAS!**

En este evento, niños de 12-17 años deben estar acompañados por su padre/madre y adolescentes de 18-17 años deben tener una copia de su identificación. Niños de 12 años pueden recibir una vacuna sin ID. 12-17 años sin ID deben traer una identificación temporal. Su información será mantenida confidencial y no compartida con terceros ni se usará para fines de marketing.

Los Miércoles dentro de la Iglesia también hay eventos de vacunación con Sun River Health de 10am a 6pm, ofrecemos Pfizer para edades de 5+, Moderna y Johnson & Johnson para edades de 11+.

Para encontrar un centro de vacunación cercano, visite <https://vaccinefinder.nyc.gov/>

Si le gustaría agendar una cita para usted o su niño de 5+ o si le gustaría agendar una visita de vacunación a su casa para usted o para su niño de 5+ envíe un email a vaccines@healthcare-nyc.org o llame al (877) 818-7690.

Auspiciado por...



CLEAR HEALTH COSTS



Don't just rely on luck to protect your family. Get your kids vaccinated!



Photo by: iStockphoto.com/istockphoto

QUEENS VILLAGE MARCH CHILDREN'S VACCINE EVENT

Date and Time:

Wednesday 3/2, 3/5, 3/16, 3/17, 3/30, 10am - 6pm

Location:

Inside St. Joachim & Anne Church, 289-27 Hollis Ave., Queens Village, NY 11429

Vaccines offered:

For children: Pfizer for ages 5-11. **For teens and parents:** Pfizer for ages 12+, Moderna and Johnson & Johnson for ages 18+. First, second, third (if you or your child are immunocompromised), and booster doses (for adults and teens ages 12+) will be offered. Please bring yours or your child's ID with Date of Birth and Identify. Please also bring your or child's CDC Vaccination Record Card if you or your child are receiving the second, third (if immunocompromised) or booster dose (for ages 12+) at this event. Info: <https://www.lnyc.gov/2020/03/09/vaccines/0309-20-vaccines-es>

In cooperation with:

NYC Health and Sun River Health <https://www.sunriver.org/nycityvaccine/>

WALK-INS ARE WELCOME! NO APPOINTMENTS NEEDED!

All this event, 5-17 year olds must be accompanied by a parent/guardian and 18 year olds must have a valid form a parent/guardian. Advance ages 5 and up can get a Covid-19 vaccine free of cost regardless of immigration status, language spoken, or health insurance status. Date and your child's information will be kept private and won't affect your or your child's immigration status.

Nearby, there will also be a NYC Health + Hospitals vaccine event from 8am-7pm offering Pfizer for ages 12+, Johnson & Johnson for ages 18+, and PCR and Rapid Antigen tests. (Please also note that NYC's 3000 first-dose and booster incentives program ended on 2/18; see <https://www.lnyc.gov/2020/02/18/vaccines/vaccine-incentives-es/>)

To find a vaccine site near you, visit <https://vaccinefinder.nyc.gov/>

If you would like someone to book an appointment for you or your child ages 5+, or if you would like an at-home appointment for you or your child ages 5+, email vaccines@healthcare-nyc.org or call (877) 818-7690.

Brought to you by...



CLEAR HEALTH COSTS



Complementary Digital Media

- OTT :30 TV Spots
- Streaming Radio
- Banner Ads
- Newsletters
- Podcasts
- Leveraging existing longtail content
 - Vaccine safety for children
 - The importance of COVID boosters
 - Debunking Covid myths



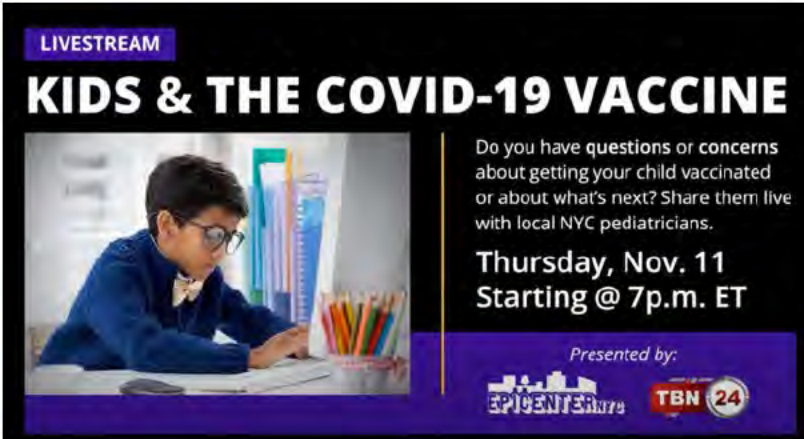
Interactive Town Halls

Public forums

- Logos and on-site spaces available
- Host read welcomes

Complementary interviews across select URL
Media network partners to boost earned media

- Potential NJ experts include:
 - Dr. Mannan Razzak
 - Dr. Kristyn Phelps



LIVESTREAM

KIDS & THE COVID-19 VACCINE

Do you have **questions or concerns** about getting your child vaccinated or about what's next? Share them live with local NYC pediatricians.

Thursday, Nov. 11
Starting @ 7p.m. ET

Presented by:

EPICENTER **TBN 24**

URL Media Network Amplification



HEALTH & WELLNESS

HEARD ON WURD: SOLOMON JONES INTERVIEWS DR. ALA STANFORD

FEBRUARY 23, 2021 26

By Ngakiya Camara | WURD Radio

Dr. Ala Stanford, pediatric surgeon and the founder of the Black Doctors COVID-19 Consortium, joined Solomon Jones last week on WURD Radio to announce an amazing initiative to vaccinate Philadelphians who've been impacted the most by this pandemic.

Beginning last Friday at noon, the Black Doctors COVID-19 Consortium began a 24-hour vaccination clinic, lasting until the following Saturday at the Liacouras Center on Broad Street.

This first come, first served process would focus primarily on residents of zip code areas hardest hit by COVID according to the Philadelphia Department of Public Health (including 19139, 19137, 19132).

WURD Radio




Documented

Far Rockaway Has the Lowest Vaccination Rate in the City. Here's Why

Coronavirus

Misinformation and a fear of missing out on work are preventing residents from getting the COVID-19 vaccine in the geographically isolated neighborhood of Far Rockaway, Queens.

RESIDENTS WAIT IN LINE TO GET THEIR VACCINE AT THE JOSEPH P. KAUFMAN FAMILY HEALTH CENTER IN FAR ROCKAWAY ON SATURDAY. THE CLINIC HAS BEEN LAUNCHING 200-300 PEOPLE ON SATURDAY EACH WEEK. PHOTO BY JACOB GORDON FOR DOCUMENTED




EPICENTER NYC
DOING GOOD FOR THE HOOD

FEATURE

Q&A: Child vaccines


November 18, 2021



Dr. Mannan Razzak. Photo: zoedoc.com

Epicenter: How do we know that this vaccine's dose is safe for children?

Last week, Epicenter-NYC spoke with pediatrician Dr. Mannan Razzak from Woodland Park Pediatrics in New Jersey to learn more about the Covid-19 vaccine for




GHANA JOURNAL

HEALTH

The COVID-19 vaccine is finally available for Minnesota kids ages 5-11. Here's how, where, and when to get a shot.

Children in Minnesota can now receive the Pfizer COVID-19 vaccine at pharmacies, schools, and community events. This short guide lists vaccination dates and locations in St. Paul. Check back here for more information.

By JOEY PETERS
NOVEMBER 5, 2021



Traditional Media Messaging

- Broadcast Radio
 - :30/:60 spots
 - PSAs
 - Live Reads
 - Sponsored broadcasts
 - Live broadcasts
- Print Distribution
 - Newspapers
 - Display ads
 - Sponsored Content
 - Op-Ed





The URL Media Team



S. Mitra Kalita



Sara Lomax-Reese



Documented

Mazin Sidahmed



Cierra Hinton



Garry Pierre-Pierre



Habib Rahman



Mukhtar Ibrahim



Valeria Fernandez



ScrollStack

Samir Patil



Farai Chideya

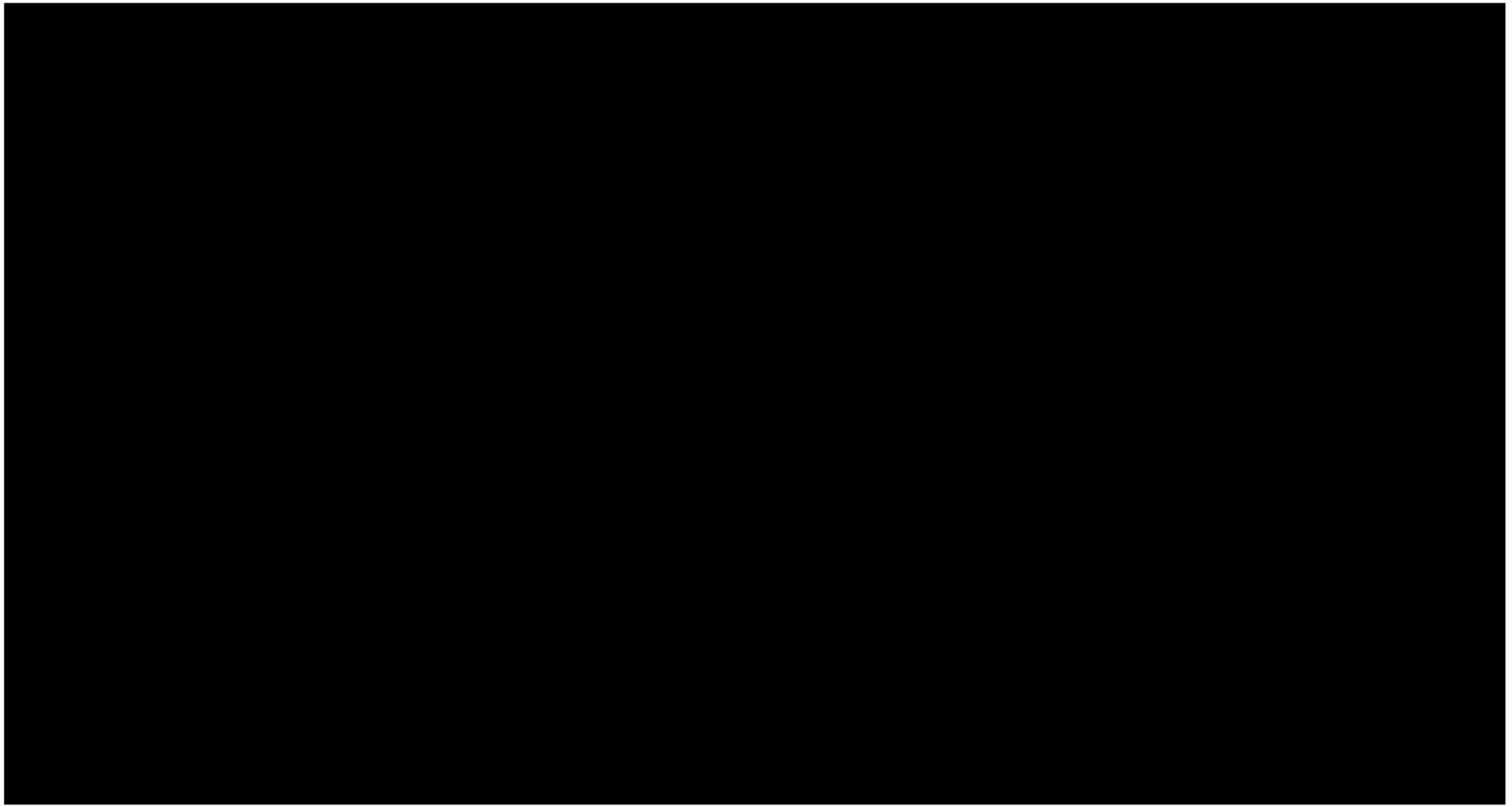


Paulette Brown-Hinds, PhD



**NATIVE
NEWS
ONLINE**

Levi Rickert



Diversity Marketing & Communications

Campaign Details

Diversity Marketing and Communications is skilled at **applying the principles of behavioral science to motivate behavior change** among target audiences.

In collaboration with Subject Matter Expert [Dr. Deborah Small of the Yale School of Management](#), we've developed effective campaigns for the U.S. Department of Agriculture, U.S. Department of Labor, and other agencies. Dr. Small's research also guided behavior change tactics incorporated in the [Let's Get Vaccinated digital toolkit](#) for NJ DOH's COVID-19 Awareness Campaign.

Our team will embed behavioral science best practices throughout the campaign **to motivate eligible New Jersey residents to schedule boosters and encourage parents to get children vaccinated** as well as those at high-risk or in hard-to-reach communities.



Campaign Details

Opportunities and Challenges	Strategies and Tactics
Leverage social identity	Emphasize shared identity and values (e.g., health, family, school, recreation, etc.).
	Activate trusted messengers to share their COVID vaccine stories.
	Fit messages to audiences' identities and interests.
Audiences are busy, weary of pandemic, and have limited attention	Checklists that break registration process down into specific tasks
	Reminders that are specific, actionable, and timely
Registration and scheduling seem like a hassle	Make steps and requirements clear.
	Activate trusted messengers to help navigate hassles.

Campaign Details

The Diversity team will combine these insights with federal plain language guidelines and best practices cultural adaptation and accessibility to motivate eligible adults and children to schedule vaccines and boosters.



Engagement Strategies for Parents and Hard-to-Reach Audiences

Nano Influencer Campaign

Diversity will leverage the reach and authenticity of local influencers **to engage with parents of children under age 5 and those with children ages 5-11 to promote vaccines and boosters for those that are eligible. Influencers will create content that reflects their voices and perspectives to share with their audiences to drive traffic to the COVID-19 Information Hub.**

The Diversity team will:

- Recruit NJ-based influencers with 1,000–10,000 followers whose demographics align with NJDOH requirements
- Vet prospects based on content quality, views on COVID-19 vaccines, posting frequency, engagement with target audiences, ratio of sponsored to unsponsored content, and other factors
- Develop content creative brief for images, videos, and text for use on Facebook, Twitter, Instagram, TikTok, and other platforms where influencers have significant followings
- Manage influencers to ensure regular posting of customized content that reflects key campaign messages, NJDOH guidelines, and link to COVID-19 Information Hub to seek information and schedule vaccine appointments on platforms where clickable links are allowed
- Report metrics on a monthly basis, including impressions, number of posts, engagement, and recommendations for course-corrections as needed

Engagement Strategies for Parents and Hard-to-Reach Audiences

Community Messengers for Advertising and Outreach Events

Diversity will use a similar approach to recruit and vet community messengers to share NJDOH-approved messages with their networks.

The Diversity team will:

- Analyze state data to identify geographies and demographics with lowest vaccination rates
- Recruit representatives who are recognized and trusted within these communities
- Vet representatives based on social media presence and willingness to appear in at least one video and posting NJDOH-approved content
- Prepare text and images for messengers to share as organic posts
- Manage messengers to ensure regular postings and coordinate participation in video shoots
- Report metrics on a monthly basis, including impressions, number of posts, engagement, and recommendations for course-corrections as needed

Engagement Strategies for Parents and Hard-to-Reach Audiences

Grassroots Approaches for Hard-to-Reach Audiences

Diversity will apply behavioral science principles, best practices in cultural adaptation, and plain language guidelines to create infographics, posters, flyers, door-knockers, and other outreach materials. These materials will be included in downloadable toolkits, along with social media content in the target languages, stories for e-newsletters, videos, and fact sheets.

Diversity will activate local organizations and partners to organize small-group sessions, conduct door-to-door canvassing (as conditions permit), and participate in community events to reach populations that may not engage with traditional communications tactics and those with low vaccination rates.

Engagement Strategies for Parents and Hard-to-Reach Audiences

Grassroots Approaches for Hard-to-Reach Audiences

Potential partners include:

- MEND and other food pantry networks
- Jewish Family Services
- Kosher Meals on Wheels
- New Jersey Association of Independent Schools
- New Jersey PTA
- Salvation Army New Jersey Division

Outreach activities will be reported on a monthly basis, including attendance at events, social media engagement, materials distributed, etc.



Collateral

To support the community events, leaders, speakers and other outreach efforts, the Princeton Partners team will build digital files for collateral such as but not limited to:

- Graphics
- Posters
- Flyers
- Door-knockers
- Videos
- Other outreach material as identified

These assets will be made available via a downloadable toolkit that will be housed on the NJDOH website.

Town Halls & Live Events

Virtual/In-Person Town Halls & Live Events

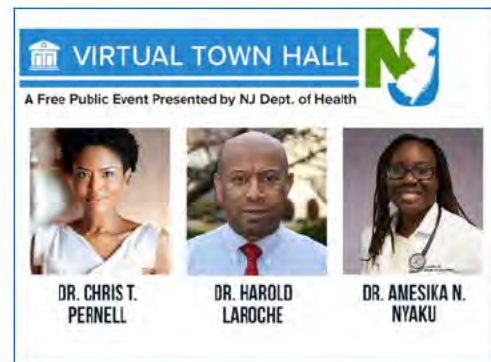
One of the most effective community engagement strategies is to leverage leadership and programming already within communities to message to “hard to reach” audiences where they are and/or will be.

Princeton Partners will identify marketing, education and public relations opportunities with third-party LIVE events (in-person and virtual) throughout the state.

Health fairs will be a primary target to encourage NJ families to vaccinate young children. As part of this strategy, we will pitch NJDOH representatives to be featured as keynotes/speakers and panelists. There may also be opportunities to produce customized pre-recorded “special messages” from the Commissioner and other NJDOH representatives for event organizers to present to audiences.

In addition, we will use **virtual presentation platforms** (YouTube Live, Facebook Live, pre-recorded videos and possibly others) to allow NJDOH representatives to directly message to NJ residents, proactively answer questions and listen to feedback.

We can also share new COVID-19 vaccine information quickly and connect to residents who have limited access to in-person public events. Various formats may include **LIVE virtual town halls** or “Ask the COVID-19 Experts” type **Q&A roundtables** between NJ medical professionals and NJ parents/community members to provide critical interpretation of facts and information.



Virtual/In-Person Town Halls & Live Events (Cont'd)

Some upcoming third-party events to be targeted may include, but are not limited to:

- Community, family, nonprofit and county health fairs (statewide)
- 2022 Healthcare Association of New Jersey Annual Convention and Expo (branded event)
- Various Health-related charitable walks (statewide)
- Various Community Resource Fairs (statewide)
- Various Back to school nights and other education events (statewide)
- Various Job fairs (statewide)
- 2022 NJ Conference for Women (branded event)
- 12th Women's Leadership Summit, Presented by The College of New Jersey (branded event)
- Various women's conferences (statewide)
- Governor's Conference for Housing & Economic Development (branded event)
- Events organized by professional associations and societies for medical and other professions (statewide)

Note: Please be advised securing opportunities for NJDOH to participate in these events will be dependent on the timing of the commencement of this campaign and the event dates. We will effort , pitch and coordinate these opportunities with the organizers, including inquiring regarding planned event health, safety and security plans.

Virtual/In-Person Town Halls & Live Events (Cont'd)

The town halls and events described here are in addition to community outreach and events cited in the work to be performed by URL Media and Diversity Marketing & Communications. Their efforts include but are not limited to:

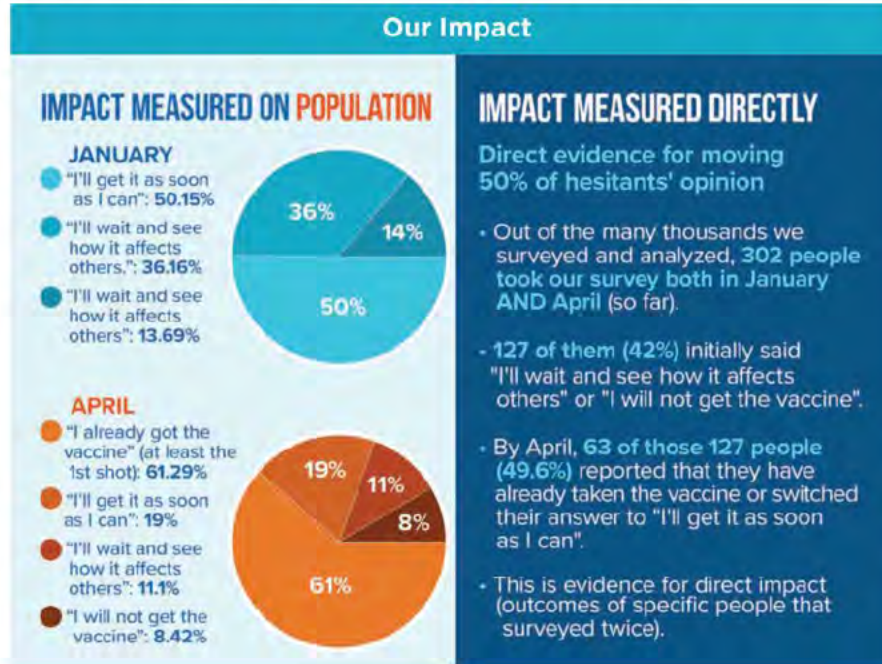
- Recruiting trusted community messengers
- Engaging community networks
- Planning and promoting interactive town halls
- Reaching out and engaging local community organizations
- Leading grassroots efforts
- Engaging Nano influencers to deliver key supporting messages and drive increased vaccination and booster rates (projected engagement of 50+ influencers and millions of added impressions)

Research

Research (Beehive)

To guide campaign communications and measure campaign effectiveness/adapt messaging, we will be partnering with **Beehive AI** (www.beehive.ai), a quantitative/qualitative consumer sentiment tracking firm. Beehive AI uses Qualitative Intelligence (QI) to combine the richness of qualitative customer feedback with the speed, structure, and scale of big data.

Beehive AI analysis from NJ COVID-19 Phase 1 Campaign (Jan 2020 - April 2020)



How Beehive AI's QI Platform Works

Creates a Rich Signal

Our platform collects thousands of unique qualitative responses from your target audience, or connect your own sources (e.g. Surveys, Customer support, Feedback) - **2500 respondents in each wave of research**

AI-powered Data Analysis

Proprietary artificial intelligence analyzes high volumes of qualitative data to categorize and quantify these inputs - the result: **actionable data in real-time**

Mine Key Insights to Inform Messaging in Real Time

Results are populated in real-time into an easy-to-use, interactive dashboard that gives you a granular and nuanced understanding of your target audiences and to **provide key insights that inform messaging**

Learn/Adapt/Revise/Test-Again

Our research solutions are faster and more effective than traditional tools. As a result, we can learn, adapt, revise and re-test key messaging in real time, leading to superior results

Research Objectives

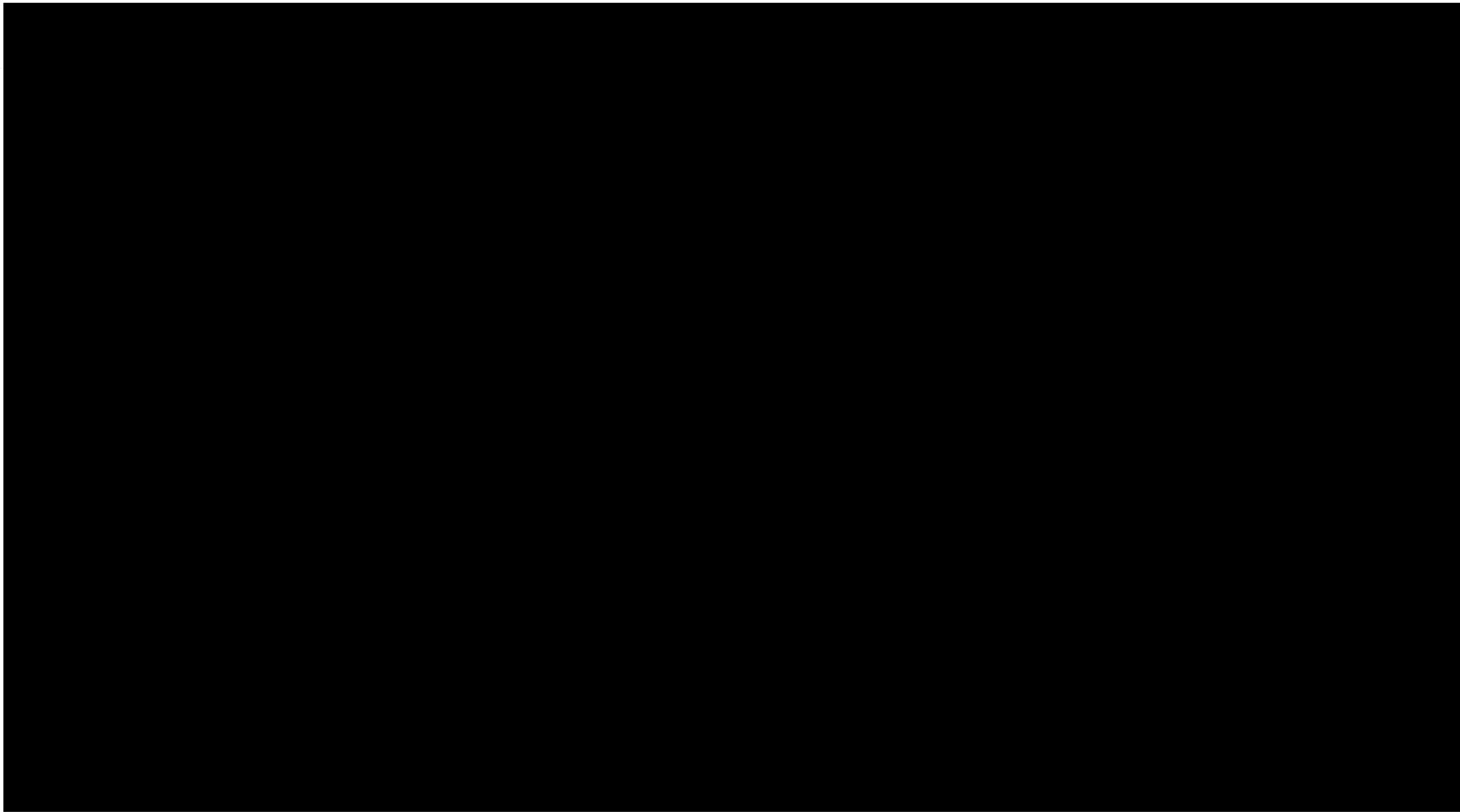
Beehive AI's Qualitative Intelligence platform will analyze Adult (18+ y/o) NJ and NY/Philly metros residents' behavior, sentiments, concerns, motivations and intent with regard to the COVID-19 vaccine booster.

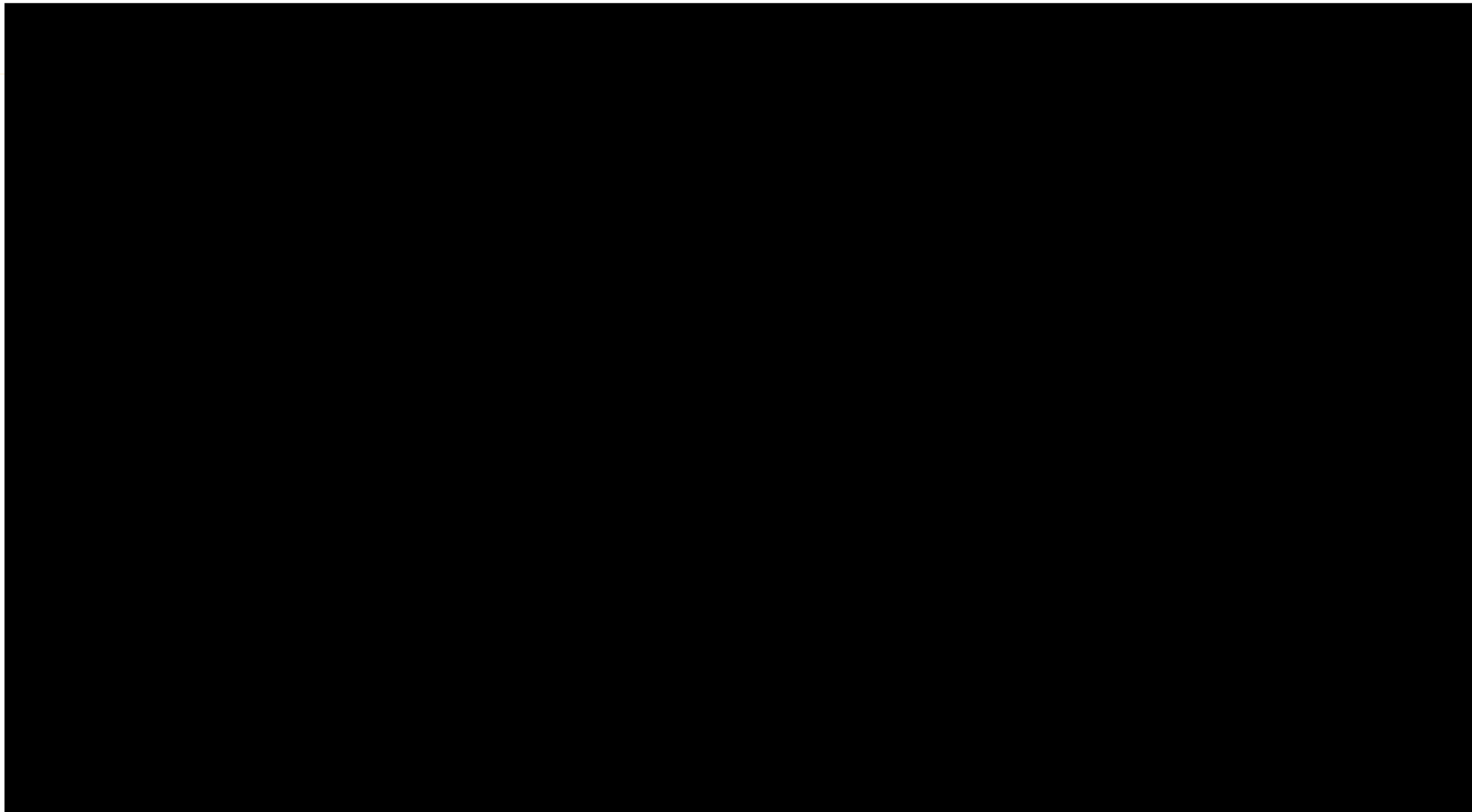
We have a strong understanding of key target audiences from previous research, but can place new research and get results in 10 days or less

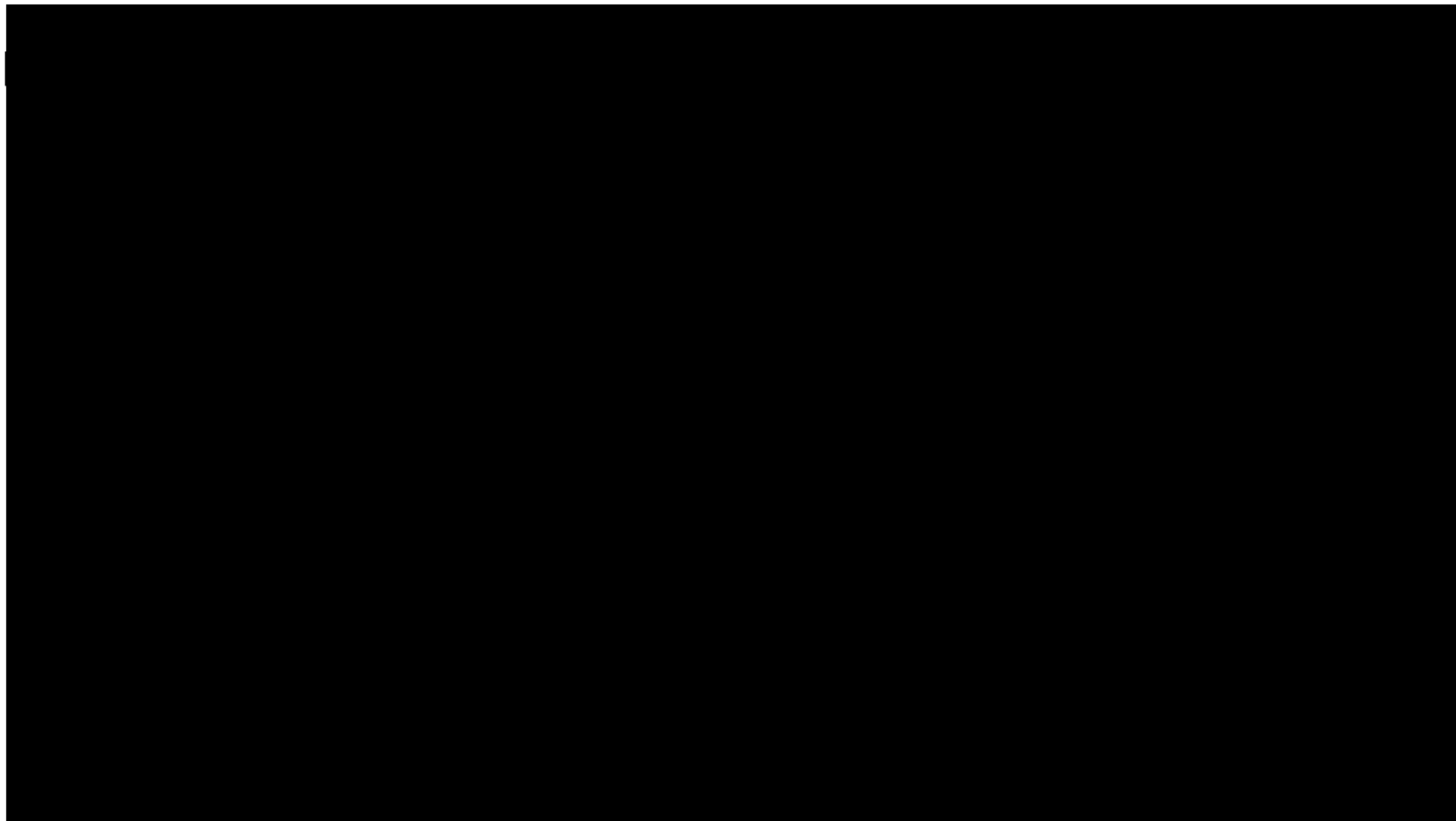
Additional surveys will be performed over time to assess changes in sentiment in order to measure campaign impact and optimize media and creative.

Budget









Creative

An Introduction to Our Creative Concepts

“We know that Covid-19 is here to stay,” Greta Massetti, a C.D.C. epidemiologist, said at a news briefing on Thursday. “High levels of population immunity due to vaccination and previous infection, and the many tools that we have available to protect people from severe illness and death, have put us in a different place.”

– New York Times, August 11, 2022

As we move into this new phase of COVID reality, **being vaccinated and staying up to date on boosters becomes our chief defense against serious illness, hospitalization, and even death from COVID-19.**

The RFP has two primary audiences: **booster-eligible adults** and the **parents of unvaccinated children**. The messaging for each audience should not be the same.

The booster messaging talks to an audience that has already been vaccinated. This campaign calls for energetic motivation that cuts through the fatigue and cynicism that have built over the past nearly three years. **Our proven approach of head + heart messaging will break-through.**

The children’s vaccination messaging addresses an audience that, for a variety of reasons, has not yet acted. The message must be more direct, more serious.

As a result, Princeton Partners has chosen to present two separate campaigns, which will run concurrently, and which you will see in the coming slides.

“I’m a Booster Booster” Campaign for Eligible Adults

Creative Rationale

It’s a long way from the days of New Jersey residents hoping for and lining up to get a COVID-19 vaccine. Once one of the leading states in initial vaccination take-up, New Jersey has fallen to 13th in booster frequency. There is misinformation to be sure. But there is also public apathy, a sense that “COVID is over.” It may seem so only **because** so many New Jersey residents have been vaccinated. To maintain that degree of community immunity, people must get booster shots.

That’s why every adult in New Jersey needs to become a **“Booster Booster”** – for themselves, their children, and their communities.

I’m a Booster Booster is a message that appeals to both hearts and minds. It is an invitation to join a movement while at the same time being imperative and crystal clear. It is a memorable idea that can excite and inspire. This campaign idea is easily adaptable to any audience — health care professionals or everyday people — and, as you’ll see, all media. We feel that the repetition of the word makes it both arresting and memorable.

Creative

Billboards



Creative

Billboards



Creative

Billboards



Creative

Social



Creative

Social



Creative

"BOOSTER BOOSTER / EXPERTS" :30 TV



MUSIC: UNDER THROUGHOUT

NURSE O/C:
I'm a booster booster.



DOCTOR O/C:
I'm a booster booster because
boosters enhance immunity.



EMT O/C:
I'm a booster booster because they
help prevent serious illness.



ANNCR VO:
Over 50?



At risk?



Already vaccinated?



Then get your COVID booster
today ...



... and get added protection that's
safe, effective, and free.



GOV. MURPHY:
Let's make New Jersey safer.
Join me and be a booster booster.



MUSIC:
UP AND OUT
NJDOH Logo,
covid19.nj.gov

Creative

Web banners

**Boosters are the best protection
against serious illness.**

covid19.nj.gov

I'M A
**BOOSTER
BOOSTER.**



**Boosters are the best way to
protect your kids against COVID-19.**

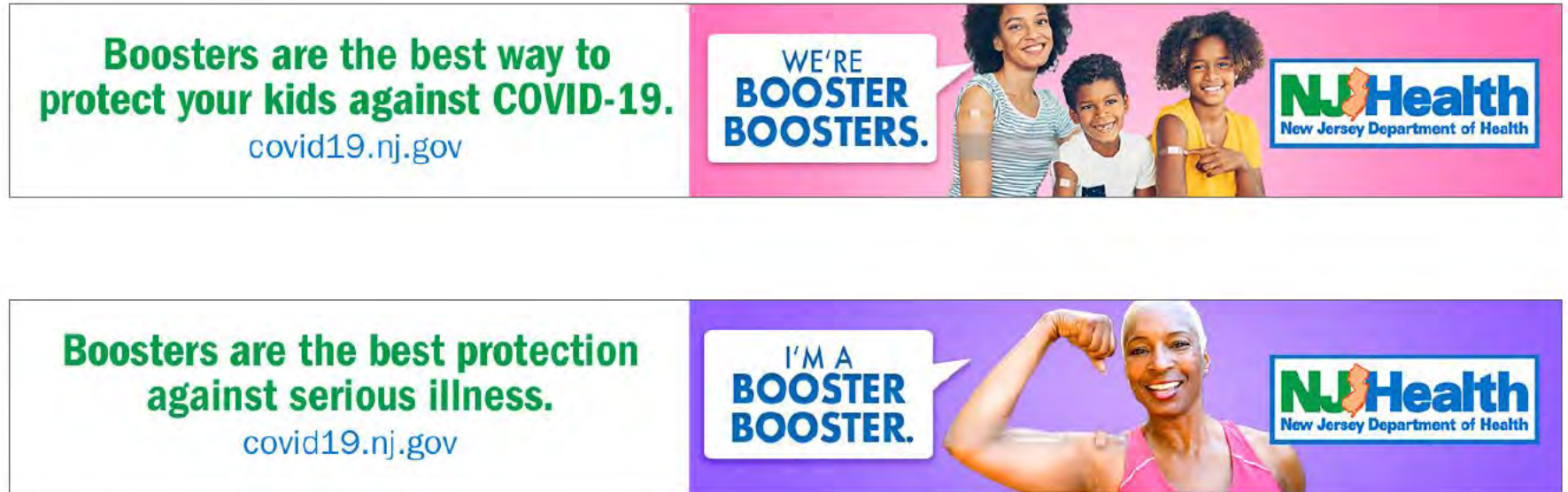
covid19.nj.gov

WE'RE
**BOOSTER
BOOSTERS.**



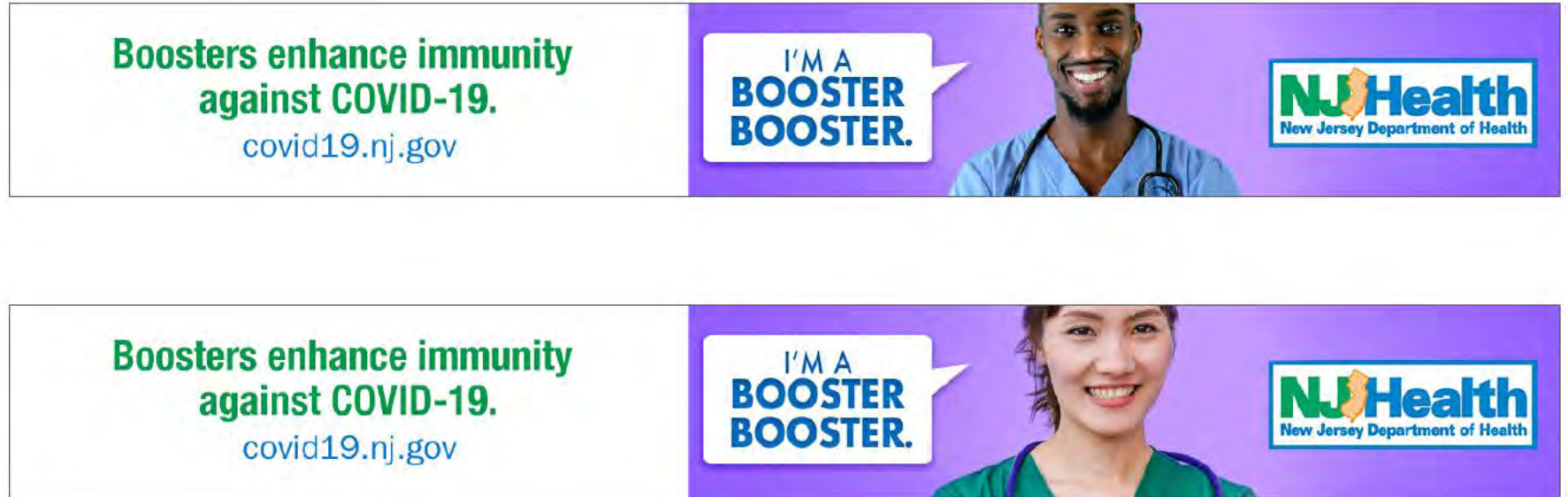
Creative

Web banners



Creative

Web banners



Creative

Radio :30

SFX: BEEPS OF MEDICAL MACHINES
PERSON 1: I'm an ICU nurse, and I'm a booster booster.
SFX: SIREN FROM INSIDE THE AMBULANCE
PERSON 2: I'm an EMT, and I'm a booster booster.
ANNOUNCER: If you're over 50 ... immunocompromised ... or had your last COVID shot a while ago, get yourself boosted! The whole world wishes they had what you have here in New Jersey — access to Covid vaccines that are safe, effective, and free. Learn more at [NJ dot gov slash COVID-19](#)
GOVERNOR: I'm Governor Murphy, and I'm a booster booster.

Radio :15

SFX: BEEPS OF MEDICAL MACHINES
PERSON 1: I'm an ICU nurse, and I'm a booster booster.
ANNOUNCER: If you're over 50 ... or at added risk, get your COVID booster today! Learn more at [NJ dot gov slash COVID-19](#)
GOVERNOR: I'm Governor Murphy, and I'm a booster booster.

Get Your Kids Vaccinated Campaign For Parents

Creative Rationale

There is no question that too few young children are vaccinated against COVID-19. Even parents who are vaccinated themselves have been less inclined to vaccinate their kids. While the FDA approved vaccines for children considerably later than those for adults, they have been available for more than enough time to prove their safety and effectiveness.

While the reasons for slow uptake are manifold, one that stands out is that, in most cases, COVID-19 is milder for children. ***This is the foundation of our idea, because children—even healthy ones—can still become seriously ill from COVID.*** Our campaign speaks to parents in language and presentation that is simple, direct and serious. But not too serious. We've avoided the drama of past vaccine campaigns in favor of tenderness and caring. We believe that this campaign will cause parents to think about and act on what's truly important: the health of their children.

Creative

Billboard

COVID-19 IS MILD FOR KIDS,
EXCEPT WHEN IT'S NOT.

Get your kids vaccinated today. Visit covid19.nj.gov



Billboards

YOU KNOW WHO LOVES SCHOOL?
COVID-19.

Get your kids vaccinated today. Visit covid19.nj.gov



VACCINATING YOUR KIDS AGAINST COVID-19
CAN PROTECT THEM FROM SERIOUS ILLNESS.

Get your kids vaccinated today. Visit covid19.nj.gov



Creative

Social

 New Jersey Department of Health
23h · 🌐

Get Your Kids Vaccinated
I got my first booster shot lorem ipsum dolor sit amet, con
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**COVID-19 IS MILD FOR KIDS,
EXCEPT WHEN IT'S NOT.**

Get your kids vaccinated today. 

 New Jersey Department of Health
23h · 🌐

Get Your Kids Vaccinated
I got my first booster shot lorem ipsum dolor sit amet, con
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**KEEP COVID-19 OUT
OF THE CARPOOL.**

Vaccinating your kids can protect them and
everyone around them from serious illness. 

Creative

Social

New Jersey Department of Health
23h · 🌐

Get Your Kids Vaccinated
I got my first booster shot lorem ipsum dolor sit amet, con
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**YOU KNOW WHO LOVES SCHOOL?
COVID-19.**

Vaccinating your kids can protect them and
everyone around them from serious illness.



Creative

Web banners

COVID-19 IS MILD FOR KIDS,
EXCEPT WHEN IT'S NOT.



Get your kids
vaccinated today.



KEEP COVID-19 OUT OF THE CARPOOL.

Vaccinating your kids can protect them and
everyone around them from serious illness.



YOU KNOW WHO LOVES SCHOOL? **COVID-19.**

Vaccinating your kids can protect them and
everyone around them from serious illness.



Creative

"GET YOUR KIDS VACCINATED" :30 TV

Announcer: COVID-19 is milder for kids.

Except when it's not.

Healthy kids can still become seriously ill.

And immunocompromised children and those
with underlying conditions like asthma are even
more susceptible.

If your kids are unvaccinated, they're not protected.

Protect your kids and everyone around them.
Get them vaccinated today.

Graphic: NJ Department of Health Logo
Learn more at covid19.nj.gov.



Creative

Radio :30

ANNOUNCER: COVID-19 is milder for kids.
Except when it's not.
Healthy kids can still become seriously ill.
And immunocompromised children and those
with underlying conditions like asthma are even more
susceptible.
If your kids are unvaccinated, they're not protected.
Protect your kids and everyone around them.
Get them vaccinated today.
Learn more at NJ dot gov slash COVID-19.

SFX: Music Throughout

Radio :15

ANNOUNCER: COVID-19 is milder for kids.
Except when it's not.
If your kids are unvaccinated, they're not protected.
Protect your kids and everyone around them.
Get them vaccinated today.
Learn more at NJ dot gov slash COVID-19.

SFX: Music Throughout

Proposal Recap

Recap of Why You Should Choose Princeton Partners

- **Exceeded NJ State vaccination goal** on the original COVID-19 campaign
- Strong, diverse team with **proven behavior change experts**
- Community outreach partners with demonstrated **success in motivating action in communities of color** and other hard-to-reach populations
- **Data-driven media partner** who enables us to effectively and efficiently reach key audiences (with proven success on NJ & NYC COVID-19 campaigns)
- **Readiness and talent** to produce hundreds of targeted ads and videos to reach different audiences, as we did in the Phase I campaign
- **Superior research and sentiment tracking tool** to support continual campaign optimization at speed and drive results
- Strong head + heart creative that will engage NJ residents and **increase vaccination and booster rates**

Location & Contact

Location & Contact

Location

Princeton Partners, LLC

189 Wall Street

Princeton, NJ 08540

609-452-8500



Thank You

New Jersey Department of Health (NJDOH)
Request for Proposal for COVID-19 Vaccination Campaign
T3067 Statewide Advertising and Public Relations

1.0 INFORMATION FOR BIDDERS

Proposals Due: Monday, August 15, 2022, by 3 PM EST

Question & Answer Period: Friday, August 5, 2022, by 4 PM EST

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

Initiative Term: Six (6) months to commence upon approval from Using Agency Contract Manager (SCM) or designee. This timeline may be subject to change.

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

2.0 BACKGROUND:

The New Jersey Department of Health (NJDOH) is undertaking the next phase of a multi-million, multi-lingual and multi-channel statewide public awareness and outreach campaign focused on increasing COVID-19 vaccination and booster rates with a primary focus of reaching:

- Individuals eligible for COVID-19 first and second booster shots
- Parents of 5 to 11 years of age ahead of the new school year
- Parents of children under age 5
- Individuals in high-risk and hard-to-reach communities
- And other COVID-related messaging as the pandemic continues to evolve.

The goals of this campaign will be to encourage parents 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 culturally appropriate creative materials and behavioral change marketing will be encouraged.

The campaign must be adaptable and able to adjust rapidly as messaging and audiences evolve.

3.0 SCOPE OF WORK:

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

- TV ads (network, cable, and streaming), including Univision, Telemundo, TV Asia;
- Radio ads and PSAs targeting NY/Philadelphia/NJ radio, stations serving Latino, African American, Asian/Pacific Islander audiences;
- Digital billboards in high-traffic areas and communities with low vaccine uptake;
- Bus and rail transit ads;
- Print ads in parenting publications, and ethnic publications;
- Social media for Facebook, Instagram, Twitter, TikTok, and any other mediums to meet audiences;
- Digital ads that can reach vaccine-hesitant individuals targeted populations and parents, and digital news websites;
- Nano Influencer campaign directed at parents/mommy bloggers, adults ages 18-49;
- Infographics, posters, flyers, and doorknockers in multiple languages with culturally appropriate messaging.

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

Messaging/creatives must include why it is important to receive your booster shot. Currently, anyone age 5 and older are eligible to receive the first booster – 5 months after completing a Pfizer (5 and up) or Moderna (18 and up) primary series, and two months after receiving a J&J vaccination (18+).

In addition, the CDC currently recommends that the following groups receive a second booster dose if they are:

- Age 50 and up
- 12+ who are moderately or severely immunocompromised
- 18+ who received both a primary dose and booster dose of Johnson & Johnson

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

The potential vendors shall organize at least two virtual/or in-person town halls and/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 vaccines.

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

The potential vendors shall secure and vet trusted community messengers across the state who represent targeted communities for advertising and outreach events. Community messengers 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 the progress of the campaign on attitudes regarding vaccination to inform creatives and placement of advertising.

Campaign and outreach materials should motivate behavioral changes. The potential vendor is encouraged to subcontract with firms that specialize in advertising/marketing for behavioral 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 July.

4.0 PROPOSAL REQUIREMENTS:

The Proposal must meet state expected impressions and expected measurable impact/reach and demographics. A toolkit with downloadable ad materials with multi-lingual social media graphics, flyers, videos and other materials is also required. It will be posted on the DOH website and shared 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 0 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, a specific description of, and schedule for, deliverable items, and a schedule of labor and mark-up costs associated with specific events and deliverables. All products received during the Mini-Bid become the property of the State;
2. A detailed approach to performing the scope of work reflecting the requirements of the engagement including, but not limited to, Campaign details, collateral, social media plan, media plan, and associated research; and
3. Person-hour and/or labor category mix: a comprehensive chart showing the person-hours proposed to meet the requirements of the request for competitive engagement pricing. The chart shall be designed to reflect the tasks, sub-tasks, or other work elements required by the request for competitive engagement pricing. The chart shall set forth, for each task, sub-task, or other work elements, the total number of person-hours, by labor category, proposed to complete the scope of work;
 - a. The hourly rates used for each labor category shall be the all-inclusive hourly rates submitted in response to this Bid Solicitation Section 4.4.5

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

5.0 CRITERIA FOR CONSIDERATION:

The Department of Health will evaluate proposals based on the potential vendor's overall technical approach and plans to meet the requirements of this Scope of Work. This narrative should convince the Department that the potential vendor understands the objectives that the Scope of Work is intended to meet, the nature of the required work and the level of effort necessary to successfully complete the project. Potential vendor proposals will also be evaluated based on the vendor's ability to reach the target audience through multi-media platforms.

The potential vendor whose bid proposal, conforming to this Scope of Work, is most advantageous to the State, price and other factors considered will be recommended for award. The selected vendor Proposal will be posted on the Office of State Comptroller website.

**Notice of Executive Order 166 Requirement for Posting of Winning Proposal
and Contract Documents**

Principal State departments, agencies, and independent State authorities must include the following notice in any solicitation:

Pursuant to Executive Order No. 166, signed by Governor Murphy on July 17, 2020, the Office of the State Comptroller (“OSC”) is required to make all approved State contracts for the allocation and expenditure of COVID-19 Recovery Funds available to the public by posting such contracts on an appropriate State website. Such contracts will be posted on the New Jersey transparency website developed by the Governor’s Disaster Recovery Office (GDRO Transparency Website).

The contract resulting from this [RFP/RFQ] is subject to the requirements of Executive Order No. 166. Accordingly, the OSC will post a copy of the contract, including the [RFP/RFQ], the winning bidder’s proposal and other related contract documents for the above contract on the GDRO Transparency website.

In submitting its proposal, a bidder/proposer may designate specific information as not subject to disclosure. However, such bidder must have a good faith legal or factual basis to assert that such designated portions of its proposal: (i) are proprietary and confidential financial or commercial information or trade secrets; or (ii) must not be disclosed to protect the personal privacy of an identified individual. The location in the proposal of any such designation should be clearly stated in a cover letter, and a redacted copy of the proposal should be provided. A Bidder’s/Proposer’s failure to designate such information as confidential in submitting a bid/proposal shall result in waiver of such claim.

The State reserves the right to make the determination regarding what is proprietary or confidential and will advise the winning bidder/proposer accordingly. The State will not honor any attempt by a winning bidder/proposer to designate its entire proposal as proprietary or confidential and will not honor a claim of copyright protection for an entire proposal. In the event of any challenge to the winning bidder’s/proposer’s assertion of confidentiality with which the State does not concur, the bidder /proposer shall be solely responsible for defending its designation.