

Attachment 2

Statement Of Work (SOW)

Ready Campaign

A. BACKGROUND & GOALS

This task order issued under the Indefinite Delivery Indefinite Quantity (IDIQ) contract vehicle that FEMA has with awarded The Ad Council (XXX). The scope of the contract vehicle relates to FEMA's Ready Campaign.

The goal of the Ready Campaign is to deliver the most impactful emergency preparedness messaging, to affect immediate and lasting cultural and behavioral change nationwide.

B. SCOPE

The Ad Council shall develop and utilize a vast and broad range of multimedia channels to spread preparedness messages to the public in support of FEMA's Ready Campaign.

C. SPECIFIC PROJECT TASKS

The Ad Council shall complete the following tasks:

1. Develop and Produce National Advertising Campaign – 2020 PSAs
2. Conduct Media Distribution & Media Marketing for the launch of 2020 PSAs
3. Leverage Public Relations and Social Media Activities to promote launch of National Preparedness Month, 2020 PSAs in August/September timeframe
4. Leverage Public Relations and Social Media Activities for additional campaign tentpole moments throughout the year
5. Strategic Development for 2021 campaign
6. Conduct Campaign Monitoring, Evaluation and Reporting
7. Conduct Media Redistribution & Media Marketing
8. Renewal of Talent Contracts

D. TASK DESCRIPTIONS & DELIVERABLES

1. Develop and Produce National Advertising Campaign – 2020 PSAs

This shall include development and production of a new Public Service Advertisement for 2020 General Market placement, targeting Parents.

The Ad Council shall:

- Be responsible for the creation and production of the new PSA campaign.
- Manage agency/creative partner creative development
- Develop and produce English PSA in mediums recommended by the Ad Council to encourage Americans to take steps to become prepared. If budget allows, a Spanish version of the PSA is requested.
- Consider testing creative concepts with consumers via discussion groups, or other methodologies recommended and deemed appropriate, comprised of the target audience.
- Secure all current talent obligations to include but not limited to requirements by the Screen Actors Guild and the American Federation of Television and

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Radio Artist regulations.

2. Media Distribution & Media Marketing of 2020 PSAs

Under Task Order 1, the 2020 campaign assets shall be distributed nationally in conjunction with National Preparedness Month in 2020 and promote them to stations across the nation, encouraging donated media placements.

Ad Council will identify, pitch, pursue, and if opportunities arise, develop media partnership opportunities.

3. Leverage Public Relations and Social Media Activities to help promote launch of National Preparedness Month, 2020 PSAs

The Ad Council shall utilize public relations and social media tactics to promote the launch of the National Preparedness Month, 2020 PSAs. The Ad Council shall develop a detailed launch plan with recommended tactics for the promotion of the campaign. This plan shall include traditional public relations activities, as well as social media activities to help raise awareness about the campaign nationally. At a minimum, the Ad Council will issue a national, multi-media press release in conjunction with the launch and conduct outreach to garner earned media support.

4. Leverage Public Relations and Social Media Activities for other campaign tentpole moments

The Ad Council shall utilize public relations and social media tactics to help promote emergency preparation during appropriate times throughout the year -- such as Hurricane Prep and Severe Weather Weeks in 2020 -- also to include the 2020 end of year/holiday/2021 new year time frame as well. The Ad Council shall develop a plan with recommended tactics for the promotion of the campaign during each of these periods. This plan could include traditional public relations activities, as well as social media activities to help raise awareness about the campaign. This would be separate from the public relations and social media efforts to promote the 2020 PSA launch and National Preparedness Month.

5. Strategic Development for 2021 PSA campaign

The Ad Council shall develop an strategic development plan for the 2021 PSA campaign, that may include quantitative and qualitative research, for a comprehensive environmental scan and a review of related programs, past Ad Council/Ready Campaign performance and learning from research (both primary and secondary) to gain further insight into the issue and the mindset of the target. Findings will be used to refine the campaign messaging for 2021 PSA campaign development efforts.

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6. Conduct Campaign Monitoring, Evaluation, and Reporting

The Ad Council will work with FEMA on the development of an evaluation plan to measure, as research methodologies and available technologies allow, the campaign's performance and effectiveness, advertising awareness and public attitudes.

The Ad Council will provide reporting and analysis of campaign performance.

7. Media Redistribution & Media Marketing

The Ad Council shall redistribute existing Ready PSAs, including TV, Radio, Print / Out of Home (OOH). This would include digital redistribution of the existing work only and would not include the distribution of the 2020 PSAs in conjunction with National Preparedness Month.

8. Renewal of Talent Contracts

The Ad Council shall manage and maintain the renewal of talent contracts.

E. DELIVERABLES TABLE

The following is a description of the deliverables that the Ad Council shall provide during performance of this task order.

All major deliverables shall be submitted to the COR, unless otherwise agreed upon. All work products must satisfy the requirements of this SOW.

Prior to proceeding with any data collection, the Ad Council shall review all information collection techniques and instruments with the COR to receive approval to proceed. All appropriate governmental approval processes and procedures must be in place prior to data collection. The Ad Council shall comply with the Paperwork Reduction Act of 1995.

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<u>Relates to Task</u>	<u>Deliverable</u>	<u>Description</u>	<u>Due Date</u>
2.	Media Distribution and Media Marketing	This includes the distribution and promotion of 2020 PSAs in conjunction with National Preparedness Month	starting August 1 - Sept 30, 2020
3.	Public Relations and Social Media Activities	This includes the development and implementation of a public relations and social media plan to help promote the launch of the PSAs for National Preparedness Month.	starting August 1 - Sept 30, 2020
All	Project Plan	Shall include work plan, budget, and schedule	30 Days from award date, and updated at the request of the COR
All	Monthly Report	Status report detailing summary of deliverables submitted, activities accomplished, performance problems and proposed solutions, and summary of pending actions for the next 30/60/90 days	15 th day of the Month, covering preceding month's activities
1.	New English PSA	The development and production of new Public Service Advertisements for General Market placement.	TBD at Kick-Off Meeting
5.	Strategic Development Plan	Shall include and implement all quantitative and qualitative research to evaluate existing campaign, and provide recommendations to possibly refine campaign strategy for 2021 campaign	NLT: December 31 st 2020
4.	Public Relations and Social Media Activities	The development and implementation of a public relations and social media plan to help promote campaign tentpole moments	Periodically, April 2020 - January 2021

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6.	Campaign Monitoring, Evaluation and Reporting	Development of campaign evaluation plan and campaign performance reporting.	Evaluation plan NLT: June 30, 2020 Reporting on quarterly basis
7.	Media Redistribution and Media Marketing	Redistribution of existing Ready PSAs, including TV, Radio, Print / Out of Home (OOH).	TBD based on media analysis and opportunity
8.	Renewal of Talent Contracts	Track and report the expiration and renewal of all talent contracts.	As needed

F. PERIOD OF PERFORMANCE

Tasks 1-8: From February 27, 2020 to February 26, 2021

G. PLACE OF PERFORMANCE

The place of performance shall be the Ad Council's place of business. Any travel must be authorized in advance by the COR. All travel is reimbursable in accordance with the Federal Travel Regulation.