

**BETTER WORLD ADVERTISING**  
**General Services Administration**  
**Federal Acquisition Service**  
**Authorized Federal Supply Schedule**  
**Catalog/Price List**

**SCHEDULE TITLE:** Federal Supply Schedule Solicitation No. 7FCB-H2-070541-B, for Multiple Award Schedule 541, entitled Advertising & Integrated Marketing Solutions (AIMS)

**CONTRACT NUMBER:** GS-07F-021CA

**CONTRACT PERIOD:** October 24, 2014 – October 23, 2019

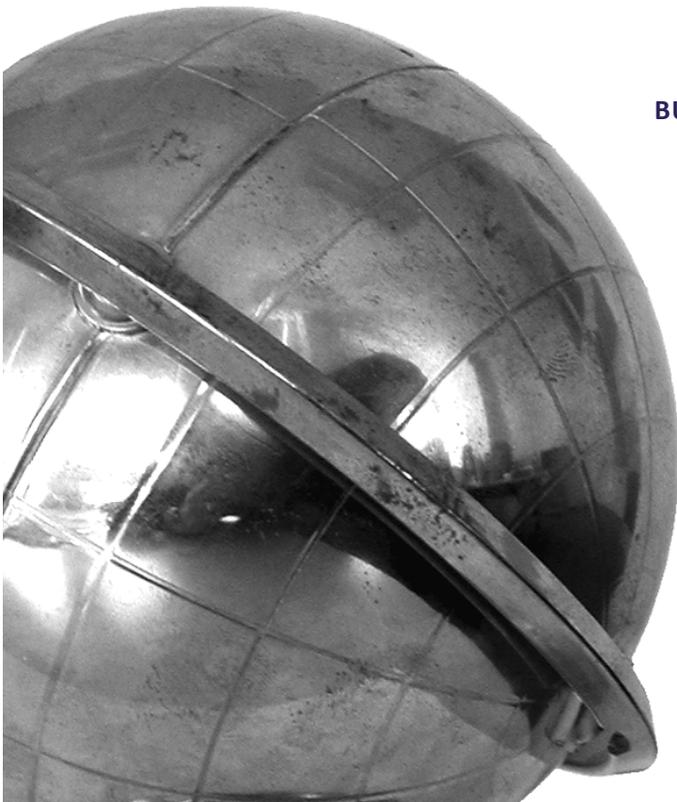
For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at <http://www.gsa.gov>.

**CONTRACTOR:** Better World Advertising (BWA)  
333 Kearny Street, 7<sup>th</sup> Floor  
San Francisco, CA 94108  
415-979-9775  
Fax: 415-979-9335  
<http://www.socialmarketing.com>

**CONTRACT ADMINISTRATOR:** David A. Contois  
Vice President  
415-979-9775  
[DavidC@socialmarketing.com](mailto:DavidC@socialmarketing.com)  
<http://www.socialmarketing.com>

**BUSINESS SIZE:** Small

Online access to contract ordering information, terms and conditions, up-to-date pricing and the option to create an electronic delivery order are available through the GSA *Advantage!* menu-driven database system. The internet address for GSA *Advantage!* is [www.gsaadvantage.gov](http://www.gsaadvantage.gov).



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<http://www.socialmarketing.com>

## CUSTOMER INFORMATION

### 1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS

SIN	DESCRIPTION
541-1	Advertising Services
541-3	Web-Based Marketing Services
541-4F	Commercial Art and Graphic Design Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs (ODCs)

### 1b. LOWEST-PRICED MODEL NUMBER AND PRICE FOR EACH SIN

N/A

### 1c. HOURLY RATES

(See Approved Price List)

### 2. MAXIMUM ORDER\*

\$1,000,000 per SIN and \$1,000,000 per order.

\*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

### 3. MINIMUM ORDER

\$100



- 4. GEOGRAPHIC COVERAGE** Domestic (50 states, Washington, D.C. and Puerto Rico).
- 5. POINTS OF PRODUCTION** N/A
- 6. DISCOUNT FROM LIST PRICES** GSA Net Prices shown on the attached GSA Price List. Negotiated discount has been applied and the IFF has been added.
- 7. QUANTITY DISCOUNTS** None offered.
- 8. PROMPT PAYMENT TERMS** Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
- 9a. GOVERNMENT PURCHASE CARDS** Yes, below the \$2,500 micro-purchase threshold.
- 9b. GOVERNMENT PURCHASE CARDS ARE ACCEPTED ABOVE THE MICRO-PURCHASE THRESHOLD** Contact BWA for limit.
- 10. FOREIGN ITEMS** None.
- 11a. TIME OF DELIVERY** To be determined at time of Task Order.
- 11b. EXPEDITED DELIVERY** Contact BWA..
- 11c. OVERNIGHT AND 2 DAY DELIVERY** Contact BWA..
- 11d. URGENT REQUIREMENTS** Contact BWA for accelerated delivery.
- 12. FOB POINT** Destination.
- 13a. ORDERING ADDRESS** Same as contractor address. Customer should contact contractor for additional addresses.



<b>13b. ORDERING PROCEDURES:</b>	For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPAs) can be found in FAR 8.405-3.
<b>14. PAYMENT ADDRESS</b>	Same as contractor.
<b>15. WARRANTY PROVISION</b>	Standard Commercial Warranty. Customer should contact BWA for a copy of the warranty.
<b>16-24A. TERMS AND CONDITIONS</b>	N/A
<b>24b. SECTION 508 COMPLIANCE FOR EIT:</b>	As applicable
<b>25. DUNS NUMBER:</b>	96-7795451
<b>26. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE</b>	Active



## About Better World Advertising

Better World Advertising (BWA) was established in 1996 to provide high-quality, cost effective advertising services to government agencies, non-profit organizations and educational institutions that are committed to advancing initiatives in the areas of public health and social welfare. BWA has grown as an established national leader in social marketing by launching effective public health education.

We do not have any commercial clients. We are people who value integrity over money and relationships over profits. We care about ideas and the power to help people through communication. BWA employs bold messaging, vibrant imagery and innovative applications of new, social and traditional media to reach diverse populations. Our goal is to change perceptions about health and social issues to promote behavior change.

BWA has an extensive track record of creating results-oriented social marketing and public relations campaigns on a variety of public health and social welfare issues. Some areas of expertise include drug and alcohol abuse, tobacco prevention/cessation, vaccinations, HIV/STDs, obesity, suicide prevention, foster care and adoption, and youth/child welfare.

## Why BWA?

We know our audiences. Having designed and implemented successful health education campaigns for diverse communities across the country, we know what it takes to communicate effectively with a variety of target audiences. We pay attention to the nuances and understand what works at the local, state and national level.

We have a reputation for bold, hard-hitting campaigns that cut to the heart of the issue, using strong messages and powerful visuals to get attention and results. Simply: we bring a unique mix of creative and public health power to campaign design, materials development, public relations/marketing, audio/video production and interactive design. While paid media is an important element of our campaigns, every component of our media plan will work synergistically to drive earned media. The additional media coming from journalists, activists and other content creators give added value and ROI beyond the paid media and help bring the message home to our audiences.

Although campaigns are the core of our work, we also do everything related to an ad campaign as stand alone products. We design websites; conduct focus groups; create and execute marketing strategies; design the full range of online, print and outdoor materials; shoot television commercials and perform evaluations.



## Engaging Hard-to-Reach Audiences

We maintain relationships with varied audiences and the many different voices and experiences that make up the communities represented in any campaign we design. Our work has connected with a broad range of audiences: low income/under-resourced communities: indigenous and native communities, youth, communities of color, people with disabilities and/or mental illness, immigrants, foster youth and LGBTQ individuals.

BWA's work has made a positive health impact on multi-cultural communities in both urban and rural settings with an established track record in reaching at-risk and underserved communities across the country. One of BWA's core competencies is reaching people of a lower socioeconomic level and non-Native English speakers with cultural sensitivity.

At BWA, diversity within the company is one of our biggest assets. Our staff includes men and women who are Black, White, Asian and Latino, across a wide age spectrum. BWA's diversity extends beyond race, age, gender, sexual orientation and class background to include experiences, perspectives and interests that help us understand, empathize and relate to our clients and their target populations.

As an agency, our culture has much in common with the government agencies and mission-driven nonprofits we serve. Our goal is to improve overall societal health and well being through the design and implementation of strategic interventions that change attitudes, norms and behaviors. Indeed, it is not just our name, it is our mission — we come to work every day to make a better world.

Samples of our work can be viewed at [www.socialmarketing.com](http://www.socialmarketing.com).

## Capabilities

We are particularly experienced in the following issue areas:

- Youth & Child Welfare
- Tobacco
- HIV & STDs
- Health & Wellness
- Lesbian, Gay, Bisexual & Transgender
- Substance use
- Stigma & Discrimination
- Healthcare
- Obesity & Diabetes

Our professionals are skilled in the following diverse areas:

- Social marketing
- Branding
- Media Strategy and Buying
- Graphic Design Services
- Digital Engagement
- Research & Evaluation



**PRICE LIST** (all SINS)

10/24/14-12/31/15

AIMS Labor Categories	Hourly Rate
President	\$217.23
Senior Vice President	\$172.80
Vice President	\$148.11
Creative Director	\$172.80
Art Director	\$128.36
Senior Graphic Designer	\$113.55
Graphic Designer	\$93.80
Production Designer	\$74.06
Copywriter	\$98.74
Senior Interactive Designer	\$123.43
Interactive Designer	\$108.61
Media Director	\$128.36
Media Buyer/Planner	\$88.87
Senior Project Manager	\$148.11
Project Manager	\$108.61
Project Coordinator	\$69.12
Senior Public Relations Planner	\$143.17
Public Relations Campaign Manager	\$88.87
Public Relations Coordinator	\$69.12
Research Director	\$143.17
Focus Group Planner/Facilitator	\$123.43



## Other Direct Costs

Service	Cost
Newswire Distribution	\$1,994.96
Video Concept/Production (one day shooting)	\$60,453.40
Video Editing (hourly)	\$201.51
Focus Group (recruiting, screening, facilitating, facility rental, incentives, refreshments and focus group report)	\$15,415.62
Photo shoot (one day with casting call, logistics, makeup, wardrobe, equipment, model stipends and photographer)	\$21,586.9
Materials - Vinyl Banner 5.5" x 8' with grommets	\$282.12
Materials - Mounted poster 3' x 4' on Gatorboard	\$141.06
Materials - Vinyl Banner 72' x 30" with grommets	\$151.13
Materials - Printing 8-panel brochure, finished size 4" x 5" (per piece)	\$0.22
Materials - Posters 11" x 17" (per piece)	\$0.86
Materials - Printing Cash Jackets 3.75" x 8.25" (per piece)	\$0.46



## Labor Categories

### **MANAGEMENT**

#### ***President***

Education/Experience: Master's degree with 25+ years experience

#### ***Responsibilities***

Develops and manages client relationships, evaluates performance and provides organizational oversight. Meets with clients, generates new business, makes presentations at conferences, consults with nonprofits/health departments and coordinates projects with creative team. Oversees financial management, develops and implements business plan and works with internal teams to achieve client's goals.

#### ***Senior Vice President***

Education/Experience: Master's degree with 20+ years experience.

#### ***Responsibilities***

Leads strategic partnership and business development for the company. Works with the President on maintaining the overall vision for the company. Leads staff meetings. Supports the synergy of the creative and account teams in order to maintain a unified creative vision. Maintains awareness of external and internal competitive landscape. Possesses a high level of expertise in marketing, public relations, advertising, and specific issue areas covered by the company's campaigns.

#### ***Vice President***

Education/Experience: Master's degree with 10+ years experience.

#### ***Responsibilities***

Provides senior project management for the development and implementation of social marketing campaigns, including: formative research/message testing, campaign strategy, creative development, copywriting, media strategy, media buying, public relations and media monitoring and outcome and process evaluation. Supports proposal and grant writing processes. Serves as a senior point of contact for clients. Contributes to new business efforts, including developing strategic partnerships.



## **CREATIVE SERVICES**

### ***Creative Director***

Education/Experience: Master's degree with 25+ years experience.

#### *Responsibilities*

Leads the creative development process in all campaigns, brand creation, and related marketing and advertising ventures. Interprets the client's communications strategy and develops proposed creative approaches that align with that strategy. Supervises photo and video shoots. Initiates and provides creative guidance for all staff involved in the creative process. Approves all creative work before it is presented to client.

### ***Art Director***

Education/Experience: Bachelor's degree with 10+ years experience.

#### *Responsibilities*

Manages creative team, and works directly with the Creative Director to develop the overall look for campaigns and branding. Works with design team to develop visual and copy creative. Supervises and art directs senior designers, graphic designers, writers, illustrators, photographers and any external contractors. Oversees the artistic design and creative production of all online and print materials.

### ***Senior Graphic Designer***

Education/Experience: Bachelor's degree with 7+ years experience.

#### *Responsibilities*

Develops design projects from conception to completion. Possesses specialized skills in web, multimedia, and video. Experienced in publication layout, image manipulation, and pre-press preparation. Provides support to Art Director and creative team. Works with account management team on creative needs for specific projects.

### ***Graphic Designer***

Education/Experience: Bachelor's degree with 3+ years experience.

#### *Responsibilities*

Performs all aspects of design and production. Creates designs for printed materials, websites, electronic documents, and all media channels. Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs. Prepares design files for print and web production. Provides support to Senior Graphic Designer on specific projects.



***Production Designer***

Education/Experience: Bachelor's degree with 2+ years experience.

*Responsibilities*

Performs all aspects of computer-based production. Produces final artwork for all printed or outdoor materials. Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs. Prepares design files for print and web production. Provides support to Graphic Designers on specific projects.

***Copywriter***

Education/Experience: Bachelor's degree with 3+ years experience.

*Responsibilities*

Develops advertising copy and other creative text for digital, traditional, and integrated programs. Collaborates with internal teams and clients to understand client objectives, message, audience, and resources. Works directly with Art Director and Creative Director to develop campaign messaging.

**DIGITAL SERVICES**

***Senior Interactive Designer***

Education/Experience: Bachelor's degree with 7+ years experience.

*Responsibilities*

Expert in html, .php, .net programming, CMS conversion, as well as up-to-date on current trends and technology in the programming world. Leads digital team, completes tasks in isolation as well as in group settings. Is able to communicate technical issues to audiences unfamiliar with technical vocabulary. Works directly with Art Director and Creative Director on digital needs for each campaign.

***Interactive Designer***

Education/Experience: Bachelor's degree with 3+ years experience.

*Responsibilities*

Proficient in html, flash and .php programming, as well as in troubleshooting issues concerning cross-browser compatibility and coding. Junior member of the digital team, capable of implementing solutions to various issues and maintaining most tech platforms. Works with Senior Interactive Designer on specific campaign tasks.



## **MEDIA SERVICES**

### ***Media Director***

Education/Experience: Bachelor's degree with 10+ years experience.

#### *Responsibilities*

Oversees management of all media strategy/planning. Accountable for the relationship with the client and account management team, including overall satisfaction and management of expectations while ensuring that the work is on strategy, on time, and within budget. Oversees multi-faceted media/communications program area. Meets regularly with Creative Director to discuss performance, propose initiatives, and establish priorities.

### ***Media Planner/Buyer***

Education/Experience: Bachelor's degree with 5+ years experience.

#### *Responsibilities*

Manages the day-to-day process of all media planning efforts for assigned clients. Evaluates and analyzes public responses and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, and establish priorities. Meets with Media Director to ensure company media strategies are implemented successfully

## **ACCOUNT SERVICES**

### ***Senior Project Manager***

Education/Experience: Bachelor's and/or Master's degree with 8+ years experience.

#### *Responsibilities*

Oversees multiple client accounts, serving as overall relationship manager. Supervises all aspects of client engagements, including: media, creative, strategy, and technology, across all agency disciplines and services. Oversees multiple Project Managers and related campaigns.

### ***Project Manager***

Education/Experience: Bachelor's degree with 3+ years experience.

#### *Responsibilities*

Manages projects from inception to completion. Serves as a point of contact to clients about project progress. Manages specific client engagements, campaigns, and projects. Coordinates internal departments to execute multi-faceted communications programs, including creative, technology, strategy, and social media departments. Works directly with Creative Director on campaign design and strategy.



***Project Coordinator***

Education/Experience: Bachelor's degree with 1+ years experience.

*Responsibilities*

Supports the account management team on specific projects and tasks. Supports team in producing high quality deliverables. Administrative help with multiple campaigns. Supports business development team.

**PUBLIC RELATIONS SERVICES**

***Senior PR Planner***

Education/Experience: Bachelor's and/or Master's degree with 8+ years experience.

*Responsibilities*

Develops PR strategy, including: research and analysis, message development, media development, government, media and corporate relations. Supervises PR staff and works cooperatively with creative staff for campaign implementation. Conducts focus groups, message workshops and other high-level meetings. Oversees client relations, contract management, management and administration.

***PR Campaign Manager***

Education/Experience: Bachelor's degree with 3+ years experience.

*Responsibilities*

Supervises all aspects of public relations: strategy and campaign implementation, research and analysis, message development, focus groups, strategic plans, media development and training, government, media and corporate relations, event coordination, planning and management. Works directly with account management staff to implement PR strategies on specific campaigns.

***PR Coordinator***

Education/Experience: Bachelor's degree with 1+ years experience.

*Responsibilities*

Works with PR and creative staff to implement PR campaign components: strategy, research and analysis, message development, focus groups, strategic plans, media development and training, government, media and corporate relations, event coordination, planning and management, writing (drafts and edits media/PR plans, press releases and other pertinent documents).



## **RESEARCH**

### ***Research Director***

Education/Experience: Master's degree with 5+ years experience

#### *Responsibilities*

Guides the design, methodology, data analysis, and reporting for all research and evaluation activities. Works with Project Managers on all campaigns, ensuring accountability and quality control so that services/deliverables are performed according to approved scope of work and timelines and sound budget and fiscal management of all program resources is maintained.

### ***Focus Group Planner/Facilitator***

Education/Experience: Bachelor's degree with 3+ years experience.

#### *Responsibilities*

Develops focus group recruitment plan, and moderator guide. Organizes and conducts focus groups, including: venue research, developing and managing lists of potential focus group participants, and drafting questions and ancillary materials for on-site focus group use. Drafts focus group findings and report. Works with account management team to understand and implement research needed for specific campaigns.



## Partial Client List

Advocates for Youth  
AIDS Foundation of Chicago  
AIDS Institute/Health Research, Inc.  
Alaska Department of Health and Human Services  
Alameda County Public Health Department  
Boston Public Health Commission  
California Department of Public Health  
California Department of Health Care Services  
California Department of Alcohol and Drug Programs  
Centers for Disease Control and Prevention (CDC)  
Chicago Department of Public Health  
City of Long Beach Department of Health & Human Services  
Cleveland Department of Public Health  
Columbia University  
FDA Center for Tobacco Products  
Fenway Health  
First Five Alameda County  
Gay Men's Health Crisis  
Harvard University School of Public Health  
Human Rights Campaign  
Illinois Child Support Services  
Los Angeles County Department of Health Services  
Los Angeles LGBT Center  
Maryland Department of Health & Mental Hygiene  
Michigan Department of Human Services  
New York City Department of Health and Mental Hygiene  
New York State Department of Health  
New York State Health Foundation  
New York State Tobacco Control Program  
North Carolina Department of Health and Human Services  
City of Oakland  
Ohio Department of Public Health  
Oregon Department of Human Services  
Planned Parenthood of New York City, Inc.  
Salt Lake City Department of Public Health  
San Francisco AIDS Foundation  
Santa Clara County Public Health Department  
Sargent Shriver National Center of Poverty Law  
Sonoma County Department of Health Services  
U.S. Department of Health and Human Services, Office for Civil Rights  
U.S. Food and Drug Administration (FDA)  
University of California  
University of Washington  
Virginia Department of Public Health  
World Health Organization (WHO)

