

Ogilvy Public Relations

**General Services Administration (GSA)
Federal Supply Service
Authorized Federal Supply Schedule Price List**

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)

FSC Group: 541

Contract Number: GS-23F-0060M

Contract Period: December 21, 2001 — December 20, 2016

Ogilvy Public Relations is a global marketing communications firm recognized for the unique combination of insight, strategy, and creativity that we bring to supporting our clients' communications needs. For nearly 30 years, we have helped Federal agencies meet ambitious objectives on groundbreaking awareness, education, and behavior change campaigns, develop and implement comprehensive communications initiatives, and conduct thoughtful research and evaluation programs. We have worked with these clients on landmark programs, such as *The Heart Truth*[®] for the National Institutes of Health (NIH); *Screen for Life: National Colorectal Cancer Action Campaign* for the Centers for Disease Control and Prevention (CDC); FloodSmart for the Federal Emergency Management Agency (FEMA); and Free File and e-file for the Internal Revenue Service (IRS). We have also recently handled high-profile events and communications programs for the U.S. Agency for International Development (USAID), and crisis communications for Superstorm Sandy and disaster preparedness for America's Preparathon! on behalf of FEMA. Our award-winning work for private sector clients includes the LIVESTRONG Global Cancer Summit, Ford's Warriors in Pink breast cancer program, and the Global Food Security Index for DuPont.

Ogilvy Public Relations

1111 19th Street, NW, 10th Floor
Washington, DC 20036
Telephone: (202) 729-4000
Fax: (202) 729-4001
www.ogilvypr.com

Contract Administrator

Heather Innella
Telephone: (202) 729-4141
Fax: (202) 729-4001
Email: heather.innella@ogilvy.com

Business Size: Large

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The address for GSA Advantage! is: gsaadvantage.gov. For more information on ordering from Federal Supply Schedules, click on FSS Schedules at fss.gsa.gov.

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1. General Services Administration

ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

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Contract Administration Source: Heather Innella
Senior Vice President
Director of Government Contracts
Telephone: (202) 729-4141
Fax: (202) 729-4001
Email: heather.innella@ogilvy.com

Business Size: (LARGE)
Not women owned
Not 8A owned

2. Customer Information

1a. Authorized/Awarded Special Items Numbers (SINs):

SIN 541-1	Advertising Services
SIN 541-2	Public Relations Services
SIN 541-4A	Market Research and Analysis Services
SIN 541-4B	Video/Film Production Services
SIN 541-5	Integrated Marketing Services
SIN 541-1000	Other Direct Costs

1b. Lowest Price for Each Special Item Number Awarded in the Contract: Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide.

2. Maximum Order: \$1,000,000.00

3. Minimum Order: \$100.00

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4. Geographic Coverage (Delivery Area): Worldwide

5. Point of Production: Ogilvy Public Relations
1111 19th Street, NW, 10th Floor
Washington, DC 20036

6. Discount from List Prices: Prices are net all discounts deducted. Additional Discounts will be considered on individual orders.

7. Quantity Discounts: N/A

7a. Ogilvy Public Relations will pass on to the government any quantity or frequency discounts earned by the government.

7.b. Media Commissions: Ogilvy Public Relations will not use for the government the commercial practice of charging commission on media buys. Ogilvy Public Relations will charge the government by projects in the same manner it charges for other services under the labor categories. Any commissions provided will either be (a) returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

8. Prompt Payment Terms: Net 30

9a. Notification that Government Purchase Cards are Accepted Below the Micro-purchase Threshold: Ogilvy Public Relations will accept government purchase cards at or below the micro-purchase threshold.

9b. Notification that Government Purchase Cards are Accepted Above the Micro-purchase Threshold: Ogilvy Public Relations will accept government purchase cards above the micro-purchase threshold.

10. Foreign Items: N/A

11a. Time of Delivery: Ogilvy Public Relations will adhere to the delivery schedule as specified by the Agency purchase order.

11b. Expedited Delivery: Please contact the contractor for fast delivery or rush requirements.

11c. Overnight and 2-day Delivery: Overnight and/or 2-day delivery may be available for some items. Please contact the contractor for rates for overnight and 2-day delivery.

11d. Urgent Requirements: Contact the contractor for faster delivery or rush requirements.

12. F.O.B. Points: DESTINATION

- 13. Ordering Address:** Ogilvy Public Relations
1111 19th Street, NW, 10th Floor
Washington, DC 20036
- 14. Payment Address:** Ogilvy Public Relations
PO Box 8500-3900
Philadelphia, PA 19178-3900
- 15. Warranty Provision:** The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract.
- 16. Export Packing Charges:** N/A
- 17. Terms and Conditions of Government Purchase Card Acceptance (Any Thresholds Above the Micropurchase Level):** N/A
- 18. Terms and Conditions of Rental, Maintenance, and Repair:** N/A
- 19. Terms and Conditions of Installation:** N/A
- 20. Terms and Conditions of Repair Parts, Etc.:** N/A
- 20a. Terms and Conditions for Any Other Services:** N/A
- 21. List of Service and Distribution Points:** Washington, DC
- 22. List of Participating Dealers:** N/A
- 23. Preventive Maintenance:** N/A
- 24. Year 2000 (Y2K) Compliant:** Yes
- 25. Environmental Attributes:** N/A
- 26. Date Universal Number System (DUNS) Number:** 11-6191875
- 27. Tax Identification Number (TIN):** 13-2903744
- 28. Central Contractor Registration (CCR):** Ogilvy Public Relations' information in the CCR database (now known as SAM.gov) is current and correct.

Labor Category Descriptions (SINS Covered: 541-1, 541-2, 541-4A, 541-4B, 541-5)

Intern

Interns support the work of the account group and the company in both an administrative and clerical capacity while learning new skills in traditional and digital communications. Interns possess basic clerical, media and communications skills, and are learning to exhibit mature judgment, flexibility, independence, and follow-through. No previous experience or degree required, though most are undergraduate juniors, seniors or recent graduates. Entry level.

Account Coordinator

Account Coordinators play a vital role in supporting the work of the account group and the company in both a client service and an administrative capacity, including administrative and production support for the implementation of creative projects. Account Coordinators possess exceptional clerical skills, mature judgment, flexibility, independence, and follow-through. Account Coordinators perform basic media skills in both traditional and digital media, including the ability to conduct media research and create media lists. No previous experience or degree is required, although it is preferred. Entry level.

Assistant Account Executive

With up to one or more years of experience, Assistant Account Executives provide client service by assisting with day-to-day project coordination, including assisting in the implementation of creative projects, research, traditional and digital media relations, materials development, and handling administrative tasks as necessary. Assistant Account Executives have writing and oral presentation skills and are able to write news releases, fact sheets and communications for social media platforms. They are beginning to have direct contact with clients to share their findings from client-related research. No degree required, although a Bachelor's degree or equivalent experience is preferred.

Account Executive

With up to two or more years of experience, Account Executives have direct contact with clients, initiate ideas, and work autonomously and with sound judgment on structured tasks. Account Executives demonstrate solid thinking regarding research options and sources of information and have solid writing, traditional and social media, organizational, and production skills. They are able to review and summarize information and provide analysis of news and trends to clients. No degree required, although a Bachelor's degree or equivalent experience is preferred.

Senior Account Executive

With up to three or more years of experience, Senior Account Executives play a primary, independent implementation role in client work by writing advanced-level feature articles, releases and communications for digital platforms, and developing creative communication plans and planning documents for client review. Senior Account Executives demonstrate a mastery of both traditional and digital media relations and bring contacts with reporters to bear on client business. Senior Account Executives are capable of managing discrete projects and analyzing results, as well as demonstrating tactical excellence in executing plans. No degree required, although a Bachelor's degree or equivalent experience is preferred.

Account Supervisor

With up to four or more years of experience, Account Supervisors demonstrate high-level industry expertise in both traditional and digital communications and a good knowledge of more than one industry sector. Account Supervisors have project management, budgeting, counseling, programming, and emerging business development and people management skills. They provide excellent client service, apply the office's best resources, and are learning to effectively manage people involved in projects. Account Supervisors demonstrate the ability and wherewithal to deliver on creative concepts and visions, performance requirements and growth projections. Bachelor's degree or equivalent experience is required.

Account Director

With up to five or more years of experience, Account Directors oversee the planning and execution of traditional and digital communications programs. Account Directors think creatively, develop concepts, and plan strategically and globally. They manage key accounts with little supervision and communicate daily with staff regarding clients' business. They provide ideas, concepts and designs proactively to maximize results and anticipate issues while ensuring that client objectives are met. Account Directors have a proven track record of developing and maintaining strong client relationships. Bachelor's degree or equivalent experience is required.

Vice President

With up to seven or more years of experience, Vice Presidents are seasoned professionals with broad-based skills in all facets of traditional and digital communications who provide excellent client service. They manage programs and accounts independently and effectively from creative concept development to implementation to measurement. Vice Presidents build strong client relationships and have the confidence of the client organization. They provide counsel at senior levels, analyze and solve problems, and understand how to integrate all phases of communications plans. Vice Presidents oversee program and budget management to ensure that results are maximized for the client. Bachelor's degree or equivalent experience is required.

Senior Vice President

With up to nine or more years of experience, Senior Vice Presidents contribute significantly as a valued leader and resource for clients and account teams. They provide development and evaluation of top-line strategy for the client across all facets of communications, including traditional and digital/social media. They have demonstrated expertise in a particular area of knowledge and proven experience in developing strong account teams and managing all aspects of large client programs. They provide senior strategic counsel and conceptual creative guidance to clients and account team members. Bachelor's degree or equivalent experience is required.

Executive Vice President

With up to twelve or more years of experience, Executive Vice Presidents significantly contribute to the firm's overall performance and revenues and consistently identify and develop strategic new business opportunities. They exemplify and manage achievement of the firm's vision, values, and management philosophies across all facets of communications, including traditional and digital/social media. Executive Vice Presidents provide subject matter expertise and creative and strategic thought leadership in their respective disciplines, add depth to client service capabilities, leverage the full resources of the firm for clients, and provide leadership to senior vice presidents and other team members. They have developed a respected and marketable body of expertise that creates thought leadership opportunities for the firm and also partner with colleagues in other agency practice areas, offices, and business units. Bachelor's degree or equivalent experience is required.

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Practice Head

With up to fifteen or more years of experience, Practice Heads provide creative and strategic leadership for their practice group and possess a level of expertise and experience in that area that is recognized throughout the firm. Practice Heads hold ultimate responsibility for the work of account teams to ensure high quality service to the clients within the practice group. Bachelor's degree or equivalent experience is required.

Managing Director

With up to fifteen or more years of experience, Managing Directors provide creative and strategic leadership either for a practice group or for an entire office and possess a level of expertise and experience in that area that is recognized throughout the firm. Managing Directors hold ultimate responsibility for the work of a practice group or an office and set objectives and performance standards. Managing Directors advise CEOs and company officers on complex communications strategies and issues for both traditional and digital platforms and utilize the resources of the entire firm, as necessary, to serve global clients. Bachelor's degree or equivalent experience is required.

Labor Categories and Rates (SINS Covered: 541-1, 541-2, 541-4A, 541-4B, 541-5)

Labor Category	Proposed GSA Rate with IFF
Intern	\$60.76
Account Coordinator	\$65.29
Assistant Account Executive	\$117.88
Account Executive	\$131.49
Senior Account Executive	\$149.02
Account Supervisor	\$170.93
Account Director	\$204.03
Vice President	\$241.06
Senior Vice President	\$302.42
Executive Vice President	\$333.10
Practice Head	\$394.44
Managing Director	\$394.44

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“Other Direct Costs” Price List (SIN Covered: 541-1000)

Market Research, Media Analysis and Related Services: \$26,638.66

- Research (Four Focus Groups)
- Graphics Reproduction
- Photocopies
- Shipping/Courier
- Phone/Fax

Press and Public Relations Services: \$946,829.56

- Research
- Press Material
- Print & Design
- One Audio News Release
- One Video News Release
- Press Conference
- PR Event
- Film/Video Production
- Video & Audio Monitoring
- Social Media Monitoring
- Press Clipping Services
- Search Engine Optimization
- Phone/Fax
- Photocopies
- Color Proofs
- Postage
- Shipping/Courier
- Supplies

Public Education and Outdoor Marketing and Media Services: \$2,281,458.76

- Photography
- Printing and Design
- Creative Services: Poster Design
- Outdoor Advertising Media Plan/Buy (e.g., Billboards, Bus Shelters)
- Broadcast Advertising Media Plan/Buy (e.g., Radio, Television)
- Print Advertising Media Plan/Buy (e.g., Magazines, Newspapers)
- Grassroots Grants/Partnerships
- SMS Text/Short Code Program
- Search Engine Marketing
- Single Website Media Buy
- Shipping/Courier

Commercial Art and Graphic Design Services: \$23,815.95

- Creation of One Advertisement
- Graphic Design
- Graphic Proofs
- Graphic Layout
- Graphic Production
- Multiple Concepts

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Radio, Television, and Print Public Service Announcements: \$158,583.66

- Production of One 30-second TV and Radio PSA
- Filming/Production
- Casting
- Talent
- Multi-day Shoot
- Post-production of One 30-second TV and Radio PSA
- Recording Talent
- Editing
- Music
- Transcription
- Distribution
- Shipping/Courier

Full Service Marketing, Media & Public Information Services: \$540,851.58

- Research (Four Focus Groups)
- Production of One 30-second TV and Radio PSA
- Filming/Production
- Casting
- Talent
- Multi-day Shoot
- Post-production of One 30-second TV and Radio PSA
- Editing
- Music
- Distribution
- Production One Ad
- Photography
- Color Proofs
- Press Conference Support
- Postage
- Photocopy
- Phone/Fax
- Shipping/Courier

Videotape and Film Production Services: \$155,764.43

- Production of One 8-Minute Video
- Filming/Production
- Casting
- Talent
- Camera Rental
- Crew Overtime
- Catering
- Animation
- Film Stock
- Multiple Locations
- Post-production
- Editing
- Music
- Duplication
- Closed Captioning
- Set and Props
- Studio
- Computer Graphics
- Stock Footage
- Transcriptions

About Ogilvy Public Relations

Ogilvy Public Relations (Ogilvy) is a leading, global communications company with more than 90 offices across the Americas, Europe, Asia-Pacific, Latin America and the Middle East. For nearly 30 decades, Ogilvy has helped clients address health, safety, finance, and other social issues via innovative marketing and groundbreaking public education programs. Ogilvy takes great pride in helping clients draw upon leading practices in communications, marketing, advertising, and design, as well as behavior change theory and models, to build and deploy effective and creative solutions that improve and save lives.

In the United States, among many other projects, Ogilvy provided support for the U.S. Centers for Disease Control and Prevention's landmark *America Responds to AIDS* campaign; helped raise awareness and action around women's heart health for the National Heart, Lung, and Blood Institute's *The Heart Truth*® campaign and its widely recognized symbol, *The Red Dress*®; developed messaging and positioning around financial literacy for the U.S. Department of Treasury; and communicated the benefits of flood insurance as an important disaster preparedness tool on behalf of the Federal Emergency Management Agency.

Ogilvy also worked with clients to launch projects around the globe to address a broad range of pressing health and social issues. For example, Ogilvy launched a family planning initiative in India through the *Friends of the Pill* campaign; supported avian flu prevention in Vietnam, Laos, and Cambodia; organized the *Fantastic Mom: Hand Washing With Soap* campaign in Indonesia; prompted government and private sector action around malaria in Africa through the Gates Foundation Malaria Taxes and Tariffs Advocacy project; promoted heart healthy behavior through Kenya's Dettol Heart Run campaign; developed *Prevention Now!*, the first international advocacy campaign to promote use of the female condom in Africa; supported World Bank efforts to increase investment in nutrition for women and children; and assisted the LIVESTRONG Foundation with going global to increase international attention, funding, and action to advance cancer control.

Additionally, the agency services Fortune Global 500 companies including American Express, BP, DuPont, IBM, Johnson & Johnson, Lenovo, Motorola, Nestlé, SAP, and UPS.

Creativity, Effectiveness and Innovation

Ogilvy's communications campaigns and initiatives routinely win awards for creativity, and the agency was named the Most Creative Agency in the World in 2013 by The Holmes Report. Yet, Ogilvy strongly eschews creativity for creativity's sake. The agency fundamentally believes that creativity and effectiveness need each other to thrive, and that measurement alongside creative thinking are critical to the success of every client program.

As part of its ongoing efforts to advance the effectiveness of communications, Ogilvy was an early adopter of digital technologies. One of the first agencies to establish a dedicated digital practice, Ogilvy continues to be a leader in innovatively deploying digital and social channels to

Ogilvy Public Relations

strengthen its audience-driven, 360-degree approach to communications. Of note, in 2013, Ogilvy was named the Best Digital Consultancy in the World by the Holmes Report.

Within this digital practice, Ogilvy also launched Social², an integrated team of world-class social media and behavior change communications experts dedicated to helping clients and the people they serve to communicate in a real-time environment that encourages transparency, participation, and collaboration.

Services

The agency's strengths include delivering top quality, innovative strategies and campaigns as well as working with clients to build their capabilities and improve their impact. Ogilvy engages in building creative capacities and health communications skills among clients and partners alike, including turn-key materials, strategy, planning and creative brainstorming sessions, branding and messaging development, social media and community mobilization training, technical assistance and training in program implementation. Ogilvy offers the full range of communications specialty services in-house, including:

- Strategic Communications Planning
- Communications Research
- Branding
- Communications Campaign Development and Implementation (Global, National, Local)
- Message Development
- Spokesperson Identification and Training
- Graphic Design
- Materials Development
- Website and Social Media Channel Development
- Media Outreach
- Event Creation, Marketing and Management
- Influencer Identification and Analysis
- Digital and Social Media Engagement
- Stakeholder Engagement and Alliance Building
- Partnership Development
- Crisis Communications and Issues Management
- Internal Communications
- Grantee Communications
- Risk Communications
- Technical Assistance, Training and Capacity Building
- Conference Planning and Support
- Monitoring, Evaluation and Measurement

Government Experience

Ogilvy Public Relations manages multiple U.S. Federal Government contracts for a range of agencies including, but not limited to:

- Agency for Healthcare Research and Quality (AHRQ)
- Centers for Disease Control and Prevention (CDC)
- Centers for Medicare and Medicaid Services (CMS)
- Department of Health and Human Services (HHS)
- Department of Homeland Security (DHS)
- Department of Treasury
- Federal Emergency Management Agency (FEMA)
- Food and Drug Administration (FDA)
- Health Services Resources Administration (HRSA)
- Internal Revenue Service (IRS)
- National Institutes of Health (NIH)
- U.S. Agency for International Development (USAID)

Our work for our government clients runs the gamut: from crisis and issues management to alliance building, and from community outreach to paid, earned, and owned media relations. Our research-based approach, our branding heritage and our commitment to providing superior client service ensures that no matter how we are supporting our government clients, our programs achieve your objectives and exceed your expectations.