



**CAMPBELL
EWALD**

**GENERAL SERVICES
ADMINISTRATION**
FEDERAL SUPPLY SERVICE
FEDERAL SUPPLY SCHEDULE PRICE LIST

LOWECAMPBELLEWALD.COM

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 GSAADVANTAGE!, A MENU-DRIVEN DATABASE SYSTEM. THE INTERNET ADDRESS FOR GSAADVANTAGE! IS: WWW.GSAADVANTAGE.GOV.

Advertising & Integrated Marketing Solutions "AIMS"

For more information on ordering from the Federal Supply Schedule, click on the "About GSA" tabs at: www.gsa.gov.

CONTRACTOR: Campbell Ewald Company
30400 Van Dyke Avenue, Warren, MI 48093-2316

FSC CLASS: 541

CONTRACT NUMBER: GS-23F-0121M

CONTRACT PERIOD: March 8, 2012, through March 7, 2017

BUSINESS SIZE: Large Business

MARKETING CONTACT: **Pete Spender**
Director, Business Development
Phone: (586) 558-6148
Email: pete.spender@lowe-ce.com

CONTRACT ADMINISTRATOR: **James A. Lamerato**
Controller
Phone: (586) 558-6400
Fax: (586) 393-4625
Email: jim.lamerato@lowe-ce.com



1a. Table of award special item numbers (SIN).

SINS	DESCRIPTION
541-1	Advertising Services
541-1000	Other Direct Costs
541-4A	Market Research and Analysis Services
541-5	Integrated Marketing Services

1b. Prices shown in the price list are representative prices for Other Direct Costs, with .75% Industrial Funding Fee (IFF).

ODCs	PRICE
Research	\$ 120,514.00
Custom Publication	\$ 493,699.00
Direct Mail	\$ 674,220.00
Interactive (flash web module)	\$ 92,314.00
Outdoor Boards Production	\$ 358,121.00
Radio Production	\$ 28,792.00
Television Production	\$ 568,213.00
Newspaper	\$ 403,496.00
Magazine	\$ 323,153.00
Radio	\$ 120,609.00
Television	\$ 14,619,499.00

1c. Hourly rates reflect .75% Industrial Funding Fee.

LABOR CATEGORY	EXPERIENCE	RATE
Director	15-20+ years	\$302.27/hr.
Account Services Director		
Creative Director		
Planning Director		
Production Director		
Media Services Director		
Database/Technical Director		
Manager	10-15 + years	\$203.53/hr.
Account Services Manager		
Creative Manager		
Planning Manager		
Production Manager		
Media Services Manager		
Database/Technical Manager		
Supervisor	7-12 years	\$144.08/hr.
Account Supervisor		
Project Management Supervisor		
Creative Supervisor		
Sr. Producer		
Media Supervisor		
Staff	3-10 years	\$121.91/hr.
Account Services Staff		
Creative Staff		
Planning & Research Staff		
Production Staff		
Media Services Staff		
Database/Technical Staff		
Legal Staff		
Specialist	1-5 years	\$85.64/hr.
Account Specialist		
Creative Specialist		
Planning & Research Specialist		
Production Specialist		
Database/Technical Specialist		
Support	5+years	\$58.44/hr.
Account Services Support		
Creative Support		
Production Support		
Media Services Support		
Database/Technical Support		
Client Production Support		

2. Maximum Order:	\$1,000,000
3. Minimum Order:	\$100
4. Geographic Coverage (delivery area):	Domestic and overseas delivery
5. Points of Production:	Warren, Michigan and Los Angeles, California
6. Discount From List Prices on Statement of Net Price:	Prices contained herein are net prices, discount deducted. Prices include .75% Industrial Funding Fee (IFF)
7. Quantity Discounts:	N/A
8. Prompt Payment Term:	Net 30
9a. Government Purchase Cards at or below the Micro-Purchase Threshold	CEC accepts Government Purchase Cards at or below: the Micro-Purchase Threshold of \$3,000
9b. Government Purchase Cards above the Micro-Purchase Threshold:	N/A
10. Foreign Items:	N/A
11a. Time of Delivery:	In accordance with agreed-to schedules as specified by the agency's purchase order
11b. Urgent Requirements:	Contact CEC for faster delivery or urgent requirements
11c. Overnight and Two-day delivery:	Contact CEC for overnight and Two-day delivery
12. F.O.B. Point:	Destination
13. Ordering Address:	Campbell Ewald Company 30400 Van Dyke Avenue, Warren, MI 48093-2316
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15. Warranty Provision:	CEC company warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract
16. Export Packaging Charges:	N/A
17. Terms and Conditions of Government Purchase Card Acceptance:	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
21. List of Service and Distribution Points:	N/A
22. List of Participating Dealers:	N/A
23. Preventive Maintenance:	N/A
24a. Special Attributes:	N/A
24b. Section 508 Compliance Info on EIT Supplies/Services:	The EIT Standards can be found at www.Section508.gov
25. Data Universal Number Systems (DUNS) Number:	006957658
26. Notification Regarding Registration in Central Contractor Registration (CCR) Database:	Campbell Ewald Company's registration with CCR is current

CEC (CAMPBELL EWALD COMPANY) IS A COLLABORATIVE MARKETING COMMUNICATIONS COMPANY HEADQUARTERED IN DETROIT, MICHIGAN.

We've grown to become a fully integrated marketing communications company thanks to our diverse and dedicated talent, and the continued trust of a broad client base which includes the U.S. Postal Service, U.S. Navy, United States Mint, Federal Citizen's Information Center, U.S. Department of Education, Alltel Wireless, Kaiser Permanente, USAA, U.S. Environmental Protection Agency, Centers for Disease Control and Prevention, OnStar, and PPG/Olympic Paints.

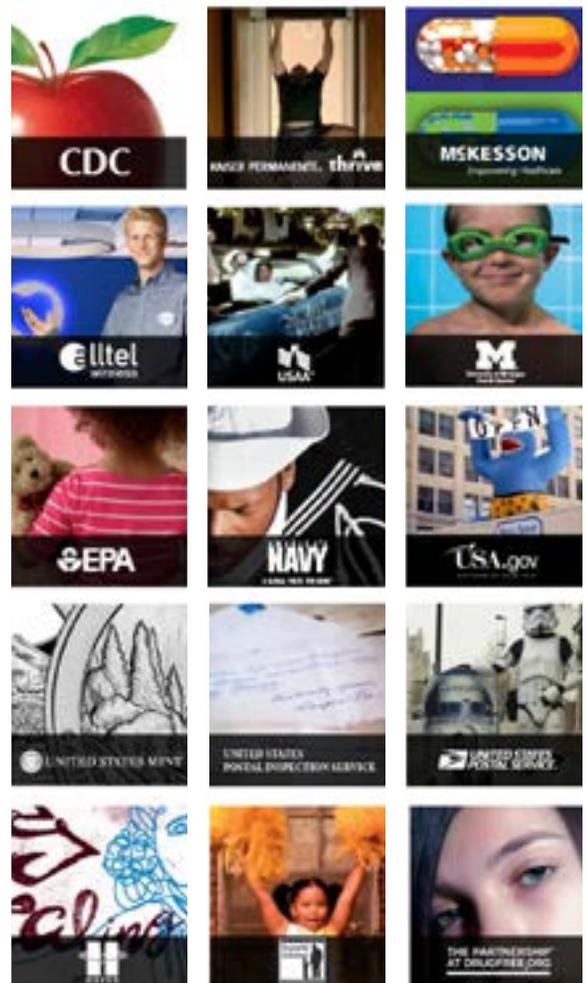
CEC was founded in 1911 and was privately held until joining the Interpublic Group of Companies (IPG) in 1972. We are one of the top 25 advertising and digital communications agencies in the United States.

We create fans of brands and endorsers of products by igniting conversations and experiences that demonstrate how the brands enhance consumers' quality of life. We engage consumers at every level of conversation. Get them talking about your brand over a beer or at a back-yard barbecue. Turn them into advocates that carry your message into every network you can imagine. Whatever the discipline — branding, digital, retail, direct marketing or experiential events — we thrive at making the complex simple.

We're hardwired to take a big idea and drill it down to the everyday, to make a brand accessible to people nationally or locally, across all platforms and all media.

**NATIONWIDE
OFFICE NETWORK**

- Detroit, MI
- Los Angeles, CA
- San Antonio, TX
- Miami, FL
- Washington, D.C.



OUR CAPABILITIES RUN VERY DEEP BECAUSE OUR CLIENTS NEED ACCESS TO EVERY TOOL IN THE COMMUNICATIONS TOOLBOX TO BE SUCCESSFUL Yes, we are a full-service advertising agency that creates powerful television, radio, print and other mass media. But with the pace of change and myriad of channels available today, we know we have to stay a step ahead. We like to identify trends before they're trends so we can help our clients stay ahead of the curve.

WE'VE DONE THIS BY...

Launching a dedicated Social Media Communications practice.

Weblogs, Vlogs, K-logs, Warblogs, Thematic blogs, and Moblogs. Microformats and microcontent. Social networking and Foksonomies. Smart mobs, P2P, and Pervasive Computing. Citizen Journalism and Virtual Communities. Our social media gurus are immersed 24/7. Or at least 9 to 5.

Merging our Digital and Publishing Capabilities.

The Web has a voracious appetite for content. And we're feeding it.

Going Hyper Media Neutral.

How we reach our clients' prospects is just as important as the message today. Collaboration of creative and media deliver the most powerful solutions.

Going Green.

We launched Garden, an "Environmentally Minded, Market-Focused" capability to help our clients create communications that show their commitment to the environment. (You'll note that our work is mounted on earth-friendly cardboard instead of foam core.)

Building a Media Lab.

With a Wii. And just about every other media technology out there. It's a place for our clients and employees to get some hands-on playtime with emerging media channels.

Leading with Analytics.

At the end of the day, it's all about getting results for our clients. So we're holding every single piece of communications we produce accountable through data analytics, dashboards and accountability models.



WHAT WE DO IS DEVELOP AND IMPLEMENT HIGHLY PERSUASIVE COMMUNICATIONS THAT CREATE CONVERSATION, AND DRIVE BEHAVIOR...From calling a Navy recruiter, to switching from FedEx to the U.S. Postal Service to using FCIC's USA.gov web site to find information about government services. Just building awareness isn't enough. We know that the job isn't done until our client's marketing target takes some fundamental action that leads to the sale or a change in behavior.



U.S. POSTAL INSPECTION SERVICE "2 SMRT 4U"

MySpace. Facebook. Chat rooms and FriendFeeds. As social networking sites continue to gain popularity among teen and tweens, so does the potential threat from online predators. Statistics show that nearly one in seven teens is sexually solicited online, and nearly 34% of teens have posted their real names, phone numbers or addresses online.

The U.S. Postal Inspection Service, partnering with the National Center for Missing and Exploited Children, wanted to build awareness of Internet risks, create educated ambassadors and ultimately change teens' online behavior.

CEC's solution was to create a wake-up call for young girls that they could rapidly embrace, champion, and share. From our internal research in conducting "friendship groups" with net-savvy teen girls, we knew the way to go was to tap into the mainstays of their teenage lives: friends, fashion and celebrities.

We conveyed the message through a unique conduit that would be cool, fashionable, and a tangible reminder to stay safe online: the 2 SMRT 4U ring. The ring debuted in Teen Vogue Fashion University, followed by a Teen Vogue print and online media campaign featuring the star of the hit TV show "Heroes"—Hayden Panettierre. The official 2SMRT4U web site featured safety tips, cool downloads, and real-life stories from girls around the country.

Within three weeks, the campaign had surpassed everyone's expectations. Media attention created a groundswell of interest among teen girls, and nearly 337,000 rings were ordered here in the states and in 82 countries abroad. 94% of teen girls who ordered the rings say they wear it, and 81% say they've discussed the ring with others. Two-thirds of the girls who heard about the campaign said they are more careful online as a result. But perhaps more important — the incidence — of face-to-face meetings arranged online has dropped 50% since the start of the campaign.



Web Site



Print



2SMRT4U Ring

Points For Parents



Earned Media Coverage



**CAMPBELL
EWALD**

UNIQUE EXPERTISE
INTEGRATED MARKETING IN COMPLEX ENVIRONMENTS

GIVEN THE DEPTH AND BREADTH OF OUR SERVICE OFFERINGS, IT'S NO WONDER THAT SO MANY MARKETERS WHO OPERATE IN HIGHLY COMPLEX MARKETING ENVIRONMENTS COME TO CEC.

We do our best in situations characterized by multiple target audiences and influencers, each requiring a good deal of information before taking action. It's our ability to make sense of this complexity and to integrate our communications solution to maximize both effectiveness and efficiency that sets us apart.



U.S. NAVY RECRUITING

Today's Millennials clearly have a desire to do great things, but when faced with a life-changing decision, they don't know what to do. So we built a campaign around the idea of helping them chart a course for adventure and achievement.

Our approach was to "surround sound" the target with total integration – from print and direct mail to video games. We launched the "Life Accelerator" tool to help them profile their own interests, goals, and aspirations—and then showed them how the Navy could help them achieve them.

Lead generation improved dramatically, resulting in a record 78 straight months of meeting enlisted recruiting goals. And we did it with the lowest cost-per-recruit among all of the service branches – a full 40% lower than the Marines and one-third the Army.

We also pioneered innovative, experimental initiatives as part of our strategy for making sense of the fragmented media habits of 17-to-24-year-olds:

Customized mobile phone marketing.

Integrated video-on-demand programming, including Navy SEALs workout regimens.

Tours and events, such as the Navy SEAL challenge where potential recruits are encouraged to go head-to-head with SEALs in timed challenges.

Dedicated YouTube page that showcases agency and Sailor-created content.



YouTube Brand Channel



Interactive Television



Navy SEAL S Challenge



Click-to-Video in Mobile

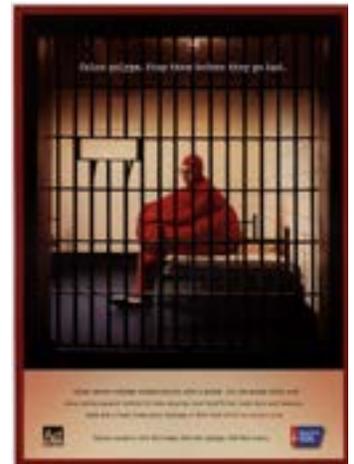
OUR INDUSTRY-ACCLAIMED COMMUNICATIONS PLANNING PROCESS RESULTS IN UNCANNY INSIGHT INTO WHAT MAKES OUR CLIENTS' TARGET AUDIENCES "TICK." Nowhere is this ability more important than for our clients in the health and social marketing arenas.



WE EVEN CREATED A FUNNY LOOKING CHARACTER TO HELP PEOPLE FACE DOWN CANCER CEC was given the tough task of convincing people to get a colonoscopy in an effort to reduce colon cancer among all Americans. Early research told us that this was a taboo subject, with respondents indicating very little willingness to even talk about it let alone do something about it.

We knew that to be successful, we had to really do something different to break-through the deep-seated reluctance to think about this issue. So we created "Polyp Man," a character that looks like a colon polyp, who shows up where he least wanted – which is everywhere. He is a nuisance until doctor "cops" haul him way. The humorous ads worked to grab attention and leave a memorable impression in the minds of the audience, thus helping to drive home the simple message: Colon cancer. Get the test. Get the polyp. Get the cure."

Awareness of colon cancer rose dramatically as a result of this campaign. Within months of launch, 57% of consumers said they had read, heard and seen something about colon cancer prevention – a 20% increase in awareness. More important, more people than ever understood the message loud and clear: Colon cancer can be prevented by early removal of polyps.



Print



NATIONAL FATHERHOOD INITIATIVE — we built awareness of the importance of a father's role in a child's life, drove increases in dialogue about the issue, and even had a positive impact on the amount of time fathers spend with their kids.



AMERICAN HEART ASSOCIATION —we dramatically increased awareness of heart disease as the number one killer in America and drove more than 1 million people to take the online "Learn and Live Quiz" to learn about prevention.



KAISER PERMANENTE — our "Thrive" campaign positioned Kaiser Permanente HMO as the champion of wellness and helped their members lose weight, quit smoking, get a grip on stress, and eat better.

IT'S NOT SEXY, BUT WE KNOW CAREFUL STEWARDSHIP OF ANY CLIENT PROGRAM IS ESSENTIAL TO SUCCESS. It's all about being on time and on budget, and we have proven our ability to successfully manage some of the largest and most complex accounts in the country.

WE HAVE HONED OUR SKILLS ON SOME OF THE LARGEST AND MOST DEMANDING CLIENTS IN THE COUNTRY, INCLUDING GENERAL MOTORS. And we know it all starts with rock-solid process, in both technical performance and contract administration. And this can only come from a disciplined process that is repeatable and efficient.

For us this means:

A clearly defined communications development process that can be customized to fit every client's need.

Account management mandates that dictate regular internal and client status tracking to ensure that every project is on track.

Production schedules/timelines for every project that hold everyone accountable to on-time delivery.

Conference reports written within 24 hours of every meeting where mission-critical decisions are made.

An online project management system that prevents unauthorized expenditures from being made.

A Quality Assurance protocol that minimizes error and immediately elevates problems that do occur for immediate resolution.

