

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

**THE PROFESSIONAL SERVICES SCHEDULE  
FSC GROUP 00CORP**

**CONTRACT NUMBER:**

**GS-23F-0158L**

**PERIOD COVERED BY CONTRACT:**

**April 9, 2006 through April 8, 2021**

**PlowShare Group, Inc.**

**One Dock Street**

**Stamford, CT 06902**

**Phone: (203) 425-3949; Fax: (203) 425-3950**

**Contract Administrator: Jeffrey H. Boal**

**[[jeff@plowsharegroup.com](mailto:jeff@plowsharegroup.com)]**

**Internet Address: [www.plowsharegroup.com](http://www.plowsharegroup.com)**

**BUSINESS SIZE: Large**

**DUNS NUMBER: 877638544**

Pricelist current through Modification PO-0021, dated March 4, 2016.

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 Internet address for GSA *Advantage!*™ is <http://www.fss.gsa.gov>. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.fss.gsa.gov>.

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## ORDERING INFORMATION

- 1a. Authorized Special Item Numbers (SINs): *See Pricing on Page 5*  
*Special Item No. 541-1 / 541-1 RC (Advertising Services)*  
*Special Item No. 541-5 / 541-5 RC (Integrated Marketing Services)*  
*Special Item No. 541-1000 / 541-1000 RC (Other Direct Costs)*
- 1b. Prices shown in this section are net and valid through out the United States and PR. ODC amounts and number of labor hours required will vary based on individual scopes of work. All travel costs are governed by Federal Acquisition Regulation 31.205-46.
- 1c. Contractor is proposing hourly rates
2. Maximum order: *\$1,000,000*
3. Minimum order: *\$100.00*
4. Geographic coverage (delivery area): *Worldwide*
5. Point(s) of production (city, county, and state or foreign country): *Stamford, Connecticut  
Fairfield County*
6. Discount from list prices or statement of net price: *Government prices are net*
7. Quantity discounts: *Additional 1% for orders totaling \$50,000 - 99,999*  
*Additional 3% for orders totaling \$100,000 - 499,999*  
*Additional 5% for orders totaling \$500,000 - 999,999*
8. Prompt payment terms: *Net 30 days*
- 9a. Government purchase cards are accepted below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
10. Foreign items (list items by country of origin): *Not Applicable*
- 11a. Time of delivery: *As negotiated between Contractor and Ordering Agency*
- 11b. Items available for expedited delivery: *Not Applicable*
- 11c. Overnight and 2-day delivery: *Ordering Agency may contact PlowShare Group for overnight and 2-day delivery rates*
- 11d. Urgent Requirements: *As negotiated between Contractor and Ordering Agency*
12. F.O.B. Point: *Destination*

13a. Ordering address:

*PlowShare Group, Inc.  
One Dock Street  
Stamford, CT 06902  
Telephone: (203) 425-3949  
Fax: (203) 425-3940*

13b. Ordering Procedures: *For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS schedule homepage ([fss.gsa.gov/schedules](http://fss.gsa.gov/schedules)).*

14. Payment address:

*PlowShare Group, Inc.  
One Dock Street  
Stamford, CT 06902*

15. Warranty provision: *Not Applicable*

16. Export packing charges: *Not Applicable*

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): *None*

18. Terms and conditions of rental, maintenance, and repair: *Not Applicable*

19. Terms and conditions of installation: *Not Applicable*

20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: *Not Applicable*

20b. Terms and conditions for any other services: *Not Applicable*

21. List of service and distribution points: *Not Applicable*

22. List of participating dealers: *Not Applicable*

23. Preventive maintenance: *Not Applicable*

24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: *Not Applicable*

24b. Section 508 Compliance: *Not applicable*

25. Data Universal Number System (DUNS) number: *87-763-8544*

26. PlowShare Group, Inc. is registered in the System of Award Management (SAM) database.  
*CAGE Code: IUDM2*

## PLOWSHARE GROUP, INC.'S GSA PRICING

Plowshare Group, Inc. understands that awarded Other Direct Costs (ODCs) are comprised of and directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements. PlowShare Group, Inc. understands that based on the specific tasks identified at the task order level Clause Price 552.238.75 reductions may be used to provide a proposed fix price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODC's as specified without a modification to this contract.

SIN	Labor/Task Category	GSA Price 4/9/16- 4/8/17	GSA Price 4/9/17- 4/8/18	GSA Price 4/9/18- 4/8/19	GSA Price 4/9/19- 4/8/20	GSA Price 4/9/20- 4/8/21
<b>Account Management</b>						
541-1 and 541-5	Senior Account Manager	\$244.25	\$251.58	\$259.13	\$266.90	\$274.91
541-1 and 541-5	Project Manager	\$68.68	\$70.74	\$72.86	\$75.05	\$77.30
541-1 and 541-5	Contract Manager	\$68.68	\$70.74	\$72.86	\$75.05	\$77.30
541-1 and 541-5	Ad Strategy & Research Manager	\$237.12	\$244.23	\$251.56	\$259.10	\$266.88
541-1 and 541-5	Media Outreach Manager	\$116.33	\$119.82	\$123.41	\$127.11	\$130.93
541-1 and 541-5	VP Account Director	\$233.91	\$240.93	\$248.16	\$255.60	\$263.27
541-1 and 541-5	Campaign Coordinator	\$91.54	\$94.28	\$97.11	\$100.02	\$103.02
541-1 and 541-5	Writer & Editor	\$91.54	\$94.28	\$97.11	\$100.02	\$103.02
<b>Creative Development</b>						
541-1 and 541-5	Senior Creative Director	\$244.25	\$251.58	\$259.13	\$266.90	\$274.91
541-1 and 541-5	Copywriter	\$244.25	\$251.58	\$259.13	\$266.90	\$274.91
541-1 and 541-5	Co Creative Director	\$237.12	\$244.23	\$251.56	\$259.10	\$266.88
541-1 and 541-5	Senior Art Director/Designer	\$179.65	\$185.04	\$190.59	\$196.31	\$202.20
541-1 and 541-5	Junior Art Director/Designer	\$116.15	\$119.64	\$123.23	\$126.92	\$130.73
<b>Radio Production</b>						
541-1000	Radio Production Supervisor	\$93.42	\$93.42	\$93.42	\$93.42	\$93.42
541-1000	Casting Studio Time	\$219.98	\$219.98	\$219.98	\$219.98	\$219.98
541-1000	Production Studio Time	\$302.47	\$302.47	\$302.47	\$302.47	\$302.47
541-1000	Dubbing & Mastering	\$109.99	\$109.99	\$109.99	\$109.99	\$109.99
<b>Television Production</b>						
<i>Production</i>						
541-1000	Television Production Supervisor	\$104.49	\$104.49	\$104.49	\$104.49	\$104.49
541-1000	Director	\$1,209.88	\$1,209.88	\$1,209.88	\$1,209.88	\$1,209.88
541-1000	Art Director	\$247.48	\$247.48	\$247.48	\$247.48	\$247.48
541-1000	Assistant Director	\$91.65	\$91.65	\$91.65	\$91.65	\$91.65
541-1000	Director of Photography	\$329.97	\$329.97	\$329.97	\$329.97	\$329.97
541-1000	Assistant Cameraman	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50
541-1000	Gaffer	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50
541-1000	Best Boy	\$57.75	\$57.75	\$57.75	\$57.75	\$57.75
541-1000	No. 3 Electric	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99
541-1000	Grip	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50
541-1000	2nd Grip	\$57.75	\$57.75	\$57.75	\$57.75	\$57.75
541-1000	Sound Mixer	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50
541-1000	Boom Operator	\$57.75	\$57.75	\$57.75	\$57.75	\$57.75
541-1000	Make-up	\$82.50	\$82.50	\$82.50	\$82.50	\$82.50
541-1000	Stylist	\$82.50	\$82.50	\$82.50	\$82.50	\$82.50
541-1000	Script Supervisor	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50

SIN	Labor/Task Category	GSA Price 4/9/16- 4/8/17	GSA Price 4/9/17- 4/8/18	GSA Price 4/9/18- 4/8/19	GSA Price 4/9/19- 4/8/20	GSA Price 4/9/20- 4/8/21
541-1000	Production Assistant	\$24.06	\$24.06	\$24.06	\$24.06	\$24.06
541-1000	Craft Services	\$27.50	\$27.50	\$27.50	\$27.50	\$27.50
541-1000	Outside Prop	\$71.50	\$71.50	\$71.50	\$71.50	\$71.50
541-1000	Inside Prop	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50
541-1000	Location Scout	\$65.99	\$65.99	\$65.99	\$65.99	\$65.99
541-1000	Generator Operator	\$54.99	\$54.99	\$54.99	\$54.99	\$54.99
541-1000	VTR Playback	\$30.80	\$30.80	\$30.80	\$30.80	\$30.80
541-1000	Production Manager	\$60.50	\$60.50	\$60.50	\$60.50	\$60.50
	<b><i>Postproduction Editorial &amp; Effects</i></b>					
541-1000	Editorial	\$186.98	\$186.98	\$186.98	\$186.98	\$186.98
541-1000	Computer Assisted Effects Creation	\$208.98	\$208.98	\$208.98	\$208.98	\$208.98
541-1000	Film to Tape Transfer	\$934.91	\$934.91	\$934.91	\$934.91	\$934.91
541-1000	Conform	\$156.18	\$156.18	\$156.18	\$156.18	\$156.18
541-1000	Audio Effects & Finish	\$137.49	\$137.49	\$137.49	\$137.49	\$137.49
	* - Unit Equals One Hour					

Plowshare Group, Inc. understands that awarded Other Direct Costs (ODCs) are comprised of and directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower/higher price for specific requirements. PlowShare Group, Inc. understands that based on the specific tasks identified at the task order level Clause Price 552.238.75 reductions may be used to provide a proposed fix price to the agency to more accurately reflect the actual work required. Orders may not exceed the awarded ODC's as specified without a modification to this contract.

### Service Contract Act

Service Contract Act: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

# **PLOWSHARE GROUP, INC. LABOR CATEGORIES**

## **WRITER/EDITOR**

*Functional Responsibility:* Writer/editor has public health experience and tobacco experience. The writer/editor has experience writing for a government audience (generally this would be an audience such a Division or Center, HHS, another federal agency, and legislators). Has experience writing for the Web, including matte articles, feature articles, fact sheets. Has experience preparing materials that are “culturally and linguistically appropriate and low literacy or plain language.” Writer/Editor has experience with and writing for social media profiles (especially writing for audience-specific blogs. Has Web content management experience. Knowledge of CDC programs, goals, objectives, and clearance process is desirable, but not mandatory.

*Minimum/General Experience:* At least 5 years’ experience

*Minimum Education:* Bachelor’s Degree

## **CAMPAIGN COORDINATOR**

*Functional Responsibility:* The Campaign Coordinator will be a key member of the team and service as liaison between contract staff, vendors, and members of the client campaign team. S/he will need to quickly develop an intimate level of understanding of the campaign goals, objectives and strategies, and will have specialized experience in managing large scale public health campaigns. The Campaign Coordinator will perform fundamental communications tasks and serve as a day to day client contact. S/he will have a public health background with knowledge of tobacco use and control. The Campaign Coordinator shall provide support to the client staff for the duration of project.

*Minimum/General Experience:* At least 5 years’ experience

*Minimum Education:* Bachelor’s Degree

## **VP ACCOUNT DIRECTOR**

*Functional Responsibility:* Provides media strategy that effectively, efficiently and innovatively reaches the defined target audiences of campaigns, including strategy, planning, buying and measuring all paid media.

*Minimum/General Experience:* 10+ years’ experience directing strategic media planning, buying, channel selection; assessing effectiveness and return on investment for national and local advertising campaigns

*Minimum Education:* Bachelor’s Degree

## **SENIOR ACCOUNT MANAGER**

*Functional Responsibility:* Provides leadership in the execution of client services by possessing the ability to discern and relate to client's issues and objectives; communicates with senior-level clients; and promotes strategic initiatives that will impact clients’ results and exceed client expectations. Works with client in supervision and development of advertising and marketing plans, strategies and tactics. Develops and maintains budget parameters and is a general steward of the process. Provides oversight and agency accountability for achieving and meeting marketing goals. Coordinates with Project Manager and Creative team members to develop, produce and implement creative marketing/advertising solutions.

*Minimum/General Experience:* 10+ Years of Account Management Experience

*Minimum Education:* Bachelor’s Degree

## **AD STRATEGY & RESEARCH MANAGER**

*Functional Responsibility:* Provides leadership in the development and execution of the strategic direction and the broad conceptual thinking of a client’s brand. Provides key insights into consumer mindset and potential advertising direction(s). Provides a leadership role in the development of qualitative and quantitative research. Works with client in supervision and development of advertising and marketing plans, strategies and tactics. Develops and maintains budget parameters and is a general steward of the process. Provides oversight and agency accountability for achieving and meeting marketing goals. Coordinates with Senior Account Manager, Project Manager and Creative team members to develop, produce and implement creative marketing/advertising solutions.

*Minimum/General Experience:* 10+ Years of Account Management Experience

*Minimum Education:* Bachelor’s Degree

### **PROJECT MANAGER**

*Functional Responsibility:* Works with client and agency senior staff to provide task-based support of client advertising and marketing objectives, strategies and tactics. Provides reports and analysis of client advertising initiatives and is more task oriented rather than strategic. When appropriate will take the lead role but with the oversight and coaching of senior managers. Coordinates with Senior Account Manager and Creative team members to develop, produce and implement creative marketing/advertising solutions. Serves as liaison with mid-level client representatives.

*Minimum/General Experience:* 3 Years of Project Management Experience

*Minimum Education:* Bachelor's Degree

### **CONTRACT MANAGER**

*Functional Responsibility:* Works with client and agency senior staff to insure contract compliance. Provides coordination and accountability to contract officers on specific client contracts. Insures that purchasing, billings and invoice procedures are proper. Coordinates with Senior Account Manager and client contract representatives.

*Minimum/General Experience:* 3 Years of Contract Management Experience

*Minimum Education:* Bachelor's Degree Business Concentration

### **MEDIA OUTREACH MANAGER**

*Functional Responsibility:* Works with local, regional and national media outlets across TV, Radio, print, online and out of home media to obtain free media time and space. Solicits media to run PSA programs on a pro bono basis. Works to develop integrated media strategies and plans, and incorporates them into projects. Serves as media liaison for projects to ensure fair, accurate, and necessary coverage of projects activities.

*Minimum/General Experience:* 5 Years of Media Management Experience

*Minimum Education:* Bachelor's Degree

### **SENIOR CREATIVE DIRECTOR**

*Functional Responsibility:* Oversees concept development and visual execution of all creative work. Examines and approves finished art and conceptual material. The Senior Creative Director is experienced in a broad array of advertising creative services and media, including television, print and online advertising, direct mail, brand identity and brand image collateral and other related creative services. Will provide broad conceptual thinking and recommendations to solve client marketing and advertising problems. Stewards the agency's entire creative output and is responsible for achieving the well constructed thoughtful creative solutions. This person will consult with Senior Art Director(s), Copywriters and others within the Account Management and Creative Development areas as necessary to create impactful communications that achieve marketing objectives.

*Minimum/General Experience:* 10+ years of Creative Development & Management Experience

*Minimum Education:* Bachelor's Degree

### **CO- CREATIVE DIRECTOR**

*Functional Responsibility:* In concert with the creative director, the co-creative Director provides similar complimentary oversight of the creative development process as the Senior Creative Direction. He/she will oversee concept development and visual execution of all creative work. Examines and approves finished art and conceptual material. Co Creative Director is experienced in a broad array of advertising creative services and media, including television, print and online advertising, direct mail, brand identity and brand image collateral and other related creative services. Will provide broad conceptual thinking and recommendations to solve client marketing and advertising problems. Stewards the agency's entire creative output and is responsible for achieving the well constructed thoughtful creative solutions. This person will consult with the Senior Creative Director, Senior Art Director(s), Copywriters and others within the Account Management and Creative Development areas as necessary to create impactful communications that achieve marketing objectives.

*Minimum/General Experience:* 10+ years of Creative Development & Management Experience

*Minimum Education:* Bachelor's Degree

## **SENIOR ART DIRECTOR/DESIGNER**

*Functional Responsibility:* Oversees concept development and visual execution of creative work.

Examines and approves finished art and conceptual material. The Senior Art Director/Designer is experienced in a broad array of advertising creative services and media, including television, print and online advertising, direct mail, brand identity and brand image collateral and other related creative services. Will art direct photography sessions and work with freelancers as needed. This person will consult with others within the Account Management and Creative Development areas as necessary to create impactful communications that achieve marketing objectives.

*Minimum/General Experience:* 10 years of Art Direction and Design Experience

*Minimum Education:* Bachelor's Degree

## **JUNIOR ART DIRECTOR/DESIGNER**

*Functional Responsibility:* Develops design concepts and executes them in print, collateral, brand identity, direct mail, advertising, posters and other materials to support marketing and communication goals. Designs materials according to creative briefs provided by the Senior Art Director. Develops design concepts that support project positioning and messaging. May art direct photography sessions and work with freelancers as needed. Works with other Art Directors, Copywriters and additional designated team personnel in production of materials. Works with Senior Art Designer in selection of papers, inks, vendors, models, freelancers, and any and all outside sources/purchases needed to fulfill production of each project. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities.

*Minimum/General Experience:* 5 Years of Practical Art Direction and Design Experience

*Minimum Education:* Bachelor's Degree

## **COPYWRITER**

*Functional Responsibility:* Contributes to the concept development and copywriting portion of the creative work. Provides detailed scripts, body copy and headlines for TV, Radio, Print & Collateral as required by the client. Works in collaboration with the Senior Art Director and Creative Director and Account Management team members to achieve compelling copy and creative ideas. Works on a more task oriented basis and will help in a supportive role during the production process. Will work with freelancers as needed and others as necessary to create impactful communications that achieve marketing objectives.

*Minimum/General Experience:* 5 years of Copywriting Experience

*Minimum Education:* Bachelor's Degree

## PLOWSHARE GROUP, INC. COMPANY OVERVIEW

Since July, 1994, PlowShare Group, a full-service advertising agency, has been serving the marketing communications needs of non-profit organizations and government agencies exclusively. PlowShare is a leader in social marketing, representing such prominent and diverse organizations as the American Lung Association, American Red Cross, Jeffrey Modell Foundation, March of Dimes, National Crime Prevention Council, The Nature Conservancy, Save the Children, U.S. EPA (SmartWay Transport Partnership) and World Wildlife Fund. We have unparalleled experience in creating, producing, distributing, marketing and tracking PSA campaigns on a nationwide and regional basis. Our hallmarks as an agency are creativity, innovation and accountability.

Development of thoughtful creative advertising approaches for social issue communications problems is at the heart of our organization. We have created hundreds of television and radio PSAs in our ten-year history. We understand unlike traditional ad agencies the important role that the media gatekeeper plays in approving the advertising for inclusion into their rotation. Therefore we consult with public service advertising directors early in the process to gain their insights into the creative we have conceptualized. Furthermore, we understand what it means to have a limited budget and we work diligently with our clients and vendors to gain the greatest possible production values for the development of our PSAs.

We will work with you to develop an appropriate and meaningful strategic platform from which the creative solution will be developed. PlowShare offers full strategic messaging capabilities as well as executing the approved strategy with insightful creative copy and art direction. Creative concepts will be presented that reflect the insights and approaches discussed in the strategic platform. Given an approved advertising approach we often recommend that clients test the approach in classic focus group communications research. At the production phase we work with a wide range of television and radio production facilities. The location selected is predicated on the needs of the advertising and we will tailor the facilities to achieve an appropriate mix of creativity and cost control. After the advertising is complete we typically work with our clients in the distribution of these materials out to the media gatekeeper.

The best testimony to our work comes from our clients. In particular we would like to share a quote from Nancy Tyler who is responsible for PSA advertising and communications at GSA:

*“We appreciate PlowShare Group’s interest in us as people. They work very hard to create upbeat relationships that show they care about more than just the work... they care about us too.*

*PlowShare gives us so much more than they promise – networking opportunities with industry leaders, great New York City based talent and post-production and quality campaigns that have resulted in tens of millions of dollars in donated airtime from stations around the country.*

*I’ve never had to guess where we were in the creative process. PlowShare Group’s account team is the most thorough and conscientious one that I’ve had the pleasure of working with in more than 13 years of collaborating with advertising agencies.”*  
- Nancy Tyler U.S. GSA

PlowShare Group is invited everyday to steward this country's leading social issue brands. We honor that invitation and bring wisdom, creativity and diligence. We believe in the power of communications to affect social change and the possibility that together we can provide the necessary drive to move individuals.

**Special Olympics**, in cooperation with the PlowShare Group, created and distributed the first wave of a multi-media public service advertising campaign entitled "Swimmer." This campaign marshaled the collective marketing and outreach approaches found in traditional public service advertising (PSAs). The television portion of the campaign was followed up with radio, magazine and newspaper advertising campaigns. An impressive 675 stations have broadcast the TV ad campaign across 205 markets. This represents two-thirds of the total potential number of stations and is up versus the prior year's campaign. The TV PSA has aired 39,996 times in the one-year period since its launch. <http://www.specialolympics.org>

When the tsunami disaster struck on December 26, 2004, everyone was searching for a meaningful way to help the victims. The PlowShare team was fortunate to be tapped by **Save The Children** to craft their disaster relief message in the form of [public service announcements](#) for TV, radio and print.

Since time was of the essence, the New Year's holiday was truncated as we worked round the clock with Save the Children on conceiving, casting and producing the advertising. While it would have been more expeditious to simply utilize stock footage of disaster victims with a voice-over, PlowShare wanted Save the Children's public service message not only to be distinct but also to reinforce the brand image of the nonprofit organization as one focused on creating lasting change for children in need. Our work appropriately featured American children sharing their thoughts and feelings about the tsunami disaster, what happened, and what was needed in the rebuilding effort.

**National Public Lands Day** (NPLD) <http://www.npld.org> is a national [social cause program](#) designed to build awareness and participation in caring for our public lands and public open spaces. PlowShare created print public service advertising for NPLD that leveraged the hands-on quality of the nonprofit organization's volunteer experience. The print ads also raised the bar for the public service organization and established them as a national organization with high standards and ideals. The media has responded tremendously to this advertising campaign, running over two million dollars in pro bono ad space for NPLD.

PlowShare has a longstanding relationship with the **U.S. EPA** <http://www.epa.gov> having done work for many years on behalf of their Radon Awareness program and more recently building communications materials for their SmartWay Transport Partnership brand. SmartWay is a voluntary program that provides truckers and trucking companies with practical strategies and best practices for their fleets that will increase fuel efficiency and decrease emissions. The air gets cleaner and trucking companies save money. PlowShare developed this direct-to-trade [public service advertising program](#) that has broken a number of barriers within the shipping industry.

The overarching goal of this long-term PlowShare client is to boost interest and membership in **WWF** <http://www.wwf.org>. Our marketing strategy for this nonprofit organization supports the development of advertising that celebrates the beauty of nature, while recognizing the fragile status of endangered species and their habitats. Tactically, the campaign uses TV, print, radio and out-of-home public service advertising to offer respondents a free action kit as a means of getting them actively involved in the [social cause](#) of protecting the environment. Importantly, a majority of individuals who order the action kit by phone or email are likely to become WWF (dues-paying) members. The yield ratio is quite high. The campaign has exceeded all expectations in terms of the amount of donated PSA inventory generated, as well as increased numbers of prospective WWF members either calling or visiting the client website. PlowShare's public service advertising is credited with increasing phone calls and web hits fourfold.

PlowShare's first public service campaign with the **American Lung Association** <http://www.ala.org> is helping to bring urgent awareness of the fourth leading cause of death in America, but one that is virtually unknown. COPD, or Chronic Obstructive Pulmonary Disease is a disease that blocks airflow to the lungs. A telltale sign of COPD is a chronic cough.

Thus our creative invites listeners to take the "National Cough Test" to learn the symptoms of COPD and to take action: Don't take chances, get answers. Call the American Lung Association.

For the past four years, PlowShare has played an increasingly important role in prominently promoting McGruff the Crime Dog as the trusted source of crime prevention information. Our efforts on behalf of the **National Crime Prevention Council** <http://www.ncpc.org> have helped to educate parents about safeguarding their children on the Internet, offering tips that every parent should know. We also reached out directly to children on Internet safety, and as part of this effort, created a hipper-looking brand icon that children respond well to.

Our newest opportunity is educating individuals about identity theft, one of the fastest-growing crimes in America. As part of this, PlowShare will be introducing the first-ever three-dimensional computer-generated rendering of the McGruff character. This is well timed for his 25th anniversary in 2005.