

ed Waste Management Board

proach to Outreach Activities

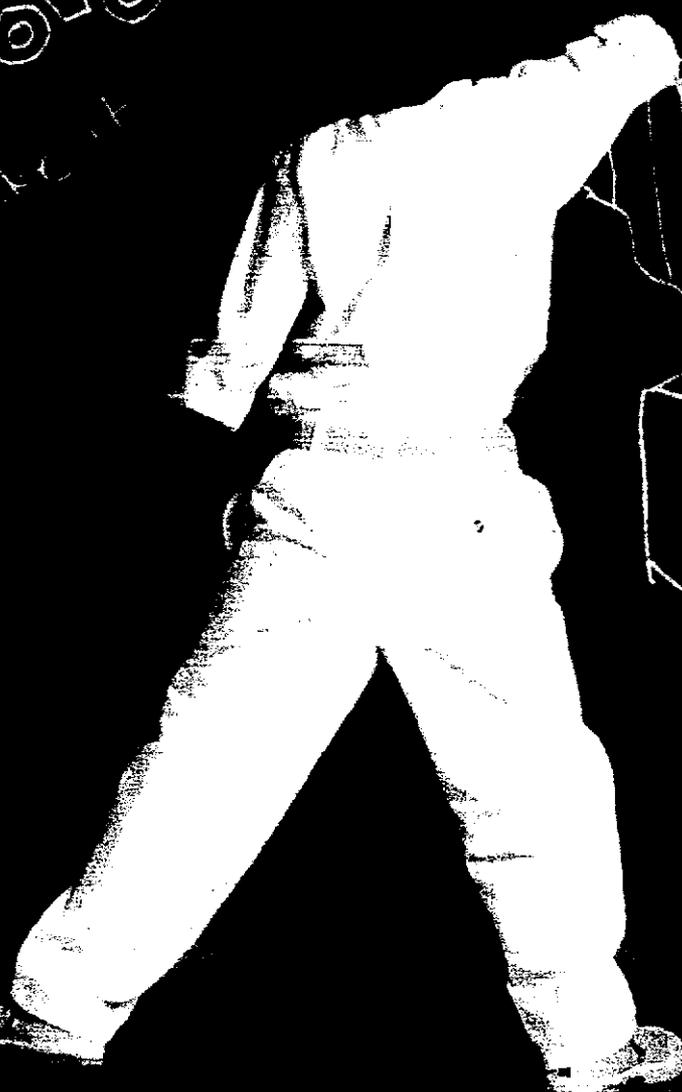
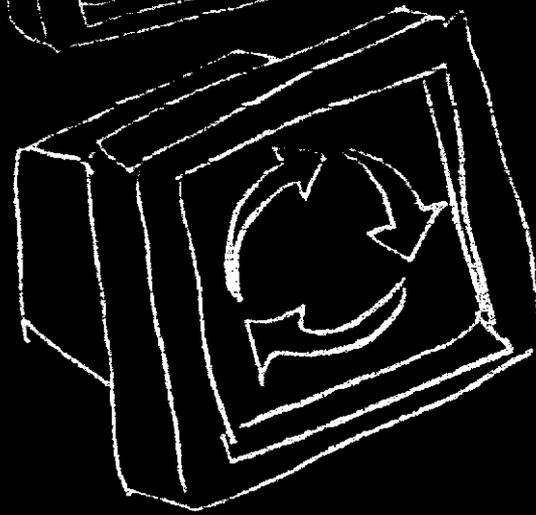
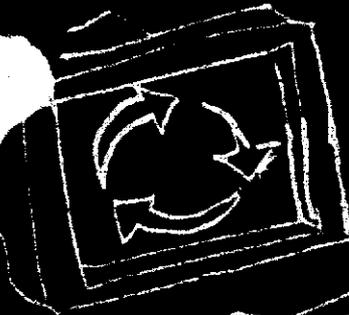
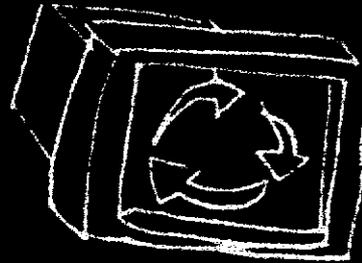
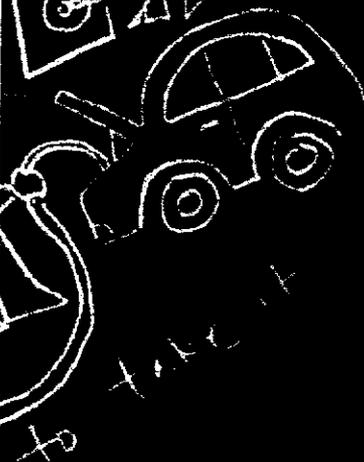
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Ogilvy Public Relations Worldwide

May 23, 2007

Ms. Carol Baker
California Integrated Waste Management Board
1001 I Street, MS-7
Sacramento, CA 95814

Dear Ms. Baker,

Ogilvy Public Relations Worldwide is pleased to submit this proposal to the California Integrated Waste Management Board (CIWMB) for RFP #IWM06096, Multi-Pronged Approach to Outreach Activities.

The team that we have assembled is dedicated to helping California become a better place to live and that includes helping the CIWMB create a California where residents buy green, build green, grow green, drive green and live green. Our team members were hand-selected due to their qualifications and interest in social and environmental issues. We believe that is important.

Our team is comprised of the following experts:

- **MediaLine** — experts in public service announcement (PSA) placement. The firm has successfully placed PSAs for Climatestar nationally and most recently for the CIWMB's e-recycle campaign.
- **Take Action Research** — environmental research, conservation psychology and consumer behavior experts. Key team members developed and worked on the CIWMB "Busting the 3,000 Mile Myth" study.
- **Gomez Research** — experts on environmental studies, Gomez is currently on contract with the CIWMB through Ogilvy PR for the tire sustainability program.
- **BUKWILD** — award-winning design and development firm for digital influence and social media campaigns.
- **ck.pr Strategic Communications** — DVBE firm with award-winning environmental PR expertise.

(more)

Our proposal demonstrates our proven ability to successfully conduct award-winning public education and social marketing campaigns on behalf of state agencies. We have developed exciting recommendations for CIWMB's consideration and look forward to continuing our current working relationship with the Board.

For more than 20 years, Ogilvy PR has been at the forefront of social marketing — advancing important issues aimed at sparking positive behavior change. Consider the following:

- **We know how you work, we understand your issues.** Having been on contract with the CIWMB since June 2005 (Green Roads, e-recycle and tire sustainability campaigns), we understand how your organization operates, we know and currently work with key program staff, and we have a deep understanding of the goals and mission of the CIWMB.
- **We specialize in conducting social marketing campaigns for government agencies.** Through our Social Marketing Practice, we have managed dozens of local and statewide campaigns for government clients in California and understand the requirements of working with the state. Clients have included: Caltrans, the County of Los Angeles Department of Public Works, Sacramento Regional County Sanitation District, Sacramento River Water Reliability Study, City of Sacramento, California Attorney General's Office, California Office of Traffic Safety, California Department of Education and the Medical Board of California, to name a few.
- **We have a strong background in environmental public relations.** Ogilvy PR specializes in creating and implementing strategic communications programs for complex projects that have an impact on their surrounding environment and require extensive stakeholder outreach and public or resource agency involvement. From e-recycling to land use, infrastructure, water, flood-control, clean-up, tire sustainability and resource management projects, our team has a deep understanding of environmental issues.
- **We have worked on used oil reduction with the CIWMB.** Several years ago, our agency conducted initial research and developed a comprehensive communications plan on how to best reach the do-it-yourselfer (DIYer) about proper oil disposal.
- **We have an award-winning, in-house Creative Studio.** Our creative team offers more than 40 years of combined work experience in the development and production of informational materials. Our team has worked on a myriad of award-winning campaigns aimed at educating audiences and encouraging behavior change. The Green Roads, tire sustainability and e-recycle campaigns are among our award-winning work having recently received recognition at the Sacramento Ad Club's ADDYs and State Information Officer Council's awards dinner.
- **We know California and offer a statewide team.** Having conducted statewide campaigns for two decades, we have unmatched experience and knowledge working with California's geographically and culturally diverse populations. With offices in Sacramento, San Francisco and Los Angeles — we truly offer statewide reach.

(more)

- **We understand how to reach ethnically diverse and multi-lingual audiences.** Our work with California state agencies has given us unparalleled experience in developing the right messages and communications channels for reaching the diverse populations throughout the state.
- **We are respected within the industry.** Our firm has received several prestigious awards throughout the years. In 2005, our social marketing practice was named "without peer" by the *Holmes Report's Agency Report Card*. *PR Week's* 2006 Annual Agency Excellence Survey ranked Ogilvy PR higher than any other agency in several major categories including "Who would you hire as your next agency?"

We appreciate the opportunity to present our qualifications and provide the CIWMB with innovative ideas. Should you have any questions, please feel free to contact me at any time.

Sincerely,



Beverly Kennedy
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Summary

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Methodology

Strategic & Specific Campaign Methodology

In the Scope of Work sections, we have provided further detail surrounding the strategies and methodologies that will be used for each activity.

Summary

Overview of Project

Ogilvy PR understands that the CIWMB is seeking one contractor to implement four activities:

- Consumer Behavior and Habits Survey
- E-recycle.org Advertising
- Children's/Youth Outreach
- Used Oil Recycling and Oil Reduction Outreach

The ultimate goal of all of these efforts is to 1) learn more about Californian's perceptions surrounding environmental issues, 2) develop innovative approaches to educating Californians and 3) encourage Californians take the appropriate action.

In preparing for our response, Ogilvy PR has conducted initial primary and secondary research, reached out to potential partners, and developed preliminary ideas for public education programs that would complement the existing efforts outlined in the RFP.

In the Scope of Work sections, Ogilvy PR provides further detail and information about our methodology, recommended strategies, campaign goals, target audiences, key activities and how outreach efforts will be evaluated along with campaign timelines.

Ogilvy PR Approach and Overarching Methodology

The campaigns described in the RFP, ultimately, require Californians to modify their behavior, be it recycling their old electronics, finding out if their car really needs an oil change at 3,000 miles or taking the time to ensure their children understand their role in helping protect our environment. Because of this, Ogilvy PR is recommending that the overarching methodology and approach for our work be rooted in social marketing and Ogilvy PR's proprietary 360° approach. While we understand that some of these activities have a more narrow scope per the RFP, we will bring the CIWMB the full resources and thinking that make comprehensive and fully-integrated campaigns successful.

About Social Marketing

Social marketing is defined as motivating change in individual behavior in order to benefit the public good. Ogilvy PR recognizes that a successful social marketing effort cannot rely on public education or information alone to meet a program's overall goals. A successful social marketing program must have a comprehensive approach, including addressing motivators and incentives to adopt change; identifying and neutralizing obstacles or barriers to such change; and developing community-wide pressure to reinforce the desired behavior, which is the only way to affect a shift in social norms.

The process of getting people to stop doing one thing and start doing another is termed "behavioral change" and a campaign that strives to enact societal change is achieved through social marketing. Social marketing uses traditional marketing techniques that build on widely accepted public values to accomplish social change. Every social marketing campaign achieves its objectives by carefully guiding its audiences through messages aimed at preparing them for the behavior change that is sought.

While many social marketing theories exist, the following social marketing paradigm — the Stages of Change — easily demonstrates the key stages that consumers go through in order for behavior change to occur. (Please see diagram on the following page.)¹

- **Pre-contemplation** is the stage at which there is no intention to change behavior in the foreseeable future. Many individuals in this stage are unaware of the issue or the desired behavior.
- **Contemplation** is the stage in which people are aware that a problem exists or action should be taken and are seriously thinking about overcoming it/taking action but have not yet made a commitment to taking action themselves.

¹ Adapted from Cancer Prevention Research Center's Transtheoretical Model.

Social Marketing Paradigm



- **Preparation** is a stage that combines intention and behavioral criteria. Individuals in this stage are intending to take action in the very near future.
- **Action** is the stage in which individuals modify their behavior, experiences or environment. Action involves the most overt behavioral change and requires commitment of time and energy.
- **Maintenance** is the stage in which people work to continue the positive behavior that has been enacted.

Taking this a step further, community-based social marketing according to Dr. Doug McKenzie-Mohr involves four primary steps, including 1) identifying barriers and benefits, 2) developing a strategy that utilizes tools that have been effective, 3) piloting the strategy, and 4) evaluating the strategy once it has been implemented in a community.

Within this approach, developing and promoting activities that support sustainability really begins with the identification of barriers. Community-based social marketing, therefore, begins with in-depth research to determine barriers and incentives. Often multiple barriers and incentives can be uncovered that are specific to individuals taking action. Once the barriers have been identified, it is very important that the "community" work together to overcome the barriers and address each of them as needed. The steps outlined above are simple, but effective.

What must be stressed in the community approach is the testing of strategies and activities within a community before widespread implementation occurs. It is also extremely important to understand that when developing a campaign targeting multiple cultures, what works for one group may not work well for another.

Today, the vast majority of outreach programs consist largely of the widespread dissemination of information under the assumption that if people knew how to engage

in a particular behavior (such as how to properly recycle oil or when to get an oil change) or if they knew that it was a good thing to do, they would do it.

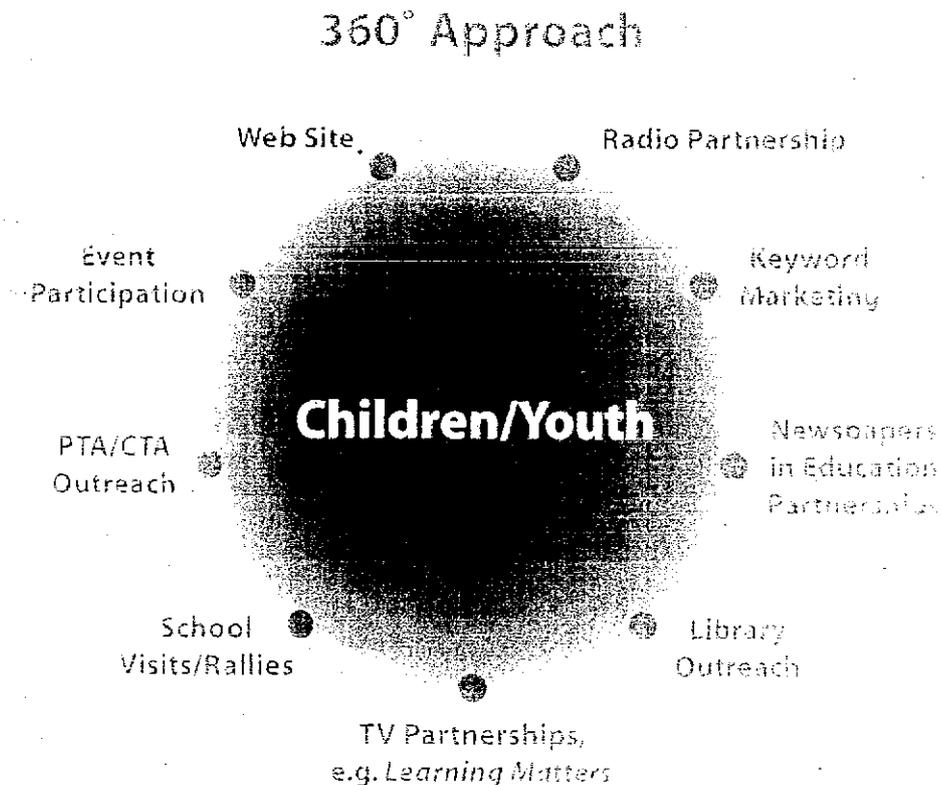
However, the cumulative research findings on information-based campaigns indicate that while they might positively increase awareness and attitudes about a specific behavior or problem (the first stages of social marketing), they are largely ineffective at creating lasting changes in behavior (Schultz, 2002; Oskamp & Schultz, 2005). The reason for the ineffectiveness of information-based approaches lies in the fact that they ignore the motivational element of human behavior. People act or don't act for reasons, and lack of knowledge is not a reason for inaction. Likewise, there is little direct relationship between having a positive attitude about engaging in a behavior and actually engaging in the behavior (Oskamp & Schultz, 2005). Rather, a combination of factors contributes to actual behavior change.

Therefore, to be truly successful, efforts need to go beyond simply providing information. This takes time and resources which go beyond communications.

As we develop our outreach activities, our team will collaborate with the CIWMB about how to best approach all the tasks outlined in the RFP based on the budget parameters and timeframes.

360° Approach

Complementing the social marketing methodology, Ogilvy PR recommends utilizing our proprietary 360° Approach. This means reaching the target audiences multiple times through trusted communication channels. As you review the Scope of Work sections, you will see that we have addressed the tactics requested in the RFP, but have also brought forward additional thinking that would allow for each specific target group to receive the message more than just once or twice. The Children's/Youth Outreach effort is a prime example. The chart below depicts this activity and includes all of Ogilvy PR recommendations (funded and non-funded).



Scopes

of

work

Scope of Work

A. Consumer Behavior and Habits Study

Situation

The CIWMB last conducted a general statewide survey in 1996 as a post-advertising report. Since that time several "campaign or topic-focused" surveys have been conducted, but nothing that was as broad and all-encompassing.

In order to jumpstart the process for the CIWMB, Ogilvy PR had four questions added into an annual Omnibus survey that was conducted across California with 600 registered voters. Below are the findings from that survey. It should be noted that these are generic questions, but they do shed some light on general awareness levels surrounding the CIWMB's responsibilities and how "engaged" Californians are in helping be good stewards of our environment. A full response along with demographic information can be shared upon request.

How familiar are you with the California Integrated Waste Management Board?

- 25 percent were either very familiar or somewhat familiar
- 74 percent were not too familiar or not at all familiar

What do you believe the California Integrated Waste Management Board's key programs are?

- 16 percent of respondents stated waste reduction and prevention
- 9 percent said recycled market development zones
- 7 percent said e-recycle education
- 59 percent didn't know

Are there barriers that prevent you from reducing waste by recycling?

- 74 percent said there were no barriers
- 9 percent weren't sure
- 7 percent stated lack of convenience

In what ways do you personally help reduce waste in California?

- 69 percent said they recycle in general
- 28 percent recycled bottles and cans
- 17 percent said they do other activities
- 9 percent buy green/recycled products
- 5 percent said they e-recycle

Goal

Conduct a statewide study to understand and uncover the waste reduction and recycling habits and motivational factors of Californians.

Audience Target/Profile

All Californians (English, Spanish and Chinese-speaking focus)

Strategies/Overview

To ensure that campaign strategies are targeted and effective, Ogilvy PR along with Gomez Research will conduct a statewide Consumer Behavior and Habits Study to measure public attitudes and behaviors across a broad range of environmental issues. In our experience, environmental research that supports outreach is most effective when it addresses attitudes, practice and *barriers* to participation. The research will address the extent to which individuals recognize the importance of recycling, proper waste disposal and waste reduction; whether they have the information and resources they need to act on that awareness; and what motivates their behavior. In many cases, individuals are aware of the importance of environmental protection, but lack the information and motivation they need to change their behavior.

In a recent study for the County of Los Angeles Department of Public Works, Gomez Research found that the majority of households surveyed recognized the importance of recycling but only a fraction of that population recycled all the items they could on a regular

basis. This example points to the importance of using market research to probe beyond general environmental attitudes to understand the details behind waste reduction practices, including what deters and what motivates people to action.

For the current assignment, we recommend two research components: (1) a series of focus groups with residents to address how consumers perceive the CIWMB, their attitudes and practices regarding waste reduction and recycling and barriers to behavior change; and (2) a telephone survey with California residents to quantify the extent to which the public is aware of proper waste disposal, their current behaviors and their support for various programs and strategies. All research will be conducted in English, Spanish and Chinese to ensure a representative sample of California residents. Given that the Mandarin dialect is becoming increasingly dominant in California, particularly in Southern California, we recommend that research be conducted in both Cantonese and Mandarin. This ensures that the research represents the state population and is not skewed toward Northern California where Cantonese is more widely spoken.

Based on the current budget, we propose a sample of 800 telephone surveys with English-speaking, Spanish-speaking and Chinese-speaking residents. A total of 400 interviews will be conducted in English, 200 in Spanish and 200 in Chinese. Interviews with Chinese-speaking residents can include both Mandarin and Cantonese speakers in proportion to the statewide distribution of the two dialects. This approach is an efficient strategy for providing robust analysis across the state and by language.

When all three languages are combined to represent the state total, results will be weighted so that the relative proportion of each population surveyed reflects the actual distribution of the state population. The margin of error for the study as a whole will be +/- 4 percent at the 95 percent confidence level, exceeding industry standards for robust sampling. This means if the study were conducted repeatedly, 95 times out of 100, the results would be the same, give or take 4 percentage points. Analysis by language would be within +/- 5 percent for English-speaking residents and +/- 7 percent for Spanish and Chinese-speaking residents. Additional analysis would be possible by gender, income and other demographics with reliability, although the margin of error will vary by subgroup depending on how many respondents from each group complete the survey.

The telephone sample will be conducted using random-digit dialing (RDD) and listed samples based on Spanish and Chinese surnames. This approach guarantees that both listed and unlisted telephone numbers will be included in the study, and that there will be sufficient sample for each language. This is also the same methodology that was used in the 1996 study.

Activities

A1. Develop Strategic Plan

Our team, upon award of the contract, will meet with the CIWMB immediately to develop a strategic outline and timeline for all deliverables. During this timeframe we will want to hear directly from staff about key findings that the CIWMB hopes to uncover. Our team has already reviewed, in full, the 1996 study and looks forward to discussing key components that the CIWMB would like to have repeated and new elements that should be measured.

A2. Questionnaire Development

Our team will work with the CIWMB's Board Members, the Office of Public Affairs (OPA) and the Office of Local Assistance (OLA) to develop key questions and scenarios to present to consumers. Two research instruments will be developed: (1) a focus group guide; and (2) a telephone survey questionnaire. Both instruments will address the following areas:

- How CIWMB is perceived by the public
- Awareness and understanding of CIWMB programs and projects
- Attitudes regarding waste reduction and recycling
- Awareness of proper waste disposal practices
- Current waste reduction and recycling practices
- Barriers to compliance with environmental guidelines; and,
- Motivations and concerns guiding behavior.

The purpose of the focus groups will be to explore beliefs, attitudes and motivators, while the survey instrument will be used to quantify the extent to which those beliefs, and corresponding practices, are widely held.

A3. Focus Groups/Survey

Focus Groups — In order to garner qualitative information to complement the quantitative data that will be gathered from the survey, focus groups will be conducted in each target language: English, Spanish and Chinese. We will recruit a general cross section of each population based on age, gender and income. We have budgeted on-site translation of each Spanish and Chinese focus group into English, and will provide DVD recordings of each discussion group to allow all CIWMB staff to view results first hand. CIWMB staff may also choose to attend focus group sessions in person.

If the timeline is flexible, we recommend conducting the focus groups prior to the telephone survey to explore key issues that can later be tested statistically in the survey effort. We recommend conducting focus groups in Sacramento, Fresno, and Los Angeles to provide a nice cross-section of the state.

Key activities include:

- Strategy session to determine key outcomes that need to be attained
- Develop discussion guide for focus groups
- Identify and secure sample groups
- Conduct focus groups
- Compile and report findings

Survey — For the telephone survey component, we recommend a 10-minute survey with 800 completed interviews, 400 in English and 200 in Spanish and Chinese. The proposed sample will allow for robust analysis at both the state level, as well as by language, gender, income and other variables. The survey will be weighted as appropriate to represent the state total. The overall margin of error for the study is +/- 4 percent, exceeding industry standards for robust sampling. The sample of telephone numbers will be a hybrid of random-digit-dialing, whereby telephone numbers are randomly generated, and listed samples of Spanish and Chinese surnames. Key activities include:

- Strategy session to determine key measures and questions
- Develop survey instrument
- Implement survey
- Analyze and report survey findings

Deliverables

- Strategic plan outline
- Telephone survey instrument
- Focus group discussion guide
- Report of focus group findings
- Report and presentation of survey findings

A4. Reporting

As requested in the RFP, our team will submit monthly reports on the process and regular activities summaries. Specifics include:

- **Monthly Reports and Meetings** — Ogilvy PR recommends meeting with the CIWMB monthly to review activities, facilitate communications and ensure the work plan is on track and generating results. Weekly calls to touch base are also recommended.
- **Activity Summaries** — An activity summary will be submitted at the beginning of each month for activities conducted the month prior. The activity summary will accompany an invoice and will outline key successes.
- **Work Plan Tracking and Management** — The following activities will take place on an ongoing basis:
 - Conduct internal/external work plan and strategy meetings
 - Budget tracking
 - Management and direction to all subcontractors
 - Submission of final report
 - Presentation update to Board as requested

Timeline

As requested in the RFP, all Consumer Behavior Study activities will be completed within 90 days of award of the contract. It is assumed the contract will be in place on June 1st for the below timeline.

Consumer Behavior Study Timeline			
	June 2007	July 2007	August 2007
Meet with CIWMB to review objectives	●		
Focus Group and Survey Instruments	●		
Arrange Logistics	●		
Conduct focus groups		●	
Conduct telephone surveys		●	
Analysis and Reporting			●

Scope of Work

B. eRecycle.org

Situation

In California, more than 2.2 million computers are sold each year. Most of them become obsolete in little more than two years as technologies advance. Based on this, an estimated six million obsolete computers and televisions are stockpiled in homes because people are unwilling or reluctant to discard them. However, an increasing number are entering the waste stream. (Electronic Waste Recycling Act of 2003 [SB 20] and *Computers, E-Waste, and Product Stewardship: Is California Ready for the Challenge?*)

Why is this happening? According to a 2004 study, *Household Willingness to Recycle Electronic Waste: An Application to California*, conducted by Jean-Daniel Saphores, Hilary Nixon, Oladele Ogunserian and Andre Shapiro, two trends are causing the problem. First, consumers have increased the number of electronic products they use. Second, with all the technological advances occurring, the life span for electronic products has dropped dramatically. For example, since 1995, the useful life of a cell phone in America has decreased by 50 percent while the number of subscribers has increased from 33.8 million to 140.8 million (Fishbein, 2002; Most, 2003).

To help ensure that Californians properly dispose of their e-waste, the Electronic Waste Recycling Act of 2003 (SB 20) was created and includes the following key goals:

- Reduction in hazardous substances used in certain electronic products sold in California.
- Collection of an electronic waste-recycling fee at the point of sale of certain products.
- Distribution of recovery and recycling payments to qualified entities covering the cost of electronic waste collection and recycling.

- Directive to establish environmentally preferred purchasing criteria for state agency purchases of certain electronic equipment.

Additionally, because of this law, there are now more than 500 approved collectors providing low or no-cost recycling opportunities (California Integrated Waste Management Board). E-recycling is becoming a booming business and the timing for this campaign is excellent.

According to the CIWMB, the total weight of covered e-waste that was collected in 2005 was approximately 65 million pounds. The total collected in 2006 more than doubled with 129 million pounds of covered e-waste being accounted for.

Californians — when provided with sound information and an easy action — want to do the right thing. This was apparent at the most recent Earth Day E-Recycling events held across California in April. Over one weekend, one million pounds of e-waste was collected at 45 Wal-Mart and Sam's Club stores. This accounts for only part of all the e-waste events that were held during 2007's Earth Day Celebration.

In order to further promote awareness and help Californians properly discard their old electronics, Ogilvy PR and the CIWMB have been working together for the past ten months to develop and implement a successful statewide public education campaign.

To date the following activities and successes have been realized:

- Radio and TV PSAs have aired an estimated 52,352 times from May 2006 to Mid-April 2007; the dollar value of these airings is \$2,571,946.
- Four campaign launch events were conducted — Sacramento, Fresno, San Diego and Los Angeles — garnering 54 media placements for a total of 1.5 million audience impressions.
- In collaboration with Wal-Mart and Sam's Club and their chosen recyclers, 45 stores participated in Earth Day e-recycling events. Ogilvy PR was able

to generate 38 media stories (print, online and broadcast) with an estimated three million audience impressions (not all impressions for all stories have been accounted for yet). Post Earth Day media efforts are continuing.

- Recruited more than thirty key stakeholders to become members of the advisory group and participate in meetings and subgroups.
- Seven retail chains have agreed to partner with CIWMB for this campaign. The following are initial partnership results:

Wal-Mart — Wal-Mart's 72,440 associates throughout the state are being trained on how to properly inform customers about e-recycling. More than 800 window clings and approximately 70,000 informational fliers were distributed to Wal-Mart's 170 California stores. In addition, approximately 3,000 stickers and 1,800 television/computer monitor clings were distributed as "test" materials to the 12 Wal-Mart stores in the Sacramento region.

Fry's Electronics — Received approximately 3,400 informational fliers for their 17 stores throughout the state.

Central Computer Systems — Received employee training as well as informational fliers and window clings.

Target — Currently using educational material language for in-store signage.

OfficeMax — Conducted initial introductory training session and in the process of determining their educational materials needs.

CompUSA — Currently in the process of scheduling training sessions for stores statewide as well as determining their educational materials needs.

We believe that the advertising campaign concept proposed in the RFP will nicely complement existing e-recycle efforts being undertaken and help generate further awareness and action among Californians.

Goal

Increase the number of Californians who e-recycle. This will be accomplished through a seasonal advertising program in select market(s) as affordable.

Advertising Objectives

As the budget behind this effort is limited, the advertising is designed to generate further discussion surrounding e-waste recycling and help brand the current Web site. The role of the advertising is to:

- Increase awareness of e-waste recycling — what to recycle and how to do it
- Introduce eRecycle.org as a resource for locating recycling centers and encourage people to visit the site to find a convenient center
- Encourage recycling of e-waste

Audience Profile

While the goal of the program is to reach all Californians with the important message of e-recycling, we thought it would be important to take a deeper look at those individuals predisposed to recycle or the "e-waste recycling enthusiast" and make sure that our recommended media mix targets that individual along with the general public.

E-waste Recycling Enthusiasts

To better understand how to define and reach the target audience most likely to engage in e-waste recycling behavior, we conducted an analysis using MRI (Mediamark Research, Inc.), an ongoing study of U.S. Adults, age 18+. This study, conducted continuously since 1979, surveys the demographics, product usage, behaviors and media consumption of the adult population.

MRI helps to determine the demographics of the person best suited to take action to recycle e-waste and spread the word to others, which allows us to better evaluate media options.

Because e-waste recycling is relatively new, our research does not yet reflect this activity. Therefore, we examined similar behaviors amongst consumers. Specifically, we looked into the population that said they had done one or both of the following activities within the past 12 months:

- Recycled products
- Participated in environmental groups/causes

The MRI data provided the following basic demographics:

Gender: More women than men

- 54 percent women
- 46 percent men

Age: Most likely to fall between the ages of 30–59

- 31 percent are ages 30–44
- 29 percent ages 45–59

Education: More likely than the average adult to be well-educated

- One out of three (33 percent) have a BA or post graduate degree. The group is 31 percent more likely than the average adult to have attained this level of education
- Nine percent have an associates degree
- 28 percent are attending college, but do not have a degree

Household income (HHI) breakdown: More likely than average to have an HHI of \$50K+

- 62 percent have an HHI \$50K+

We also reviewed the 2004 study, *Household Willingness to Recycle Electronic Waste: An Application to California*, which focused on Californians' perceptions and likelihood of recycling. Based on that study, the availability of curbside collection programs for conventional recyclables, the distance to the nearest drop-off recycling centers for e-waste and living in rural communities were important predictors of the willingness to recycle e-waste.

Strategies/Methodology

The following strategies will be utilized in developing and implementing the campaign:

- **Utilize and play off the current brand**

The eRecycle.org brand is gaining awareness. It will be important to play-off of that momentum and use already-tested and well-known messaging to further generate awareness levels.

- **Place advertising dollars in markets that will help to "saturate" that market**

With the given budget, we could easily spend the dollars in a market where the message would get lost or not generate wide-spread awareness. Therefore, we believe it will be important to saturate key markets where awareness levels are rising versus spreading dollars too thin across too many markets and potentially not generating any impact.

- **Utilize advertising mediums that are considered "green"**

In developing standard out-of-home advertising, be it bus shelters, 30-sheets or large billboards, large amounts of paper are utilized and then thrown away after the campaign has runs its course. We recommend, when possible, tapping into alternative out-of-home mediums that are more "green friendly" such as electronic displays.

- **Target consumers who are "predisposed" to recycle when they are thinking about discarding current electronics**

We believe that our schedule should target consumers when they are in need of discarding their current electronics (e-waste).

Activities

B1. Advertising Plan Development

While this work plan outlines several strategies, timing and ad placement recommendations for achieving the goals of this campaign, our team will want to collaborate with the CIWMB further to refine the plan and attain approval. As outlined in the timeline, the first weeks of the contract will be dedicated to conducting a kick-off strategy meeting, revising the plan and updating the timeline as needed.

Deliverables

- Detailed media plan

B2. Ad Concept Development

For the creation of advertising concepts, our team will go through an established and proven creative process. Having developed thousands of creative materials for state agencies, non-profits, foundations and the public sector, we are intimately familiar with what it takes to develop materials that resonate with multiple audiences and, ultimately, help drive them to action.

What should be taken into consideration for this particular campaign is the existing creative that has been developed for the e-recycle campaign — both from a TV/radio perspective and from a print/online perspective. Having been on contract with the CIWMB for almost a year promoting the e-recycle campaign, we are intimately familiar with the creative options that exist.

• Developing the Creative Brief

The first step that we take in developing creative materials is to develop the creative brief. The creative brief answers important questions such as: Who are we talking to? What exactly would we like them to do, feel or remember? What is the single most motivating message? Why should they believe us? During this time, our team would also be conducting a thorough audit of all existing collateral materials.

• Developing Key Messages

As referenced above, during the creative brief

process and again during the development of the creative platform, our team delves into what types of messaging will have the most impact with our selected audiences. For this step, it may be as simple as lifting the key messages that have already been developed and used successfully.

• Creative Development

Following the approval of the creative brief, Ogilvy PR will develop materials for review by CIWMB. Mock-ups for print and out-of-home advertising will be provided along with a set-up description and copy of script. Once approval is attained, our team will go into production for development of the final product.

Deliverables

- Creative brief
- Creative concepts
- Final creative for print and out-of-home (OOH)

B3. Ad Placements

In developing a strong plan and determining where the ads should be placed, it is important to look at the timing, the markets, the budget available, the frequency and then the advertising medium.

Geography and Markets — Where should CIWMB advertise?

Ideally, the e-recycle message will reach all Californians. For this RFP, target markets are San Francisco, Sacramento, Fresno, Los Angeles and San Diego. However, the advertising budget is not large enough to make an impact in multiple media markets. In selecting markets for advertising we considered the following criteria:

• High Recycling Markets

What markets consist of people most likely to recycle any type of product (paper, bottles, etc.)? What markets have curbside recycling? We are making the assumption that markets that are recycling friendly are more likely to begin or increase e-waste recycling activity.

- The top five California counties based on the number of recycling centers are Alameda, Los Angeles, Orange, Santa Clara and San Diego Counties.
- According to *The Green Guide — National Geographic* (www.thegreenguide.com/da/113/top10cities), Santa Rosa (#5), Oakland (#6), Berkeley (#7), Irvine (#14) and San Francisco (#18) are among the nation's greenest cities based on a variety of criteria including recycling.

- **Proximity of E-recycling Collection Centers**

It is important that e-recycling be made "easy" for the consumer. Therefore, we want to augment our current activities with advertising in markets that have multiple collection centers. Currently a major barrier to recycling is a perceived lack of convenience. An e-waste survey conducted in 2006 by Consumer Reports National Research Center reported that on average, consumers would drive a median of just 6.8 miles to drop off TVs and other e-waste. Consumer Reports also found that self-proclaimed environmentalists would drive only 880 yards farther.

- **Current E-Recycling Activities**

In planning advertising for this effort, we believe that it is important to take into account the PSA and earned media coverage that has already been attained. Press events have been held in Sacramento, Fresno, Los Angeles and San Diego. Additionally, radio and TV PSAs have aired in San Francisco, Sacramento, Fresno, Los Angeles and San Diego. It is our intent, to the extent possible, that this new advertising effort should *augment* current PSA placements that are occurring and leverage other activities such as retail partnerships and earned media efforts.

Based on the above, we recommend focusing our advertising in San Francisco/Bay Area, Sacramento and Los Angeles. These markets have had PSA activity in the past and the advertising can augment current awareness levels. Again, we believe it is very important to saturate key markets where awareness levels are rising versus spreading dollars too thin across too many markets and potentially not generating any impact.

Scheduling, Seasonality and Continuity: When should CIWMB advertise?

We do not have data at this time that tells us when people are most likely to recycle e-waste. And, we know that the budget is not large enough to run continuous advertising throughout the year. Therefore, we examined purchases of consumer electronics and determined that the most purchases are made during the holiday season. Assuming many new purchases are replacing old electronics, we will schedule advertising to remind consumers that e-waste — their old electronics — should be recycled. Advertising will begin mid-December and continue through January. We believe this strategy will complement the other ongoing earned media activities that are occurring in the other contract.

Additionally, we will continue seeking electronics manufacturers and retail partners who will put the e-recycle message on products and at point-of-sale to help extend message reach and frequency.

Reach and Frequency

The media plan will be designed to achieve maximum frequency behind the message — frequency builds familiarity, keeping our message top of mind. The more top of mind/familiar the message, the more likely the target is to act and even pass along e-recycling information.

Media Mix Rationale

The RFP outlined a request to consider outdoor and publications (newspapers and magazines) to reach the target. In developing an audience recommendation, we have reviewed the following mediums:

Magazines — Magazines deliver efficient reach of select audiences and the ability to match advertising with compatible editorial. However, magazines offer limited geographic options and uneven market by market reach. City magazines and *Sunset* magazine are regional publications that target women and offer good editorial environments for recycling messages. They offer broad reach of California; however, the costs are high for advertising and building frequency behind the recycling message would be a challenge given the budget.

Newspapers — Newspapers are timely and immediate and offer excellent geographic flexibility and good local market penetration. Readers “shop” the ads for merchandise and promotions. However, the newspaper environment is cluttered and local retailers are often provided the best ad space. In today’s media market, newspapers’ one-time reach of a consumer can be relatively low (must be examined on a market by market basis) and high out of pocket costs can prevent an advertiser from generating reach and gaining traction or frequency behind a message.

Outdoor/Transit — Outdoor/transit advertising delivers broad reach and very high frequency. Although it is hard to obtain demographic selectivity with outdoor, it does offer excellent geographic flexibility and can serve to target locations within a market. In general, outdoor provides limited message capability and depending on the location short exposure time can also limit the ability to communicate with the target audience.

Media Mix Recommendation

Based on the above analysis, we recommend using a combination of online advertising and a unique out-of-home opportunity to support the ongoing public relations efforts behind eRecycle.org. We believe our plan is the best use of state dollars and will provide a high reach and frequency. Per the RFP, we have also included a trade media buy.

One of the objectives of the media plan is to generate frequency behind the e-waste recycling message — to reach and remind the target audience multiple times

about e-waste recycling and encourage them to act (check for a recycling center and take e-waste to be recycled). We also want to reach the target when they are likely to be in the frame of mind to consider our message (one reason we are running at the holiday time).

In-store Advertising — Ogilvy PR recommends a relatively new and unique medium — in-store broadcast advertising. Through On the Scene Productions (OTSP) we will be able to place the existing TV PSA (providing a cost savings) at the point of checkout in select stores across California. We recommend choosing Wal-Mart stores in San Francisco, Sacramento and Los Angeles for our placement since they are the top recycling cities and a part of the CIWMB’s priority list.

Having developed a relationship with Wal-Mart through our other contract, we believe this is a wonderful way to continue to provide the message to our target audience. Customers will now see our existing materials (window clings, TV clings, tip sheets/cards, etc.) in the stores as they shop, and they will be exposed to the TV spot as they stand in line to purchase their merchandise.

Based on the budget for this campaign, the spots will run for one month, beginning in mid December — peak shopping season. Additionally, in select stores, we will have the Spanish PSA air as well. We will work with OTSP to identify which stores in each market have a high Latino and/or Spanish-speaking consumer-base and rotate those PSAs in accordingly.

Based on the demographic information provided earlier, it should be noted that 60 percent of all U.S. consumers shop at Wal-Mart each month (NPD insights) and that Wal-Mart is shopped by 84 percent of all U.S.

Wal-Mart In-Store Broadcast Advertising			
Store Locations	Number of Stores in Market	Traffic Per Region*	Total Airings for One-Month Schedule
Los Angeles	33	3.03 million	69,300
Sacramento	20	2.12 million	42,500
San Francisco	17	1.56 million	35,700

**Traffic represents consumers in-store in region.*

households (AC Nielsen). Additionally, 46 percent of the top Wal-Mart shoppers have annual incomes higher than \$50,000, are female and are 44 years of age or younger (AC Nielsen). Most frequent shoppers, not surprisingly, have a larger household.

Electronic Trade Media — It is also important to promote the eRecycle.org activities to the trade. To that end, we will place advertising in three industry publications: *Resource Recycling*, *Waste News* and *Recycling Today*. Together these publications will reach, among others:

- executives, owners, operation managers and waste management professionals in private recycling and composting businesses
- state, local and federal governments
- waste haulers
- consultants
- equipment dealers

Advertising units will be half page and quarter page. The schedule will begin in July with *Recycling Today* to take advantage of their electronics-related editorial. We will then place an ad with *Resource Recycling* in their August electronics issue. *Waste News* editorial is more news than feature related, so we will place that ad in September to coincide with the other two publications and provide the CIWMB with three consecutive months of coverage in the trade media — July through September. (See chart below.)

To complement the ads appearing in the trade publications, our team will also seek article placement. Through our existing contract, we have developed a comprehensive, strategic media plan that includes generating earned media articles in a variety of outlets.

Search Engine Optimization (SEO) and Web Marketing — Searches are one of the top online activities, with more than 60 million Americans using a search engine such as Google on a daily basis. Ogilvy PR recommends optimizing the existing eRecycle.org Web pages for higher search engine ranking and conducting outreach to increase the number of links to the site from partner and/or ally organizations. Doing so will increase the likelihood that CIWMB's Web site is among the top results returned when users search for relevant keywords on search engines (e.g., computer recycling, TV disposal, etc.) such as Google, Yahoo!, MSN and AOL. We understand that current key word marketing efforts are being overseen in-house and that the e-waste team is looking to update the site further before driving more traffic to the site, but we felt that it was important to touch upon this activity and our ability, under this new contract, to lend assistance.

Ogilvy PR will also increase the Web site's visibility on search engines by developing a list of relevant search terms and purchasing "pay per click" text ads on Google and Yahoo!. These paid listings will be geo-targeted to specific California markets and link to content deep within the e-recycle Web site, such as the "Where Can I Find a Recycler?" page. Ogilvy PR will be able to provide analytical information about the effectiveness of the keyword ads and changes in search engine ranking. We would focus efforts on the month of December to coincide with our other advertising flight schedule.

Deliverables

- Wal-Mart media tracking report
- Electronic trade media tracking, tear sheets
- SEO tracking report

Electronic Trade Media Advertising		
Trade Outlet	Timing	Circulation (assumes 1.5 RPC)
<i>Recycling Today</i>	July	22,433
<i>Resource Recycling</i>	August	17,486
<i>Waste News</i>	September	76,455
Total Insertions: 3		Total Circulation: 116,374

Please see a comprehensive flow chart on the following page.

eRecycle.org Advertising Plan

	Jul-07					Aug-07					Sep-07				Oct-07				Nov-07				Dec-07				Jan-08					
	25	2	9	16	23	30	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	
Wal-Mart Video Advertising																																
Sacramento - 20 stores																																
San Francisco - 17 stores																																
Los Angeles - 33 stores																																
Keyword Marketing																																
Google, Yahoo																																
Trade Print Advertising																																
Recycling Today*																																
Resource Recycling																																
Waste News																																

*Based on approval, publication closes 6/8/07

B4. Tracking

As requested in the RFP, we will evaluate the success of the advertising effort by reporting on the number of impressions made, markets reached and the return on investment. Our plan will be detailed and comprehensive. We also recommend tracking the number of hits to the eRecycle.org web site. Additional activities will include:

Monthly Reports and Meetings — Ogilvy PR recommends meeting with the CIWMB monthly to review activities, facilitate communication and ensure the work plan is on track and generating results. Weekly calls to touch base are also recommended.

Activity Summaries — An activity summary will be submitted at the beginning of each month for activities conducted the month prior. The activity summary will accompany an invoice and will outline key successes.

Work Plan Tracking and Management — The following activities will take place on an ongoing basis:

- Conduct internal/external work plan and strategy meetings
- Budget tracking
- Tracking of work plan activities
- Ongoing strategic counsel

Deliverables

- Weekly status update calls
- Monthly in-person meetings
- Monthly summary reports and invoices

B5. Final Report

As requested in the RFP, our team will develop a final report that includes all tracking information and recommendations for future concepts / advertising opportunities such as those listed below.

Deliverables

- Final Report

Non-funded Expert Recommendations

Mobile Showcase



An innovative way to capture Californians attention is through mobile showcases. These unique, traveling, out-of-home displays allow consumers to see products from three sides of a lit display case. External sound can also be provided. Similar to other transit advertising, key messaging can also be provided on the mobile unit and a pre-determined travel route is planned. Above is an example from IKEA's grand opening. For the e-waste campaign, we would recommend filling the display with e-waste. The display could also creatively depict the "process." Based on the amount of e-waste in the mobile unit, reference could be made to the "weight" amount, i.e. the mobile unit is carrying 50,000 pounds of e-waste which is generated in "x" amount of hours each day.

LED Mobile Boards

Another wonderful way to reach the target audience is through LED mobile boards. The boards can be as sophisticated or as simple as desired. The CIWMB could choose to have the entire TV PSA played on the LED board or simply put up the eRecycle.org logo. The mobile LED boards then travel a pre-determined route in select markets.

Online Banner Advertising

Ogilvy PR recommends developing a series of online banner ads that feature electronic waste recycling awareness messages and drive users to eRecycle.org for more information. These banner ads would be placed on social networking Web sites that successfully target the CIWMB's key audiences, such as Yahoo!, iVillage, SacBee.com, MySpace or others. All online media impressions would be age-appropriate and geo-targeted to California residents.

Once ads were placed, we would provide CIWMB with ongoing tracking and monitoring reports. The media costs to place advertising on these sites vary greatly depending on the types of placements secured and the duration of the campaign. This tactic is scalable depending on media budgets and the size of the sites.

'California E-Recycles' Interactive Map

While eRecycle.org offers a wealth of information about electronic waste recycling and provides valuable tools for finding recycling locations in California, the Web site could be greatly enhanced by adding Web 2.0 elements that engage visitors in a conversation. Ogilvy PR recommends developing an interactive map of California where residents who've recycled e-waste can "pin" their name, location and a brief description of what they've recycled. Over time, as more and more California residents add their name to the map, it will provide a visual demonstration of the results of the CIWMB's campaign, create excitement and encourage others to join the cause. In addition to the interactive map, we recommend adding social media tags to the homepage and other key pages (e.g., DIGG, Del.icio.us, etc.) allowing the site to be easily bookmarked using these tools.

Blog Badges & Influencer Outreach

There are thousands of blogs dedicated to California news and environmental issues, with more than 15,000 blogs tagged California alone, according to Technorati, a blog search engine and directory. Many of these blogs have an active and dedicated readership, post regularly and are already talking about environmental responsibility and e-waste related issues. By reaching out to these bloggers with news from the CIWMB, event information such as state-wide collection drives

or other promotional opportunities, we can tap into an existing and growing conversation and raise awareness about CIWMB's programs.

Beyond providing updates to influential bloggers, we will develop badges — square banners — which campaign enthusiasts can place on their blogs to provide additional awareness for the CIWMB's programs. MySpacers, bloggers, Webmasters, and anyone with a Web page can add the badges to their site to show their support for CIWMB's campaign. Code for the badges can be downloaded from eRecycle.org and easily integrated into a blog sidebar, a Web site's banner space or into a profile for other people to view. The badges will link back to eRecycle.org.

Blog influencer outreach is conducted by selecting highly-targeted blogs based on criteria that includes content, tone and influence level. Pitches must be customized to reflect each blog's particular angle and area of interest, and then monitored for reactions, posts and comments. A few examples of potential blogs for outreach include:

- **Green LA Girl** (<http://greenlagirl.com>)
 - LA-based environmental blogger
 - 2,039 other blogs link to her
 - She posts frequently about LA events and environmental issues
- **Metro Blogging LA** (<http://blogging.la>)
 - Group blog focusing on LA-based events and news
 - 6,689 blogs link to Metro Blogging LA
- **Curbed SF** (<http://sf.curbed.com>)
 - Blog about news and events in San Francisco
 - 762 blogs link to Curbed SF

'E-Recycle California!' Blog Summit

In connection with a major campaign event (e.g., a statewide collection day, Earth Day 2008), Ogilvy PR will facilitate an "E-Recycle California! Blog Summit," by asking seven to ten influential bloggers — including students, civic leaders, environmentalists, Silicon Valley business leaders and others — to write about the importance of recycling e-waste during a specific timeframe. Examples of potential blog summit participants include:

- **Linda Adams**, Secretary, California EPA
- **Margo Reid Brown**, Chair, California Integrated Waste Management Board
- **Collin Dunn**, Writer, TreeHugger.com
- Select members from our existing advisory committee

The blog summit will build buzz about the event and raise awareness of the issue of e-recycling. Participating bloggers will be provided an "E-Recycle California!" badge to incorporate into their blog's sidebar to demonstrate their participation in the blog summit. The event could live on eRecycle.org or be hosted on a separate domain. Content developed during the summit can be repurposed (e.g., a Q&A or brochure) for long-term use and distribution. Ogilvy PR would provide CIWMB with blog monitoring reports that include actual blog posts, influence level of bloggers, the number and content of comments generated and more.

Recycle You(r)Tube

Ogilvy PR recommends establishing a partnership with YouTube to launch a campaign, starting in California, that encourages residents to properly recycle old televisions and computer monitors. The partnership would include running geo-targeted "Recycle E-Waste Widgets" throughout YouTube. The widgets are interactive banners that allow users to enter search criteria from eRecycle.org's interactive tool (e.g., material type and county). These take users to eRecycle.org where they can view a list of drop-off locations. In addition, we would create an e-recycle community on YouTube where users can contribute their videos about e-recycling, such as activities in their communities. We know that the TV spots created for the campaign have been placed onto YouTube.

Scope of Work

C. Children's / Youth Outreach

Situation

The CIWMB wishes to educate children, ages 6–12, on the importance of being good environmental stewards. Currently, the CIWMB has some information targeting this age group available on their Web site, but it is not “captured” in a user-friendly manner nor does it receive frequent visits. Additionally, the information provided skews towards a younger audience base, and would not capture the attention of the entire “tween” segment (10–12 years of age).

A children's Web site must be created with the following in mind — functionality and interactivity. It must capture their attention and bring them back for additional visits. This means developing a site that has multiple games and offers a wealth of exciting information (what might look “overwhelming” or “cluttered” to adults is expected and desired by the youth segment).

What will be equally important is engaging children and their parents to visit the site. Sites that are popular with audiences are visited over and over again, and gain momentum as people discuss them and encourage friends to visit them.

Goal

Educate children, ages 6–12, on the need to reduce, reuse and recycle and about how to become good environmental stewards.

Audience Profile

While children, 6–12 years of age, are the primary target audience for this activity, we believe that reaching out to their parents and other key influencers (teachers) will be crucial in driving traffic to the newly created kid's site. Because of this, our audience profile includes information on both segments as do our recommended activities. It should also be noted that in educating children, parents are also often educated. That is why successful brands, such as McDonalds, target children so often. They know the children will talk to their parents about the products/issues they are exposed to on a regular basis.

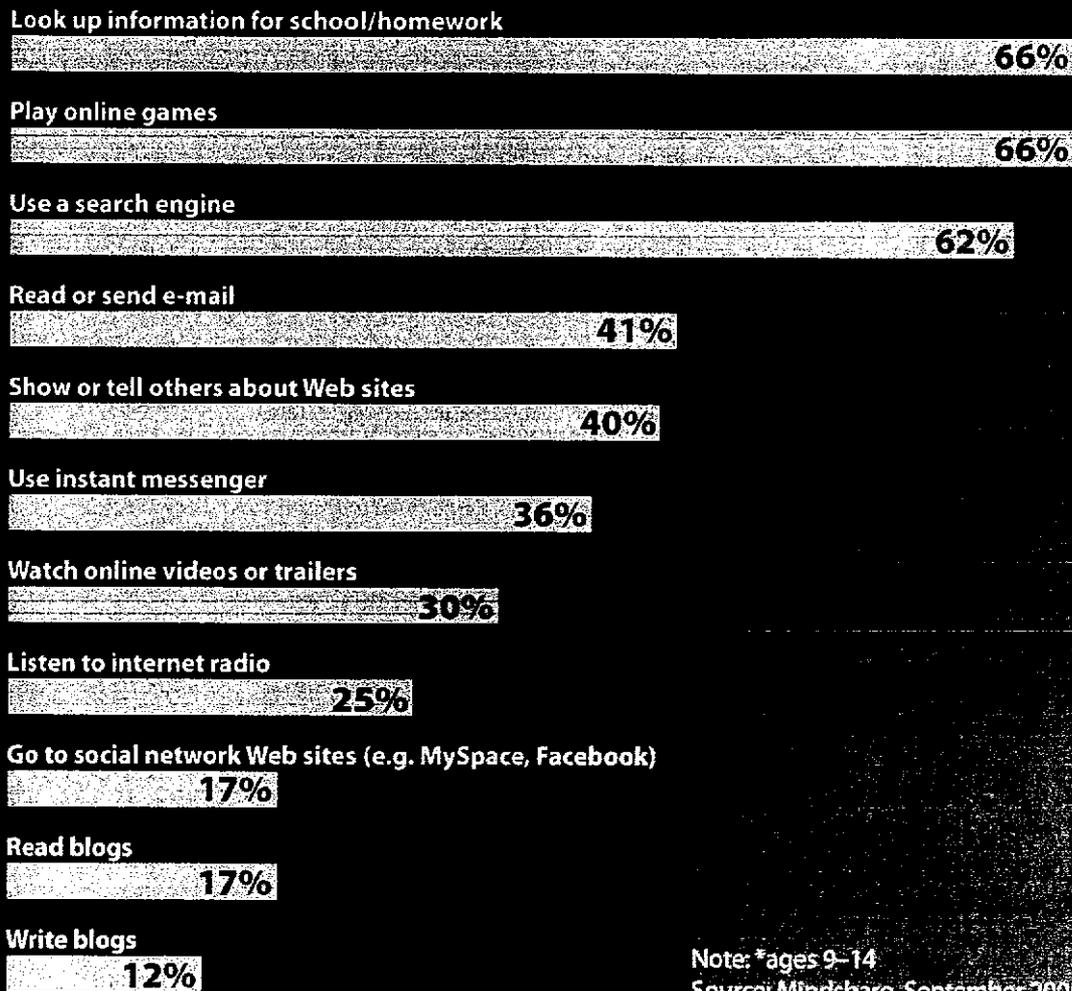
Youth Target

In 2006, 67 percent of U.S. children, 8–11 years of age, were using the internet. eMarketer expects that number to increase to 71 percent by 2010. Additional learnings about youth online include:

- Forty-eight percent of children, 6–11, played online games during the last month reinforcing the importance of making sure the newly created CIWMB site is interactive (Experian Simmons, February 2007).
- Video games and the internet are the two most important types of media to children after TV (Mindshare, September 2006).
- The best way to reach the youth segment is through humor. According to Mediamark Research Inc. (MRI), 6–11 year olds want “funny things” on advertisements be it TV, radio, internet or print.

As the youth segment ages and enters the tween years, they become "internet explorers" and their time online increases from 12:38 minutes for 2-11 year olds to 26:24 for 12-17 year olds (comScore Media Metrix, September 2006). For the tween segment, the following online activities are most common:

Select Online Activities "Always/Often" Conducted by US Tweens*, April 2006 (% of respondents)



Note: *ages 9-14
Source: Mindshare, September 2006

Parent Target

The number of people who use the internet, in general, has grown tremendously over the past decade. According to Pew Internet/American Life Project, surveys fielded in 2006 show that internet use among U.S. adults has hit an all-time high. Pew's latest survey which was conducted February to April 2006 shows that 73 percent of respondents (about 147 million adults) are internet users, up from 66 percent (about 133 million adults) in January 2005.

Additionally, 70 percent of parents with a child at home use the internet, compared to 53 percent of non-parents. According to Pew, "These parents are more enthusiastic than non-parents about technology and its benefits and are strong believers that their children need to master computers and the internet in order to get ahead in life." These parents spend, on average, 81 minutes online a day. However, other studies such as one conducted by Nickelodeon in January 2007 found as many as 98 percent of parents are online.

All studies seemed to report that online parents were relatively enthusiastic about the way their internet use affected their lives. Furthermore, 73 percent of online parents stated that their use of the internet helped them learn new things. Clearly, reaching parents online to educate them about the CIWMB site will be important.

Strategies/Methodology

- Target parents and other influencers (teachers) as a means to reach the youth audience and drive children to the site.
- Utilize a community-based social marketing approach for the radio partnership before expanding efforts statewide.
- Reach the youth target through multiple mediums beyond the Web site.
- Develop a site that appeals to the youth target audience by making it 1) interactive, 2) new by changing information regularly, 3) provide incentives / awards for visiting, and 4) tied into other co-op promotions.

- Do not "water-down" the site by providing information that is not relevant or engaging based on age, level of activity.
- Develop co-op partnerships to drive traffic to the Web site and incentivize the audience.
- Reach youth through online mediums that they utilize the most.

Activities

C1. Survey and Research

Incorporation of survey information

Our team will review key findings from the Consumer Behavior Study and apply those learnings to the creation and promotion of the children's site.

Research and audit of existing children's sites

Our team will review three "competitive" Web sites, each offering similar information to the identified target audience. The comparative nature of the assessment provides a helpful benchmark to inform site priorities and identify "best practices" of site design. A complete overview of the methodology and criteria used for each of the five elements is: homepage design, site navigation, branding, content, and visibility. The assessment is performed by following accepted principles of Web design. Our team will look for the following information and provide a summary report.

- **Homepage** — The homepage makes the all-important first impression. The homepage should give users a sense as to the amount of information provided on the site, present clear pathways to information, demonstrate credibility, and communicate the organization's mission and brand. Evaluation subcategories include:
 - Audience & Purpose
 - Content
 - Credibility
 - Highlights & Shortcuts

- **Navigation** — Navigation encompasses everything that helps visitors determine where they are, where they've been and where they must go on the Web site for information. Evaluation subcategories include:

- Overall Navigation
- Clarity and Accuracy
- Position Indicators
- Site Search

- **Branding** — Branding is much more than just an organization's logo. This assessment examines how well the use of imagery, colors and tone of voice represent the organization's brand, and whether these elements are found consistently throughout the site. Evaluation subcategories include:

- Visual Identity
- Color Palette & Fonts
- Graphics
- Brand Personality

- **Content** — We then assess what has been written. Content is obviously an important part of the site as it helps to educate and lead the target audience to action. We look for tone, key messaging, and consistent use of wording.

- **Visibility** — We assess visibility from the perspective of how visible the site is to the public via search engines. Evaluation subcategories include:

- Site Optimization
- Search Engine Placement
- Online Pressroom
- Partnership & Cross Links

Deliverables

- Audit of three children's Web sites
- Summary report

C2. Web Development

In reviewing the scope of work for creation of a children's Web site, what became apparent is that what interests a six year old is very different than what interests a 12 year old. Because of this and due to the budget parameters, we are recommending that the CIWMB focus on creating a site that will truly engage the younger target audience (6-9 years olds). Based on the success of this effort, we would then look at expanding the site or creating a supplemental micro site for the older audience (please see non-funded recommendations). Our activities will include creation of a site map and diagram of all pages to be built, design and branding parameters, domain name registration as needed, creative wireframes, collect/draft content, design homepage and remplate design for other pages. We understand that the CIWMB will be responsible for hosting, additional design elements and updates.

Specifically, we envision an intuitive micro-site with bright colors, large easy to read buttons and an overall design consistent with the top kids Web sites (Playhouse Disney, PBS Kids, ToonTown) currently available to this demographic. CIWMB's current mascot, Vermi the Worm, can easily be integrated into the Web site and games.

Up to three educational games emphasizing and demonstrating the importance of recycling will be the primary focus of this site. The games described below are examples of games that BUKWILD, Ogilvy PR's subcontractor, would design and develop.

- **Matching Card Game** with multiple levels (8 cards, 16 cards, 32 cards, 64 cards)

- Match recyclable items, images and logos
- Game scores are determined by number of correct matches and time taken to complete game
- High Scores are saved into a database were players are encouraged to enter their name or initials

- **Race to Recycle Challenge** with multiple levels (school, home, park, city). A character strolls through game screens looking to earn points by tossing recyclables into receptacles or applying "green" materials to key landscapes. Points are earned by picking up and tossing a recyclable item into the correct receptacles.

- Receptacles include (e-waste, u-waste, glass, plastic, paper, aluminum)

- Disposables include (glass bottles, plastic bottles, newspaper, soda cans)
- Points are earned by determining where "green" items can be applied, e.g. mulch to a backyard
- The speed of the game increases as the player moves to new levels increasing the difficulty
- High scores are saved into a database where players are encouraged to enter their name or initials

• **Trivia Game — Reduce, Reuse and Recycle**

While the CIWMB's site already has a trivia game on it, we recommend updating the questions.

- Multiple choice trivia questions aimed to raise awareness
- Trivia questions increase in difficulty as the players progress through game
- Trivia game scores are based on speed, level of completion and number of correct answers

To encourage children to visit the site, we recommend working with the California Teachers Association (CTA) and California's Parent Teacher Association. School administrators would be encouraged to sign-up using an admin interface login screen at the back-end of the micro-site. Administrators could enter their schools into the system electing to participate in a district/statewide challenge competing for high cumulative score. The winning schools would be awarded prizes at the end of a specified timeframe (prizes would be donated and secured by Ogilvy PR with approval from the CIWMB). By adding an incentive, we will be driving

our point home as well as encouraging repeat visits to the "micro-site."

Deliverables

- Web design including content, graphics, interactive game outlines
- Initial registration of site

C3: Outreach

Radio Disney Partnership

For this campaign, Ogilvy PR has developed an exciting partnership with Radio Disney. Radio Disney provides an excellent channel to reach children (6-14 years of age) and their parents (women 25-54). The partnership has been designed to educate children and parents about the environment and to help drive traffic to the newly created children's Web site. Due to budget parameters, the partnership is for the Sacramento market only, but can be expanded statewide. The comprehensive partnership includes the following activities:

- **On Air Spots** — Beginning in August 2007 and running through the life of the contract, Radio Disney will air 540 spots for the CIWMB. This flighted campaign will air during two weeks of each month. Please see schedule below.

Radio Disney Advertising Plan					
Daypart	Day of Week	Spot Length	Total Spots	RTG	GRPs
6am-10am	Mon-Fri	:60	135	0.6	81
10am-3pm	Mon-Fri	:60	90	0.5	45
3pm-8pm	Mon-Fri	:60	135	0.6	81
10am-8pm	Sat-Sun	:60	90	0.6	54
6am-8pm	Mon-Sun	:60	90	0.5	45
Schedule Total:			540		306

• **Kidcaster Public Awareness Campaign** —

In order to engage children directly, Radio Disney will provide the CIWMB with Kidcaster PSAs for three months (20 PSAs aired over a three month period). Radio Disney will recruit children at key community events to read pre-approved PSA copy about keeping the environment protected. The



kids choose which message they want to read “out loud” over the microphone for their “try-out.” They practice and learn the PSA, usually with their parents helping them. Radio Disney will then select the best three to come into the studio and record a PSA for the CIWMB (CIWMB will have final approval). The CIWMB Kidcaster tryouts will be held at three community events.

- **Community Outreach** — Radio Disney will help promote CIWMB’s messages at three key community events or festivals. Radio Disney can serve as CIWMB’s ambassador distributing important information. A sample list of events includes: Festival de la Familia, Disney on Ice, Arden Fair Camp, Placer County Fair, Yeah Baby Expo and Rivercats baseball games, to name a few.
- **Web Site Promotion** — CIWMB will have a tile ad on the Radiodisney.com Sacramento site for a three month period. The tile ad will have a direct connect pop up box that will have a special message from the CIWMB and a direct link to the kid’s Web site as well. Radio Disney can also create a fun splash page with the same information for kids and families.
- **CTA/PTA Outreach** — As referenced above, we believe leveraging contacts with the PTA and CTA will help to drive traffic to the Web site. Ogilvy PR has contacts with the California Teachers Association (CTA) and California’s

Parent Teacher Association (PTA). Through these contacts, we recommend letting them know via email or letter about the newly created CIWMB kid’s Web site and encourage them to share this information at meetings to start a “word of mouth” marketing effort.

Deliverables

- Media buy schedule and placement on Radio Disney
- Distribution of CIWMB materials at three community events
- Tile ad on Radio Disney Sacramento site for three months
- Kidcaster PSAs aired for three months
- Email/letter sent to CTA and PTA

C4. Tracking

Our team is dedicated to providing high quality client service and award winning work. For each of our campaign activities, Ogilvy PR will provide regular updates. For this campaign, regular updates (weekly/ monthly) will include information on radio schedules as well as event participation.

- **Monthly Reports and Meetings** — Ogilvy PR recommends meeting with the CIWMB monthly to review activities, facilitate communications and ensure the work plan is on track and generating results. Weekly calls to touch base are also recommended.
- **Activity Summaries** — An activity summary will be submitted at the beginning of each month for activities conducted the month prior. The activity summary will accompany an invoice and will outline key successes.
- **Work Plan Tracking and Management** — The following activities will take place on an ongoing basis:
 - Conduct internal/external work plan and strategy meetings
 - Budget tracking
 - Management and direction to all subcontractors
 - Tracking of work plan activities
 - Ongoing strategic counsel
 - Presentations at Board Meetings as requested
 - Submission of annual report

Deliverables

- Weekly status update calls
- Monthly in-person meetings
- Monthly summary reports and invoices
- Year-end reports summarizing evaluation efforts and highlighting key benchmarks

Additional Expert Recommendations

Our team believes that the youth-focused effort provides numerous exciting opportunities for the CIWMB. Outlined below are non-funded recommendations we propose implementing should additional funding become available.

Rockin' Recess with Radio Disney

Radio Disney would like to partner with the CIWMB to host "Recycling Rockin' Recesses" at elementary schools across California (pending school approval). Each event would be centered on topics that CIWMB wants to emphasize with kids and all scripts would be created in conjunction with CIWMB. The assemblies would have an educational message delivered with high energy, and would include live, entertaining activities. Assemblies usually run 30 minutes in length and the CIWMB can distribute a goodie bag with program materials to each student at the school. Radio Disney would oversee all coordination, talent and prizes.

Web site for Tween Segment

We recommend a more action-based involvement for this segment. The Micro Site for the tween population (ages 10-12) would provide a place for kids to learn about the benefits of recycling using fun facts and impactful imagery as well as an interface to show how their actions have made an impact. Ultimately, we would want to challenge kids to get involved in the "Reduce, Reuse and Recycle Challenge." In this challenge, kids would be able to see how one person can make a difference in the environment.

Leveraging the relationships already formed with the PTA and CTA, school administrators would be approached to register their school for the challenge.

Students would also have a place on the Web site to send a request to their school administration to sign-up for the challenge.

The "Reduce, Reuse and Recycle Challenge" would encourage tweens to "act out" being environmentally conscious around campus and in class rooms. Activities could include picking-up litter on campus, properly recycling bottles and cans, bringing in their families e-waste for e-recycling (partnerships with recyclers would be coordinated), poster contest and essay contest. Students with the supervision of administrators would enter their activities/accomplishments onto the Web site. An ongoing tally would "rack-up points" for each school. For example, if four campuses choose to compete against one another on picking up litter. The amount/weight of litter would be tallied and entered each day/week. This challenge would run for a pre determined period of time and the winning school(s) would be awarded prizes. The school would receive acknowledgement on the web site and be given a "badge."

The payback will be two fold for this approach. On the Web site, kids would see a visual representation of the progress they have made and they will be able to see how they measure up to other schools and school districts in California in a fun graphic environment. They will also be able to calculate over time what their involvement means to the environment in terms that they can easily grasp. For example, "Remembering to recycle paper every day for an entire year helps to save 'x' amount of trees."

This would also be a wonderful PR opportunity. The quantitative data could be used in a press release detailing the progress of the top schools and districts across California.

Search Engine Keyword Marketing

Ogilvy PR recommends driving traffic to the children's Web site by developing a list of relevant search terms and purchasing "pay per click" text ads on Google and Yahoo!. The keywords would be geo-targeted such that they only appear to California residents who are searching for relevant keywords, such as children's games, kid's activities, etc. Ogilvy PR would provide analytical information about the effectiveness of the keyword ads and changes in search engine ranking.

Online Advertising

Using complementary creative for the kid's site, Ogilvy PR would develop online banner ads to be placed on top parent Web sites to drive parents to the CIWMB children's site.

Top 10 Parenting/Family Information Web Sites among US Female Internet Users with Children*, Spring 2006

1. iVillage Pregnancy and Parenting	59.1%
2. Parents.com	56.9%
3. BabyZone	55.8%
4. Parents.com/Child.com Network	53.9%
5. Parenting	53.3%
6. BabyCenter	52.6%
7. FamilyFun	52.6%
8. BabyCenter Network	52.4%
9. American Baby	52.1%
10. Child.com	51.8%

Note: *children under 18 in the household
Source: Nielsen//NetRatings, May 2006
073005 www.eMarketer.com

Content Syndication & Online Advertising at Key Children's Game Sites

To increase awareness of the CIWMB's existing and future online games, Ogilvy PR would identify key children's game sites, such as Yahoo!igans, Kids.com, Disney Channel or others as targets for content syndication. These partnerships would include featuring the CIWMB's games along with targeted banner

advertising that links back to the CIWMB's Web site. The campaign would be developed on a part-paid, part-PSA basis, such that for every paid impression the partner will provide three to five additional PSA, or non-paid, impressions.

Tween-focused Viral Campaign

Our team took a look at the top Web sites, blogs, v-blogs, podcasts and ezines (online magazines) visited by the older spectrum of our youth target audience. Because so many exist and are frequented so often, we recommend investigating a variety of "partnerships" with the top sites to either post information, place banner ads, develop standing content or set-up links. A primary focus will be on social networking sites that the older tween visits such as MySpace, Friendster and Facebook, but also learning sites such as gamequarium.com.

California MySpace Page

Ogilvy PR would create and maintain a profile for CIWMB's campaign on MySpace and encourage links from other students and residents from California. The profile could contain information about upcoming e-recycling events and other key environmental issues as well as blog badges, widgets and other relevant information. The MySpace presence would build awareness among younger audiences of the importance of making sure we are all good stewards of our environment.

N.I.E Partnership

Newspapers in Education (N.I.E.) got its start in 1955 to advance the use of newspapers in schools. The main purpose of the program is to improve reading, spelling and writing abilities and to help educate children on different topics, such as the environment. *The Sacramento Bee*, for example, has had an N.I.E. program for more than 20 years and Ogilvy PR helped coordinate the Sacramento Area Water Works Association education program with the *Bee* and the "Good Bugs" program for the City of Sacramento. Ogilvy PR recommends investigating select N.I.E. partnerships statewide as another means to educate children 6-12 years of age about the environment and drive them to the Web site. Since the CIWMB already has developed curriculum, it is recommended that this information be shared.

California Library Association

Working through CLA and directly with large libraries across the state, such as the Sacramento Library, Ogilvy PR would work to secure on-line links to the newly developed Kid's Web Site. The Sacramento Library's Web site, for example, has a "Kids" section that provides links to "cool sites" for our target group. The same site offers a parent and education section. Additionally, our team recommends making sure that information (CIWMB-created curriculum and learning opportunities) is also posted under those sections and that bookmarks and fliers are provided in libraries to drive traffic to the site.

Learning Matters

Ogilvy PR recommends developing a partnership with KCRA 3 and My58's "Connecting with Kids (CWK) — Learning Matters." "Learning Matters" is a creative, on air and online media campaign that provides students, parents and teachers with powerful information and strategies. "Learning Matters" is a vital part of KCRA's and My58's ongoing commitment to community service and each week, the show explores one of 26 Character Education traits and offers information, lesson plans, discussion topics, parenting tips, interactive games and downloads. We believe that teaching children to be good environmental stewards would fall under the CWK program. Similar type programming would be sought statewide.

Scope of Work

D. Scope of Work – Used Oil & Oil Reduction Outreach

Situation

An important part of making sure California's environment is protected is decreasing used oil generation and properly disposing of used oil. In looking at the amount of oil generated annually in California (estimated in 2005 by the CIWMB to be 153.5 million gallons), the amount that was recycled (91 million gallons or 59 percent) and the number of California drivers who change their oil more frequently than their manufacturer recommends (73 percent)¹ — the CIWMB's desire to create awareness and modify behaviors is well-founded.

Decreasing Used Oil Generation

"You can change your oil every 3,000 miles if you're really particular, but we recommend changing it every 5,000 miles," commented Tom and Ray Magliozzi, the erudite grease-monkey hosts of the popular National Public Radio program.²

Word is slowly spreading that changing motor vehicle oil every 3,000 miles may not be necessary. With better made cars and synthetic oils on the rise — the 3,000 mile standard may become a thing of the past.

Some manufacturers and car experts are beginning to go public with this information and research conducted by the CIWMB on "Busting the 3,000 Mile Myth" supports this claim.

An article that appeared in the *Deseret News* on March 26, 2007, by Tom Krisher (AP) stated, "Most major automakers agree: The adage that you should change your car's oil every 3,000 miles is outdared, and even 5,000 miles may be too often."

The article went on to quote key manufacturers and engineers about this premise, stating that Ford Motor Company had become the latest manufacturer to extend

its oil life guidelines, making public that it is raising the recommended oil change interval from 5,000 miles to 7,500 on its newly redesigned 2007 models and all subsequent redesigned or new models.

As manufacturers continue to make technological improvements in vehicles, having "stated" guidelines may no longer be necessary. Manufacturers such as Honda and General Motors have stopped making such recommendations on their new models and are now relying on sensors to calculate oil life and alert motorists when they need an oil change.

This new trend towards not having oil changed every 3,000 miles was also supported by the research conducted by the CIWMB in the "Used Oil Source Reduction Study: Busting the 3,000 Mile Myth."

What is important to note for oil change intervals is the driver's behavior on the road and driving conditions. For vehicles that are driven in severe conditions, oil changes may need to be more frequent. So, while some in the industry are becoming more outspoken on the topic, there is not a *new* one-size-fits-all answer that may prove to be somewhat confusing to motorists.

In the end, any campaign that is developed will need to provide easy-to-understand information that engages the motorist and drives them to action.

Proper Disposal by Do-it-Yourselfers (DIYers)

In addition to promoting proper oil change intervals, it is important to ensure that the DIYers understand how to properly dispose of their used oil. Based on facts from the CIWMB's Web site, used motor oil can contain toxic substances such as benzene, lead, zinc and cadmium. Additionally, the oil from a single oil change (1 gallon) can ruin the taste of a million gallons of drinking water (1 part per million) — the supply of 50 people for one year — if improperly disposed.

¹ Used Oil Source Reduction Study: Busting the 3,000 Mile Myth" (March 2007).

² Chemical & Engineering News, Copyright © 2006, American Chemical Society).

While research has indicated that curbside pick-up for used oil dramatically reduces the amount that is disposed of incorrectly, curbside programs are currently not available in most counties and cities. Therefore, the benefits and convenience of collection centers needs to be promoted. And with more than 2,000 certified collection centers across California, the DIYer does have options.

What is important to understand, is what motivates or prevents the DIYer from properly disposing of used oil. The CIWMB has done several comprehensive studies already on this topic and our team will utilize these findings when developing our messaging and approach. Based on the "To the Greatest Extent Possible" Survey conducted by San Francisco State University and the Public Research Institute in 2005, the following attitudinal findings help shed light on improper disposal:

- Knowledge AND convenience reduce improper disposal substantially, but not completely
- The best way to reach DIYers is through broadcast media, both TV and radio with specific station day-parts being focused on (bought) as well as in-language media
- The motivation for high-volume shade-tree mechanics (STMs) work is economic

Goal

As stated in the RFP, the goal of our proposed outreach is to raise awareness among consumers about how they can decrease used oil generation through education based on auto manufacturer recommendations and raise awareness among DIYers about proper used oil recycling.

Audience Target/Profile

General Consumer

As of December 2006, California had 23.5 million licensed drivers according to the DMV. All of these motorists should be getting their oil changed as recommended by their auto manufacturer, but the "3,000 mile standard" has become so ingrained that, as stated earlier, 73 percent are likely to get their oil changed before the manufacturer recommendation.

In looking at the CIWMB's Used Oil Source Reduction Study, the "frequent changer" has the following profile:

- Women, ages 35-60
- Gets their oil changed at dealerships or quick lube shops
- Changes their oil based on window stickers
- Uses synthetic oils and drive imported cars
- Are "normal" drivers

Based on this, while our campaign will target all motorists, we believe a special focus should be on the target audience described above since they are most likely to be the greatest "offenders." Understanding the factors that most influence their behavior will also be very important. Our focus group testing will delve into that, but preliminary findings from the Used Oil Source Reduction Study indicate the following:

- The factor of greatest concern was engine wear
- The factor of saving time and money was of less concern

Do-It-Yourself Oil Changers

California has about 2.1 million DIY households. Of those, 348,000 are considered shade-tree mechanics (STMs) meaning that they change oil on vehicles other than their own. Importantly, the oil capture rate for DIYers is substantially lower than for oil collected through professional service stations. CIWMB data shows a capture rate of 95 percent for oil changed by professionals, but only 40 percent for DIYers (Browning, 2005; CIWMB's *To the Greatest Extent Possible: Do-It-Yourselfers and the Recovery of Used Oil and Filter*, October 2005).

When targeting this audience segment, we will strive to reach the "greatest offenders" through communication channels they utilize most and find credible. Since the RFP calls for radio, print and out-of-home PSAs, we will focus any oil disposal messages on radio based on the chart below. If additional funds become available, we would then recommend TV. It should be noted that for the Latino DIYers, daily newspaper consumption is fairly low. Rates of TV and radio use among this group is comparable to other groups.³

Media Consumption Habits		
Daily Media Use	Proper Oil Disposal	Improper Oil Disposal
Radio	82%	73%
TV	78%	81%
Newspaper	46%	49%

Recommended Markets

Normally we would recommend that the CIWMB consider conducting test markets with this campaign. This approach follows the community-based social marketing methodology that was outlined earlier and allows for:

- Campaign strategies and tactics to be thoroughly tested before being implemented statewide;
- Messaging to not be diluted because the campaign is spread across too many markets and not enough information is being concentrated in one area;
- Key barriers to be better understood and addressed; and
- Contained, measurable results to be captured.

However, due to the activities being requested (PSAs and partnerships), if we were to limit our outreach to one or two test markets, we would also be limiting our ability to achieve results — number of PSA placements, types of partners that can come aboard, i.e. statewide organizations.

Because of this, we are proposing a statewide program, realizing that ideally there would be more funding available to really *saturate* the state with this message over and over again through multiple communication vehicles. We consider our activities Phase I of what will hopefully become an ongoing campaign that will gain momentum and, ultimately, bust the 3,000 mile myth.

Strategies

For the purposes of this proposal and, to ensure a cohesive campaign, we are going to focus on the "3,000 Mile Myth" for both target audiences. Secondly, we will add in the proper disposable message for the DIYer without watering down the primary message for the general motoring public. It is also important to note that key members from the research team that conducted the "Busting the 3,000 Mile Myth" study for the CIWMB will play an integral role in the campaign development and measurement components.

The following communication strategies will be utilized in developing and implementing the campaign:

- **Develop unifying theme that brands the campaign** — Our team will develop a unifying theme/look and feel based on research conducted in order to help "brand" the campaign and make it recognizable amongst our target audiences.
- **Leverage credible, third-party allies** — Providing messaging through credible sources such as auto manufacturers and car dealerships at the point where motorists are seeking an oil change and/or looking into other maintenance activities for their vehicles will be important. However, there will be entities that do not want the 3,000-mile oil change recommendation challenged and they may choose to heighten their messaging. By partnering with trusted organizations, the state can deliver a powerful and believable message.
- **Utilize social marketing strategies/theories** — As outlined in detail earlier, our team will implement a social marketing approach starting with raising awareness. It will be important that the theories and strategies outlined within this

³ *To the Greatest Extent Possible: Do-It-Yourselfers and the Recovery of Used Oil and Filters* (October 2005)

approach are adhered to in order to fully understand what tactics work best.

- **Use a variety of communication channels to offer a 360° approach** — While the RFP calls for PSA creation/distribution and partnerships only, we believe it will be important to make sure that our targets are reached through other, credible touch points. This approach works on the premise that all efforts must work together in an integrated fashion to ultimately motivate behavior and affect real change. So, for example, we recommend reaching the target audience not only through PSAs and partnerships, but also through media relations, digital influence, and paid advertising for OOH should more funding become available. This way the target audience is reached multiple ways and multiple times. Also, using the mediums that each target group relies upon most will be important, i.e. DIYers/SMTs (radio and TV).
- **Ensure campaign is relevant** — It will be imperative that the campaign resonates with all our target audiences. Simply translating information into Spanish will not suffice; therefore, we will “transcreate” informational materials. Additionally, we are trying to reach both men and women. Through focus group testing, we will uncover which messages and approaches resonate best with each audience and if there is an approach that can reach both equally as well.

Activities

D1. Work Plan

While this work plan outlines several strategies and activities for achieving the goals of this campaign, our team will want to collaborate with the CIWMB further to refine the plan and attain approval. As outlined in the timeline, the first weeks of the contract will be dedicated to conducting a kick-off strategy meeting, revising the plan and updating the timeline, as needed. Based on the research conducted (Task A), additional changes to the plan and timeline may be made as well. A final work plan will be submitted within 30 days of award of contract.

Deliverables

- Updated communication plan and timeline

D2. Partnership Development

Our team will develop key stakeholder partnerships in order to disseminate the campaign message, enlist third-party allies and seek expert input for the campaign. The list of potential stakeholders will include auto dealerships, auto manufacturers, state agencies and other trusted partners. Outreach efforts to these entities will highlight potential partners' contributions to the community and commitment to environmental sustainability. Partnering organizations will be publicly recognized using a medium most appropriate for the organization. Such public recognition will reinforce the stakeholders' commitment to the community and to the environment.

Commitment as a tool of behavior change has been used successfully across a number of studies. Social psychological research has shown that making an initial commitment can alter the way the individual sees him/herself, and as a result, future actions and decisions are more likely to be consistent with the original commitment. Such an approach will aid us in the development of long-term, sustainable partnerships.

Caltrans “Don’t Trash California”

Ogilvy PR secured more than **\$1,000,000** in **added value** via program partners for this award-winning program.

Potential partners that we are currently having conversations with include:

- Department of Motor Vehicles (DMV)
- Bureau of Automotive Repair (BAR)
- AAA of Northern/Southern California
- California Motor Car Dealer Association
- Bridgestone Corporation
- Auto Business Coalition
- California Outmalls (Elk Grove, Roseville, etc.).
- Universal Technical Institute

While the DMV and BAR are prohibited from providing a partnership letter in advance of us being awarded a contract, discussions with their communication staff appear promising.

Please see letters at the end of this section for organizations that are interested in partnering with the CIWMB on this issue.

CIWMB "E-Recycle"

Ogilvy PR has secured the following retail partners to distribute information:

- Wal-Mart/Sam's Club
- Central Computer Systems
- CompUSA
- Fry's Electronics
- OfficeMax
- Radio Shack
- Target

Key activities to include:

- Development of a partnership plan including prospective partners list, recommended promotional opportunities, and partnership options/benefits
- Development of a partnership marketing packet to recruit partners
- Conduct calls, make presentations, follow-up with all identified leads that have been CIWMB approved, secure partners
- Identify and then create materials that partners would find useful (point-of-purchase displays, fliers, posters, Web site links, shelf hanger, to name a few options). Providing information to the target audience when they are about to "partake" in getting their oil changed or other vehicle-related maintenance is crucial in encouraging a change in behavior.
- Develop and implement partnership tracking mechanism

Deliverables

- Detailed partnership plan
- Partnership agreements and maintenance
- Production and distribution of partnership materials and implementation of partnership activities according to plan
- Regular tracking report to measure effectiveness of partnership activities

D3. Advertising/Marketing

Over the last several years, a considerable amount of survey and focus group research has been conducted (and more will be conducted as part of this project) that has identified a variety of motivational factors related to oil recycling behavior and oil change intervals. This data will provide a wealth of information upon which an effective marketing campaign can be developed. That is, rather than basing the campaign on creative intuition about what we *think* would be effective, the development of our marketing pieces will be data-driven and will take into consideration the current attitudes, perceived barriers, knowledge and motivations of the target population.

Based on the results of the "Consumer Behavior and Habits Study" (Task A) and recent CIWMB used oil publications (specifically, "Busting The 3,000 Mile Myth"), our team will develop a series of outreach recommendations for both print/out-of-home (OOH) and radio messaging per the RFP.

For the creation of these materials, our team will go through an established and proven creative process. Having developed thousands of creative materials for state agencies, non-profits, foundations and the public sector, we are intimately familiar with what it takes to develop materials that resonate with multiple audiences and, ultimately, help drive them to action. Most recently, our team created award-winning work for the CIWMB Green Roads and Tire Sustainability campaigns.

- **Developing the Creative Brief** — The first step that we take in developing creative materials is to develop the creative brief. The creative brief answers important questions such as: Who are we talking to? What exactly would we like them

to do, feel or remember? What is the single most motivating message? Why should they believe us? During this time, our team would also be conducting a thorough audit of all existing collateral materials.

- **Developing Key Messages** — As referenced before, during the creative brief process and again during the development of the creative platform, our team delves into what types of messaging will have the most impact with our selected audiences. Key themes from the survey and publications will be incorporated into a series of persuasive messages. The persuasive messages will combine the identified themes with known principles of persuasion and behavior change.
- **Creative Development** — Following the approval of the creative brief, creative platform and key messages, our firm then begins the development of select creative materials for focus group testing. The mock-ups for print and out-of-home are provided and include a set-up description and copy of script. Several print/out-of-home and radio messages will be created and tested (targeting oil recycling and targeting recommended oil change periods). Each of the messages will be designed and tested in both English and Spanish.
- **Focus Group & Pilot Testing** — We believe that testing key messages and creative elements is a crucial step in the development of any campaign. Once messages are finalized and the creative elements complete, each of the messages will be pilot tested with a small sample to gauge the reaction of the target population and to ensure that the messages convey what is intended. The messages will be tested through focus group sessions and through a small field experiment. In the field experiment, a total of 160 participants will be randomly assigned to listen to a number of messages (in either English or Spanish).

After listening to the messages, participants will be given a questionnaire to assess outcomes (self-reported intentions regarding oil recycling and oil change intervals). It should be noted that we also have the results of the two focus groups that were conducted in conjunction with the "3,000 Mile Myth" study. We understand the creative pieces developed for this effort may be different, but it is worth noting and referencing key findings from this effort.

Deliverables

- Creative brief
- Key messages document
- Multiple scripts and concepts
- Transcripts/report from focus groups (2)
- Radio PSAs (one :30 and one :60) in English and Spanish
- Print/OOH PSAs in English and Spanish

D4. Distribution

Print and out-of-home PSA distribution will be led by MediaLine Communications. Currently, MediaLine is working with Ogilvy PR on the e-recycle program and, to date, has successfully garnered radio and TV PSA placement valued at more than \$2.5 million in equivalent advertising dollars for eRecycle.org throughout California.

Drawing from an existing database of PSA-using media, MediaLine's activity will include outreach to print, OOH and radio on a statewide level. If appropriate, the messaging will be made available to national print media as well, an effort that our team has seen dramatic success with in the past (ClimateStar campaign, among others).

Specific activities to include:

- Develop a targeted list of print, OOH and radio opportunities reaching California motorists;
- Provide expert input and guidance as needed in the creative process of print, OOH and radio PSAs;
- Create outreach pitch letters and other materials to expedite communication with target media outlets;
- Produce professional quality dubs of the radio PSAs for distribution in multiple formats (CD, MP3, etc.);
- Negotiate opportunities with umbrella organizations ranging from outdoor space sales organizations and radio conglomerates to publishing houses on a local, statewide and, when appropriate, national level;
- Actual physical distribution of PSAs to media outlets, including multi-format delivery and all follow-up dialoguing;

- Track the pickup and usage of spots;
- Prepare monthly reports and analysis of the usage and estimated value of PSA placements; and
- As needed, explore and make recommendations regarding discounted outdoor paid advertising placements.

Deliverables

- Monthly PSA reports outlining placement and value

Additional Recommendations

Our team recommends conducting the following activities in addition to those outlined in the RFP.

MapQuest Advertising

According to a 2004 Pew Internet & American Life survey, 84 percent of Internet users search for driving directions online. We believe that developing banner ads and placing them onto MapQuest's direction page will be an innovative means of reaching a large segment of our target audience right before they get in their car to travel. Often motorists will conduct car repairs right before taking long trips; therefore, this "reminder" ad would target California drivers when they are thinking about conducting vehicle maintenance. We would recommend having the banner ads run during heavy travel periods such as 4th of July, Labor Day, Thanksgiving and ski season. The ads would also appear on the printed page of the directions. Having conducted similar efforts for other clients, we know that the CIWMB should be able to generate more than four million impressions.

Media Relations

Working with the news media is one of the best ways to communicate with the public, because it 1) is highly credible and 2) it is a cost-effective means of reaching large numbers of people. Additionally, working with targeted media, which serve specific populations, is a means of focusing the campaign to achieve specific objectives. In a 2005 poll conducted by Bendixen

& Associates called "Ethnic Media in America: The Giant Hidden in Plain Sight," it was discovered that 87 percent of Hispanic adults access Spanish in-language television, radio and newspapers on a regular basis. Our campaign will include the following:

- **Development of appropriate media materials, including the following in-language items:**

- Standard press kit (to be tailored as needed)
- Columns/guest opinion articles

- **Conduct quarterly media outreach to generate stories, including:**

- Identification of appropriate reporters/editors, introductory meetings
- Development of an editorial calendar for targeted outlets, outlining regular media story ideas, angles and submission dates to ensure:
 - Online placements
 - Placement of feature articles
 - Opinion editorials
 - News articles/stories
- Track and evaluate coverage based on quantity (audiences reached), quality (content of stories), and effectiveness (public response to coverage)

- **Sample media targets would include:**

- **San Francisco Chronicle** — The *San Francisco Chronicle* is the largest newspaper in northern California and the second largest in the western United States. It is a regional, daily newspaper with circulation that stretches from the Oregon border to Santa Barbara and includes Silicon Valley, with a circulation of 386,564. Ogilvy PR will pitch Michael Taylor, *Chronicle* Auto Editor.
- **San Diego Union Tribune** — The *San Diego Union-Tribune* is a daily newspaper touted as "San Diego County's largest newspaper." The *Union-Tribune* offers comprehensive news and features of local happenings and the regional business economy. It has a circulation of 304,334.

Ogilvy PR will pitch Mark Maynard the Automotive editor of the *Union-Tribune*. Maynard also has a blog on the *Union-Tribune's* Web site that deals with automobiles. He is interested in new products, aftermarket,

technology, vintage automobiles and repairs. He wants to see more stories about people in the automotive industry or about a unique presentation of a new vehicle.

- **San Jose Mercury News** — The *San Jose Mercury News* is a daily newspaper covering Silicon Valley, CA, including Santa Clara County, Southern Alameda County, Southern San Mateo County and Scotts Valley. This paper has a total circulation of 228,880.

Ogilvy PR will pitch Matt Nauman. Nauman is editor of the Drive section, which features new model reviews, automotive maintenance advice, an automotive-related events calendar and consumer-related trend stories. He is interested in stories that depict the effect automobiles have on lifestyles and he is interested in automotive trends, products, consumer interests and safety.

- **Los Angeles Times** — The *Los Angeles Times* is a general interest daily newspaper that covers regional, national and international news. There are also regional editions of the paper for specific coverage areas. This paper has a circulation of 815,723.

Ogilvy PR will pitch Ralph Vartabedian. Vartabedian is the author of the *Los Angeles Times* "Your Wheels" column.

- **Sacramento Bee** — The *Sacramento Bee* is a general-interest daily newspaper for the Sacramento area. It covers local news and business, as well as local and regional entertainment, sports and lifestyle. This paper has a circulation of 273,609.

Ogilvy PR will pitch the *Sacramento Bee's* "Click & Clack" column written by Tom and Ray Magliozzi in the Wheels section. Ogilvy PR will also pitch the section's editor Mark Glover. Glover is interested in hybrid vehicles and incentives for using them, gas prices and consumer-buying trends. After-market products are also of interest, and he'll talk to anyone who has expertise on national trends related to automotive technology and products.

- **Generate radio and TV talk show placements.**

Our work on behalf of the CIWMB's e-recycle campaign has secured CIWMB spokespersons and third-party allies on a variety of shows (see below partial listing):

- KBIF-AM (Fresno) - "Morning News Show"
- KHTK-AM CBS Radio (Sacramento) - "Today's Issues"
- Access Sacramento Radio (Sacramento) "Gatewood and Farrow"
- Access Sacramento Radio (Sacramento) "Capital City Radio"
- KQKE-FM - (San Francisco) "News Program"
- KCBQ-AM (San Diego) "Viewpoint San Diego"
- KPPZ-AM (San Diego) "Viewpoint San Diego"

For this campaign, we would do the same and seek to place key spokespersons on relevant TV and/or radio talk shows.

Deliverables

- Press kit and media material development
- Ongoing media calendar and placement
- Media analysis report evaluating the level, quality and impact of earned media efforts

D5. Measurement

The effectiveness of the marketing efforts created as part of this outreach will be systematically evaluated using valid sampling techniques. The primary purpose of the evaluation component is to determine whether consumers have been exposed to the campaign messages and whether they are in the process of or have changed their behavior as a result. While there are many ways to conduct a valid assessment (intercept surveys, control markets), for the purposes of this effort, we recommend implementing a random-digit dialing phone survey.

Random Digit Dialing Survey

Following the dissemination of the PSA and print media messages, our team will conduct a random-digit-dialing survey of 1,000 motorists drawn from across the state. Surveys will be conducted by Interviewing Services of America using techniques and items similar to those used in the "Consumer Behavior and Habits Survey"

(Task A). The telephone surveys will be conducted with both English and Spanish-speaking motorists. Previous research suggests that approximately 19 percent of California motorists are DIYers. As a result, we expect that approximately 190 of the surveys will be conducted with do-it-yourself oil changers.

Because of the nature of PSA placement, we do not know ahead of time which markets will air the messages. However, we do know that the messages will air in some markets more than others. As a result, we will use the random placement as a means to define the "PSA-exposed markets" and compare respondents in each exposed market with those in non-exposed markets.

The sample of 1,000 will compare "target" communities (where the messages aired) and demographically-similar communities that did not air the PSAs (control). With 1,000 surveys in total, we will be able to assess overall market penetration, and also establish reasonable confidence intervals and tests of statistical significance for the impact of the messages. The DIY sample will be notably smaller (estimated 95 in each sample). While the smaller sample size will not provide the same level of statistical power, the sampling procedure will allow for an overall assessment of message impact.

In addition to relevant items from the "Consumer Behavior and Habits" survey (e.g. self-reported behavior, attitudes and current perceptions about oil-change intervals), the post-intervention survey will include additional items that assess various aspects of the specific marketing materials such as whether or not people saw or heard them, where the messages were seen/heard, how motivational they were perceived to be, and other related items.

D.5 Reporting

As requested in the RFP, every three months our team will provide a written update and every six months, as requested, we will make a presentation. Additional activities will include:

- **Monthly Reports and Meetings** — Ogilvy PR recommends meeting with the CIWMB monthly to review activities, facilitate communication and ensure the work plan is on track and generating results. Weekly calls to touch base are also recommended.

- **Activity Summaries** — An activity summary will be submitted at the beginning of each month for activities conducted the month prior. The activity summary will accompany an invoice and will outline key successes.

- **Work Plan Tracking and Management** — The following activities will take place on an ongoing basis:

- Conduct internal/external work plan and strategy meetings
- Budget tracking
- Management and direction to all subcontractors
- Tracking of work plan activities
- Ongoing strategic counsel

- **Creation of Final Report** — our team will document all activities and key benchmarks throughout the campaign in order to compile a comprehensive final report.

Deliverables

- Weekly status update calls
- Monthly in-person meetings
- Written updates every three months
- Monthly summary reports and invoices
- Presentation to the CIWMB every 6 months or as requested
- Final report summarizing evaluation efforts and highlighting key successes

Non-funded Expert Recommendations

Digital Influence/Social Media Campaign

Social media is conversational media in all its interactive forms including text, video and spoken words — whether face to face, over the Internet, over the airwaves or via mobile technologies such as iPods and cell phones. Ogilvy PR believes that making sure the campaign message gets out to motorists this way will not only create “buzz” but create greater awareness among key portions of our target audience.

According to a Pew Internet & American Life Project 2006 study, 65 percent or about 92 million adults use the Internet on an average day. Because of this, we believe that developing a comprehensive “online campaign” would greatly benefit the CIWMB. The goal of the online campaign would be to drive visits to a newly created micro site (hosted within the CIWMB site). Several online marketing activities would be implemented to drive traffic and raise awareness including: keyword advertising on Google targeted towards California audiences, advertising in California specific blogs, direct outreach to influential bloggers and posting of a video version PSA to sites such as YouTube.

TV Spots

Our team believes that this message would be well received if it could be created as a TV spot. Additionally, our team has had great success in getting TV PSAs placed throughout California and the lead time is often shorter than for print.

Innovative Paid Media Options

If additional funding became available, Ogilvy PR would recommend conducting a paid campaign. Paid media allows us to target when and who hears our messages. It provides greater control and can help jumpstart a new campaign due to its mass audience outreach. While we would recommend radio and TV, other mediums that we believe would support this campaign include:

- **Gas station advertising** — Be it gas pump toppers or multi-media (TV) information, advertising at fuel stations delivers entertaining and informative content to motorists while they refuel.

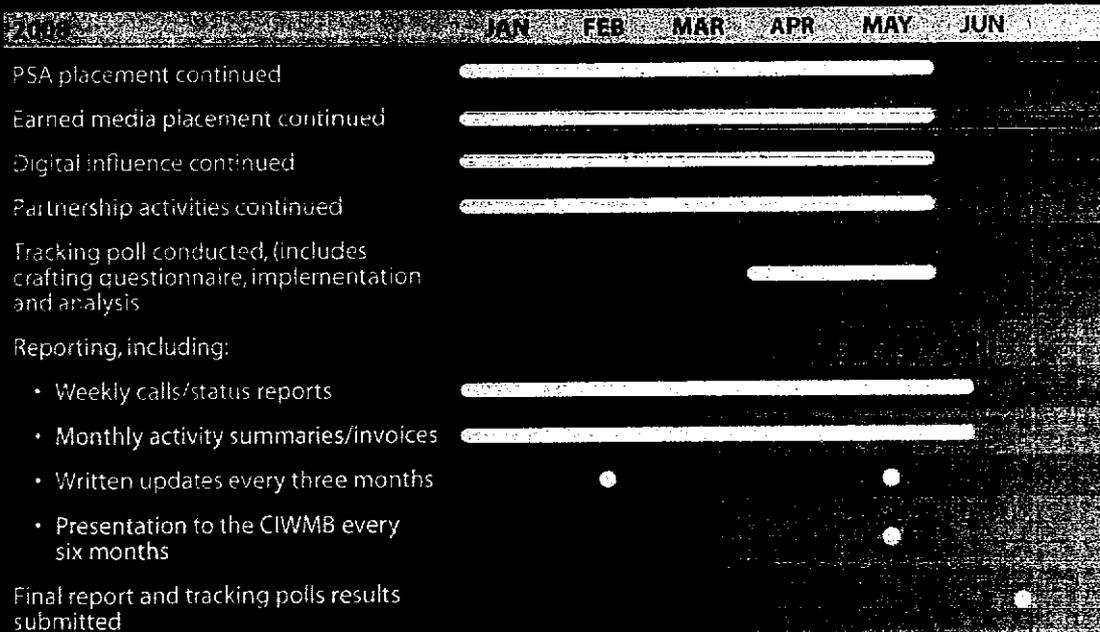
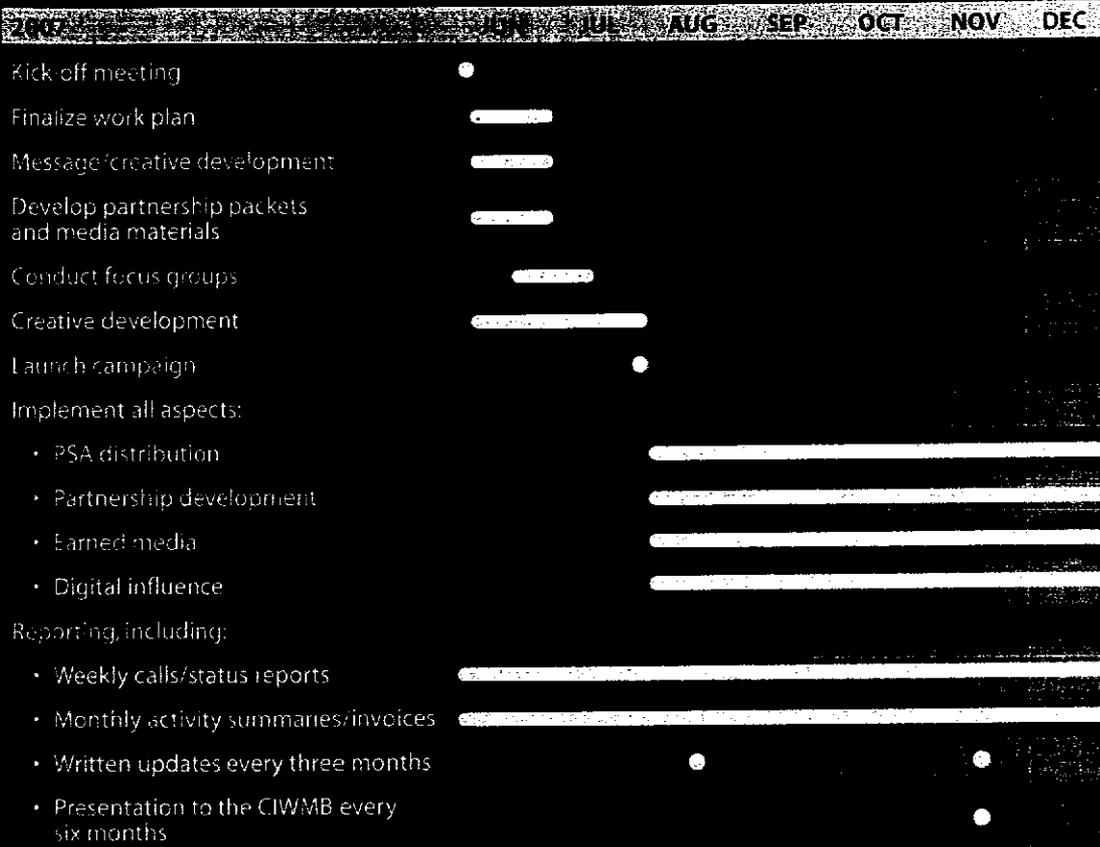


- **Retail Advertising** — Ogilvy PR believes that partnering with On The Scene Productions (OTSP) would be another way to reinforce the campaign's message to consumers. OTSP reaches and engages consumers while they are shopping in the world's largest retailers. Most people spend an average of five to eight minutes in line at stores where there's nothing else to look at other than reading the back of a magazine or a candy package.

The OTSP network includes both broadcast and interactive programming that advises and entertains shoppers and delivers more than 250 million viewers every month, and the interactive network delivers more than one million product previews every day. The OSTP network is strategically placed throughout the stores of many of America's premier retailers including Wal-Mart, Best Buy, Circuit City, Sam's Club, Costco, ShopRite, Pathmark, Shaw's, Jewel-Osco and Albertsons. Under the e-recycle section of this proposal, we are recommending partnering with Wal-Mart stores.

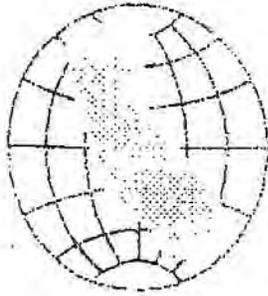
- **Focus Groups** — Our team would recommend conducting additional focus groups if more funding becomes available. While we will be conducting two focus groups (English and Spanish), conducting two additional groups in each language is optimal.

Used Oil & Oil Reduction Outreach Timeline



Note: if the CIWMB wants to incorporate all findings from the general survey (Task A), the above timeline should be pushed back to reflect when the findings from Task A will be completed (within first 90 days of award of contract) The above reflects the CIWMB's desire to launch

the campaign within 2 months of contract award. The above also reflects Ogilvy PR's recommendation to condense the timeframe in order to "saturate" the market more intensely for a higher awareness rate. This timeline is flexible-can be changed per the CIWMB's direction.



CALIFORNIA MOTOR CAR DEALERS ASSOCIATION

Government Affairs Office
1415 L Street, Suite 700, Sacramento, CA 95814
(916) 441-2599 • (916) 441-5612 Fax • www.cmcda.org

Ms. Beverly Kennedy
Ogilvy Public Relations Worldwide
2495 Natomas Park Drive, Suite 650
Sacramento, CA 95833

Dear Beverly,

The California Motor Car Dealers Association is the country's largest state association of franchised new car and truck dealers with over 1,400 dealer members. CMCDA members are primarily engaged in the retail sale and lease of new vehicles, and also engage in automotive service, repair and part sales. CMCDA promotes fair and ethical business practices through a wide range of educational programs, services and industry publications.

On behalf of the California Motor Car Dealers Association (CMCDA), this letter is to confirm that our organization would be pleased to partner with Ogilvy PR should your agency be awarded the California Integrated Waste Management Board (CIWMB) used oil recycling and oil reduction public outreach campaign.

As we discussed, CMCDA is willing to help CIWMB's efforts by educating our members about used oil recycling and oil reduction outreach program through our website and newsletter. We can also provide our members additional information regarding opportunities to distribute brochures and/or materials on-site. In past partnerships with Ogilvy PR, CMCDA has authored Op-ed articles reinforcing important messages to the public. By partnering once again, we can successfully reach and help educate our members and customers on the importance of recycling and proper oil changing maintenance and requirements based on manufacturers' recommendations.

Regards,



Crystal Jack
Director of Communications



California State
Automobile Association

150 Van Ness Avenue
P.O. Box 429186
San Francisco, CA 94142-9186

May 7, 2007

Ms. Beverly Kennedy
Ogilvy Public Relations Worldwide
2495 Natomas Park Drive, Suite 650
Sacramento, CA 95833

Dear Beverly,

On behalf of AAA of Northern California, this letter is to confirm that our organization would be happy to partner with Ogilvy PR should your agency be awarded the California Integrated Waste Management Board (CIWMB) used oil recycling and oil reduction public outreach campaign.

As we discussed, CIWMB's used oil recycling and oil reduction outreach program is in line with many of AAA's current initiatives. By working with the CIWMB, we can help educate our members and other consumers about the importance of recycling and proper oil changing maintenance.

AAA has a long standing commitment toward protecting the environment in the communities we serve. In a first-of-its-kind partnership, AAA of Northern California and the California Environmental Protection Agency joined forces to create a network of environmentally-friendly auto repair shops.

AAA and California EPA's Department of Toxic Substances Control provide free training and assistance to AAA's network of over 600 Approved Auto Repair facilities throughout Northern California. The DTSC's Vehicle Service Repair program teaches repair shop employees how to reduce hazardous waste through the use of new equipment and cleaning methods. Shops that successfully adopt the pollution prevention techniques are recognized as "Model Shops" by the California EPA. AAA's Car Care Plus facility in Sacramento was the first auto repair shop in California to receive this distinction.

AAA of Northern California offers a wide array of automotive, travel, insurance and financial services to more than 4 million members. AAA has been a leader and advocate for the safety and security of all travelers since it was founded more than 100 years ago.

Regards,



Sean Comey
Spokesman
AAA of Northern California



333 E. Lake Street • Bloomingdale, IL • 60105

Ms. Beverly Kennedy
Ogilvy Public Relations Worldwide
2495 Natomas Park Drive, Suite 650
Sacramento, CA 95833

May 22, 2007

Dear Beverly,

On behalf of BFS Retail & Commercial Operations, LLC (BFRC), this letter confirms that our company would be interested in partnering with Ogilvy PR should your agency be awarded the California Integrated Waste Management Board (CIWMB) used oil recycling and oil reduction public outreach campaign. BFRC is the retail arm of Bridgestone Americas Holding Inc., whose parent company, Bridgestone Corporation, is the largest tire and rubber company in the world.

BFRC is dedicated to driver safety and works closely with a variety of groups to advance this concern. Proper tire and vehicle maintenance is an important and often-neglected function with potentially serious implications for both drivers and the environment. Currently, our tire and vehicle safety campaigns suggests customers check their manufacturer's manual for maintenance guidelines, just as CIWMB recommends checking the manuals for the recommended mileage for vehicle oil changes. We feel this is the best way for motorists to learn current and relevant information for their vehicle.

BFRC is willing to help CIWMB's educational efforts by various means and looks forward to discussing this opportunity in detail. We appreciate the opportunity to partner with CIWMB and support your efforts.

Regards,

Vicky Condell
Director, Public Affairs
BFS Retail & Commercial Operations, LLC

Organization

Organization

Date of Establishment

Founded in 1980, Ogilvy PR is a full-service agency with offices in more than 60 cities around the world. The firm is headquartered in New York and is wholly-owned by WPP Group, one of the world's largest communications holding companies.

History

Ogilvy PR is a top-ten agency that specializes in managing comprehensive public education campaigns designed to raise awareness, change attitudes and motivate individual and societal behavior change.

Over the years, we have developed dynamic, award-winning campaigns on behalf government agencies. Because of this, we understand that successful social marketing does not rely solely on public education to meet its goals. It must be a comprehensive approach, addressing motivators and incentives to adopt change; identifying and neutralizing obstacles or barriers to such change; and developing community-wide pressure to reinforce the desired behavior, which is the only way to affect a shift in general social norms.

In addition to our strong social marketing qualifications, our firm brings a wealth of experience in the environmental arena. Our team *specializes in* creating and implementing strategic communications programs for complex projects that have an impact on their surrounding environment and require extensive stakeholder outreach and public or resource agency involvement. From e-recycling to conservation, infrastructure planning to water quality, from pesticide management to renewable energy, and remediation to resource management, we have a deep understanding of environmental issues and how they translate to public policy and public action.

Please see a detailed timeline at the back of this binder for our historical accomplishments.

Ogilvy PR Accolades

Ogilvy PR has received numerous awards for outstanding work and creative excellence.

- **Agency of the Year, 2000**
— *The Holmes Report*
- **Agency of the Year, 2001**
— *PR Week*
- **Network of the Year, Asia, 2002**
— *PR Week*
- **International Agency of the Year, 2003**
— *The Holmes Report*

In 2005, our Social Marketing Practice was rated "without peer" by *The Holmes Report's* Agency Report Card. Additionally, Ogilvy PR received the highest score for the following question in *PR Week's* 2006 Agency Excellence Survey: "Who would you hire as your next agency?"

Location

Ogilvy PR/California will take the lead in servicing the CIWMB account. The lead office is located in Sacramento at the following address: 2495 Natomas Park Drive, Suite 650, Sacramento, CA 95833.

Organizational Chart

Please see our organizational chart on the following page. Bios for team members can be found in the Qualifications and Resources Section.

Conflicts of Interest

Ogilvy PR has no known conflicts of interest with the CIWMB.

Organization Chart

Beverley Kennedy
Executive Vice President
Senior Project Manager

Betsey Hodges
Account Director
Deputy Project Manager

Research

Dr. Gonzalez
Principal

Sophia Tripodes Gomez
Principal

Action Research

Dr. Wesley Schultz
Senior Researcher

Jennifer Tabanico
Project Manager

Chuck Flacks
Focus Group Facilitator

Creative

Ogilvy & Mather Studio

Kris Hanson
Creative Director

John Ewing
Senior Designer

Cesar Altamirano
Junior Designer

PR / Advertising

Ogilvy & M

Rachel Hobler
Vice President

Christie Schuck
Senior Account Executive

Felicia Mowll
Senior Account Executive

Digital / Interactive

BKSLAB

Ryan Yanni
Director of Strategy

Robert Reinhard
Development Director

Jeff Toll
Creative Director

Greg Patterson
Art Director

Andy Slipka
Account Manager

Client Strategic Communications*

Christine Kohn
Principal

Media Line Communications

Paul Williams
Founder

* DVBE

Qualifications

and

Resources

Qualifications and Resources

About Ogilvy PR

Ogilvy PR is one of California's leading public relations agencies in conducting public education, social marketing and involvement programs for both public and private sector clients in the environmental arena. We specialize in developing and implementing strategic communication plans and creating targeted messages tailored to reach mainstream and/or hard-to-reach audiences.

Our firm has had considerable success in developing and implementing programs for a variety of clients including: Caltrans, California Integrated Waste Management Board (CIWMB), Marin Municipal Water District, Sacramento Regional County Sanitation District, Water Forum, California Rice Promotion Board, CALFED Bay-Delta Program, U.S. Army Corps of Engineers, East Bay Municipal Utility District, Sacramento Area Flood Control Agency, U.S. Bureau of Reclamation, South San Joaquin Irrigation District and Pier Pass, to name a few.

Specifically, Ogilvy PR provides the CIWMB with an impressive track record of results with demonstrated expertise in managing complex campaigns designed to:

- Raise awareness about a problem, product or issue
- Change attitudes about a situation
- Motivate change in personal behavior attributed to the "problem"

In short, we understand how to capture people's attention and move individuals to taking the desired action needed.

Our clients include federal, state and local government agencies with goals of managing public involvement programs to meet NEPA/CEQA requirements; managing public education programs to meet NPDES permit requirements; conducting social marketing programs to meet federal or state goals; and managing comprehensive marketing and public affairs programs to improve community health and well being. We are particularly proud of our work in these areas, as each program has delivered measurable results well beyond the goals and expectations. Consider the following:

- **California Integrated Waste Management Board** — In the mid 1990s Ogilvy PR conducted a comprehensive formative research project about proper disposal of used motor oil on behalf of the CIWMB. Since that time, our firm has been working with the CIWMB on three other projects including the award-winning Green Roads and Tire Sustainability campaigns. Additionally, we are currently managing the e-recycle campaign which, to date, has generated more than \$2 million in PSA placements and has resulted in partnerships being formed with the following retailers: Wal-Mart, CompUSA, RadioShack, Central Computer Systems, Fry's Electronics and OfficeMax.
- **California Department of Transportation** — Ogilvy PR designed and managed the state's premier storm water pollution prevention effort — Don't Trash California. We launched this statewide public education campaign with private sector support from such prestigious partners as Enterprise Rent-a-Car, Jiffy Lube, County of Los Angeles Department of Public Works and Keep California Beautiful. This award-winning campaign included extensive stakeholder outreach and local government involvement which was critical to its success.
- **County of Los Angeles Department of Public Works** — Ogilvy PR designed and manages a multi-year regional public education campaign designed to help the County meet federal permit requirements to reduce storm water pollution. This comprehensive effort includes conducting business Best Management Practice workshops in conjunction with public works staff; and collaborating with regional environmental organizations to promote public awareness.
- **Sacramento County Regional Sanitation District** — Ogilvy PR designed and manages the District's efforts to reduce mercury pollution in the regional watershed. The "Mercury Free" campaign includes collaboration with area businesses, local governments and the media to encourage proper disposal of materials containing mercury.

- **Water Forum** — Ogilvy PR designed and managed the long-term strategic communications program that helped facilitate success for this interest-based planning effort. More than 400 elected and appointed officials eventually ratified the Water Forum's regional water plan for the American River Watershed, making this one of the country's most successful public affairs programs to date.

We are effective program managers, offering intelligent and creative approaches to getting the job done. When necessary, we are also aggressive problem solvers. Our clients describe us as incredibly responsive, easy to work with and successful in delivering measurable results. Additional services we provide our clients include:

Media Relations — The news media is more complex than ever, making it necessary to direct media relations efforts with pinpoint accuracy to reach target audiences. We work successfully with the state's diverse ethnic, community, online and mainstream media, as well as with the trade and specialty media tailored to specific stakeholders. We provide training to help clients be comfortable and successful working with the news media, and we monitor all efforts to ensure accuracy and completeness in reporting.

Social / Digital Media — We specialize in designing and monitoring the digital world to reach our target audiences. We understand that social media is the new frontier in reaching an ever growing and busy public. From blogs to IM to online advertising, our team can create innovative ways to get our clients' messages heard.

Project Management — Ogilvy PR has a long history of managing complex government programs designed to deliver measurable results — on time and on budget. Our project management expertise includes accurate record keeping, accounting, information tracking, notification and securing approvals, and working collaboratively with our clients at every stage of a program. We have the capacity to oversee multiple projects in various phases of development — ensuring that all program elements are working towards the same overarching strategic communication goal.

Strategic Communication Planning — We use formative research to develop a comprehensive plan, and build evaluation measures directly into the campaign strategy. We understand that a successful communication campaign supports a company's

business plan and we work with our clients to develop plans that identify challenges and barriers as well as opportunities and innovative approaches.

Public Involvement Programs — Ogilvy PR excels in involving the public in the process of making decisions that will affect their lives and community; and in meeting state and federally mandated public involvement efforts.

Diversity Outreach and Multi-Cultural Communications — Ogilvy PR has impressive experience collaborating with ethnic community leaders, advocacy organizations and the news media to ensure that information is culturally relevant, linguistically accurate and successfully disseminated.

Formative and Evaluative Research — We manage every step of various research efforts designed to inform strategic communications planning, measure success, and to evaluate and publicize public awareness, attitudes and opinion. We use both formal and informal research techniques and often oversee research conducted in multiple languages.

Special Events Coordination — Ogilvy PR has the experience and expertise necessary to coordinate special events of any type, from those designed to garner media attention to neighborhood events designed to improve communities.

Partnerships and Sponsorships — We have a strong track record of creating beneficial public/private partnerships on behalf of government and not-for-profit clients. Identifying private sector partners to provide support through monetary or in-kind contributions can be vital in leveraging efforts.

Sports Marketing — Ogilvy PR has worked with every professional sports team in California to support government-based public education campaigns. We have developed numerous innovative campaigns for our clients to effectively reach target audiences and generate an unprecedented return on investment via partnerships with sports teams.

Community Relations — We have special expertise in forming and nurturing positive relationships between an organization and its communities. We work with community-based organizations, local associations and advocacy groups to create awareness, build collaborations and deliver results.

Creative Studio — Our award-winning Creative Studio has decades of work experience in the development of campaign materials to support public education, social marketing and public affairs programs. Ogilvy PR boasts more than 50 in-house art directors, designers, writers, editors and broadcast specialists. Our specialties include:

- Public service campaigns including video, print, online and radio components
- Specialized media placement
- Marketing campaigns
- Internal or stakeholder communications materials
- Direct mail campaigns
- Turnkey education, training or media kits
- Brochures, annual reports, informational materials
- Web site development; Internet monitoring and research
- Brand/identity development/corporate packaging
- Advertising campaign materials and components

Team Member Experience

The Ogilvy PR Team outlined here provides the best possible blend of skills, talent and experience to meet project goals. This team includes some of the country's most respected social marketing experts, creative staff and environmental experts. Our team members have a proven track record in Web site creation, PSA creation/placement, partnership development, securing media stories and implementing multi-faceted research projects. We believe that the synergy provided by this arrangement will provide the CIWMB with a comprehensive and creative approach that is unmatched. This team has successfully worked together previously, and has developed award-winning, multi-faceted campaigns for other California state agencies.

Ogilvy PR Resumes

Beverley Kennedy
Executive Vice President

Knowledge and Experience

Beverley Kennedy oversees Ogilvy PR California's Social Marketing Practice specializing in managing public awareness and social marketing campaigns for local and state government agencies. She excels in creating multi-faceted, multi-cultural, branded campaigns aimed at educating consumers on a variety of access, health and lifestyle issues.

During the past 12 years, Beverley has overseen a multitude of award-winning campaigns for her client base and is currently the senior advisor for the California Integrated Waste Management Board, California Office of Traffic Safety and the California Highway Patrol.

Beverley has an in-depth understanding of how to educate and create positive behavior change among diverse populations and has extensive experience in creating fully integrated campaigns consisting of community outreach, public/private partnership development, media relations, message/brand development, research, special events and advertising efforts.

On behalf of the CIWMB, Beverley oversees three campaigns including the tire sustainability program,

e-recycling campaign and the Green Roads campaign. Successes achieved on behalf of the CIWMB for these programs include:

- **Green Roads** — Meeting with more than 63 jurisdictions (goal was 40) to increase recycled-content product use;
- **e-Recycle** — Garnering more than \$2 million in value for PSA placements and establishing key retail partnerships with organizations such as Wal-Mart and CompUSA; and
- **Tire Sustainability** — Developing a partnership with the Rubber Manufacturers Association (RMA) and Les Schwab to promote tire sustainability.

A primary example of Beverley's ability to manage a multi-faceted campaign is her work conducted on behalf of the California Center for Teaching Careers (CalTeach). As senior counsel, Beverley was responsible for providing strategic direction and running this \$17 million, multi-year, mass media teacher recruitment campaign that was conducted in more than 15 languages. Beverley and her team were responsible for overseeing a multi-million dollar media buy (television, radio, print, internet and theatre), research activities, partnership development, media relations efforts, community and ethnic outreach activities.

Ogilvy PR, under Beverley's leadership, generated more than 268 million advertising and media impressions, increased calls to CalTeach's 1-888 number by 178 percent and attained more than \$4.1 million in added value through media partnerships and corporate sponsorships. Most importantly, 17,000 new teachers were recruited for the state of California's schools (goal was 10,000).

In addition to the award-winning programs referenced above, Beverley has worked on a myriad of other social marketing and advertising campaigns including: New Melones Reservoir, Sacramento Area Water Works Association, County of Los Angeles Department of Public Works, Contractors State License Board, California Department of Justice, California Department of Insurance and the Medical Board of California, to name a few.

Prior to joining Ogilvy PR, Beverley worked as a Community Director for the March of Dimes Birth Defects Foundation where she was responsible for fund development and special event planning.

Education and Licensing

Beverley has a bachelor of arts in communication studies and a minor in business from California State University, Sacramento. She is the past president for the Sacramento Chapter of the Public Relations Society of America (PRSA) and in 2001, she received Ogilvy PR's prestigious Chairman's "Vision & Values" Award for adhering to Ogilvy PR's high standards of excellence.

Tasks to Perform and Hours Allocated

Beverley is the senior project manager responsible for strategy, oversight of all program elements and regular client interaction. She has been designated for 180 hours.

Betsey Hodges Account Director

Knowledge and Experience

Betsey Hodges is an account director with Ogilvy PR. She has more than six years experience developing and implementing comprehensive public affairs and public relations programs, including activities such as media and community relations, public education and outreach, research and analysis, ally recruitment, coalition building and grassroots mobilization. Betsey's current responsibilities include:

- **California Integrated Waste Management Board (CIWMB)** — Betsey currently serves as the project manager for the CIWMB's E-Recycle Consumer Education Program. This comprehensive campaign has seen great success since the program began. Key accomplishments include significant media attention generated from four kick-off press events held throughout the state as well as activities surrounding Earth Day. The program has also garnered more than \$2.5 million in value for PSA placements and established key retail partnerships with organizations such as Wal-Mart and CompUSA.
- **California Office of Traffic Safety (OTS)** — Betsey currently serves as the project manager for this account, overseeing the ongoing

implementation of a multi-faceted traffic safety campaign. Campaign highlights include obtaining earned media coverage, in-kind support and sponsorship values. This account targets hard-to-reach audiences such as teenagers, young adults and Latinos.

Prior to joining Ogilvy PR, Betsey worked at APCO Worldwide where she managed public affairs projects for clients on a wide range of issues, including environmental regulation, international trade, consumer privacy, health care and technology. Clients consisted of private companies, trade associations and non-profit organizations.

Previously, Betsey worked at KCRA-TV Channel 3 (NBC) in Sacramento where she coordinated research and investigated news stories. Betsey also gathered footage and assisted reporters in the field.

Education and Licensing

Betsey received her bachelor of arts in rhetoric and communication and a minor in political science from the University of California, Davis.

Tasks to Perform and Hours Allocated

Betsey will be the deputy project manager responsible for oversight of all projects, daily collaboration with the client, and oversight of all subcontractors and vendors. She has been designated for 532 hours.

Rachel Hobler Manke
Vice President

Knowledge and Experience

Rachel Hobler Manke has an in-depth understanding of how to formulate and implement social marketing campaigns that educate target audiences and create positive behavior change among diverse populations. During the past 10 years at Ogilvy PR, Rachel has implemented award-winning campaigns for numerous clients. In 2001, Rachel's team won Ogilvy PR's Professional Achievement Award for their work on the California Center for Teaching Careers account. Most

recently her team's work on a tire sustainability campaign for the California Integrated Waste Management Board won top honors at the Sacramento Ad Club's annual Addy Awards for their retail point-of-purchase materials. The campaign also received a special Sacramento Ad Club award from Prosper Magazine for best business-to-business program for their Green Roads campaign.

On behalf of the CIWMB, Rachel manages the day-to-day strategy and implementation of two campaigns including the tire sustainability program and the Green Roads campaign. She also lends strategic support to the firm's work on CIWMB's e-recycling campaign. Successes achieved on behalf of the CIWMB for these programs include:

- **Green Roads** — Meeting with more than 63 jurisdictions to increase recycled-content product use (goal was 40);
- **Tire Sustainability** — Developing a partnership with RMA and Les Schwab to promote tire sustainability valued at more than \$40,000.

A primary example of Rachel's ability to manage a multi-faceted campaign is the work conducted on behalf of the California Attorney General's Office, Department of Justice Elder & Dependent Adult Abuse Prevention campaign. Working with her team, Rachel led a series of highly-attended Senior Crime Alert Community Forums aimed at informing California seniors about how to protect themselves from fraud, scams and abuse.

These forums included working with law enforcement and elder services stakeholders to bring together resources to inform seniors about how to avoid being a victim of elder financial abuse. The forums involved paid advertising, media relations, direct mail, collaboration with subcontractors on ethnic outreach activities and ongoing community outreach. Rachel worked closely with Ogilvy PR designers to develop all forum promotional pieces for TV, radio and print outlets. She had complete oversight of the budget, including all project staff time and hard costs, and she coordinated all scope-of-work deliverables to ensure a well-timed campaign.

Between April 2003 and August 2006, numerous results were achieved for the Department of Justice including: more than 12,000 calls to the abuse reporting hotline; \$679,612 in advertising added value for the campaign; \$581,802 in free PSA airings; placement of more than

160 campaign stories with print media outlets garnering 23 million media impressions from media relations activities and the dissemination of more than 163,117 campaign materials via mailings and events.

In addition to the award-winning programs referenced above, Rachel has worked on a myriad of other social marketing and advertising campaigns including: the Don't Trash California campaign for Caltrans; Water Wise Pest Control program for the City of Sacramento Department of Utilities, the Be Mercury Free campaign for the Sacramento Regional County Sanitation District; and the Care About Quality Childcare campaign for the California Department of Education, to name a few.

Prior to joining Ogilvy PR, Rachel worked in the Sales & Marketing Department for Sacramento's NBC affiliate KCRA, and performed student outreach for the California State University, Chico Internship Office.

Education and Licensing

Rachel has a bachelor's degree in communications and a minor in business administration from California State University, Chico. She is a past Board Member for the Sacramento Chapter of the International Association of Business Communicators and a former member of the Society for Healthcare Public Relations and Marketing. She is also a graduate of the Capital City Chapter of Toastmasters International. Currently Rachel is participating in Leadership Sacramento 2007, a business leadership and community service program of the Sacramento Metro Chamber of Commerce.

Tasks to Perform and Hours Allocated

Rachel will lend assistance to the used oil campaign. She has been designated for 65 hours.

Christie Schuck
Senior Account Executive

Knowledge and Experience

Christie has more than five years of experience developing and implementing social marketing and public policy campaigns involving public education,

community outreach, coalition development, event management, media placement, co-branding partnerships, web design, on-air advertising and on-line advertising. Christie's community involvement and social marketing efforts have won several recognition awards.

During the past year, Christie has had an instrumental role implementing a variety of award-winning campaigns for Ogilvy PR and currently serves on the following accounts: California Office of Traffic Safety and the California Integrated Waste Management Board's Recycled-Content Materials Marketing Program and Tire Sustainability Program.

Successes achieved on behalf of the CIWMB for these programs include:

- **Green Roads** — Christie is responsible for outreach efforts to educate key stakeholders and elected officials on the financial and environmental benefits of recycled road products. She has been integral to the program's ability to open doors and break down barriers to secure meetings with elected officials in some of California's largest jurisdictions. Christie has secured more than 50 of the 63 meetings in less than nine months. The success of these meetings is directly impacting this campaign's overall success. Christie has also coordinated several trade shows for the CIWMB to showcase its four key recycled road products.
- **Tire Sustainability** — Christie works hand-in-hand with the campaign project manager to coordinate the campaign's education materials for this program aimed at educating consumers, local retailers, and the media about proper tire maintenance. Most recently, Christie was responsible for developing partnerships with RMA, California Highway Patrol (CHP), AAA, and the Bureau of Automotive Repair for California's kickoff of National Tire Safety Week. She also successfully created an opportunity for a live remote with Fresno's Clear Channel radio station and Luis' Tire Shop. This was an excellent opportunity during peak drive time to interview key spokespeople and remind drivers about checking their tire pressure once a month.

Christie also works closely with the California Office of Traffic Safety. She recently lent support to the National DUI Crackdown campaign, which resulted in national

coverage for California. She also manages their award-winning sports marketing campaign in efforts to promote the Click It or Ticket seatbelt campaign and DUI prevention messages.

Prior to joining Ogilvy PR, Christie worked at Porter Novelli where she managed public affairs projects for clients at both the federal and state level, including environmental and corporate regulation, consumer advocacy, health care and land development. Her clients included: American Plastics Council, American Cancer Society, Coalition for Enhanced Marine Resources (CEMR) and Chevron Corporation. Christie is extremely media savvy from working at the Sacramento NBC and WB affiliate for more than two years in public affairs and sales marketing.

Education and Licensing

Christie has a bachelor of arts degree in consumer psychology from the University of California, Santa Cruz. She has continued her studies in graphic design from Sacramento City College and public relations from the University of California, Davis.

Tasks to Perform and Hours Allocated

Christie will be responsible for partnership development for the used oil campaign. She has been designated for 185 hours.

Felicia Mowll

Senior Account Executive

Knowledge and Experience

Felicia Mowll specializes in conducting long-term media outreach to target national, regional and local media outlets. She excels in developing creative angles to secure media interest and she is experienced at organizing large-scale media events as well as managing media relations programs and teams.

Felicia has overseen international media campaigns and conducted extensive outreach for her client base. She is currently involved in media relations activities for the California Integrated Waste Management Board,

California Office of Traffic Safety, Intel, Silicon Image and FirstRain.

Prior to joining Ogilvy PR, Felicia worked as a project associate with CirclePoint where she was responsible for managing public outreach programs for California state and local government agencies.

Education

Felicia has a bachelor of arts in psychology from New York University, New York. She also received a certificate of completion of an intensive Urban Planning course from Harvard's Graduate School of Design.

Tasks to Perform and Hours Allocated

Felicia will be responsible for garnering media coverage. She has been designated for 100 hours.

Kris Hanson

Senior Vice President/Creative Director

Knowledge and Experience

Kris Hanson is creative director and senior vice president for Ogilvy PR on the West Coast.

She has led the Ogilvy PR creative studio for eight years in the successful implementation of more than a dozen fully integrated, statewide, multilingual social marketing and public education campaigns. Kris has developed campaigns focusing on a multitude of issues facing Californians including stormwater pollution prevention, recycling, teen pregnancy prevention, teacher recruitment, alcohol and drug abuse prevention, elder abuse prevention and traffic safety.

Kris and her team are adept at "trans-creation" — developing multilingual creative concepts that are culturally relevant and audience specific. Kris' team has garnered more than 140 local, regional and national awards for achieving creative excellence.

This past year included the development and successful implementation of two campaigns on behalf of the CIWMB — the "Green Roads" campaign received

regional awards for creative excellence including a Gold ADDY and the first ever award granted by Prosper Magazine for the 2006 Outstanding Integrated Marketing Campaign. The design concept and production of the "Tire Sustainability" campaign was also recognized for creative excellence garnering two Silver ADDY awards.

On behalf of the CHP, Kris has been working with teen and "tween" audiences developing in-school curriculum and school-to-school challenge campaigns related to traffic safety issues. Most recently, she re-concepted and produced the cult classic "Red Asphalt 5" which is shown in most driver training classes; she also completed the "impact" and "Right Turn" campaigns aimed at seatbelt usage and how to refuse to drive in a car with an impaired driver.

For the past four years, Kris has led the creative development and implementation of Caltrans' "Don't Trash California" which is a statewide storm water pollution prevention campaign. This comprehensive, public education program seeks to curb polluting behaviors and has received more than 20 creative awards. Campaign elements include a multi-lingual brand identity and tagline, television and radio spots, print ads, theatre ads, sports marketing and an outdoor campaign which included hillboards and internal as well as external advertising on city buses.

Education and Licensing

Kris holds a bachelor's degree in communications from California State University, Chico where she majored in communications with an emphasis in graphic design and fine art.

Tasks to Perform and Hours Allocated

Kris will be responsible for providing creative direction on all materials/campaigns. She has been designated for 25 hours.

John Ewing
Senior Designer

Knowledge and Experience

John is a senior designer in the Creative Studio of Ogilvy PR, providing design services for print advertising and collateral design and production. He has been with Ogilvy PR for nearly seven years contributing his design skills to many public advocacy campaigns and designing award-winning materials for social marketing programs. John also lends his scenic design and photography skills to multiple projects and is proficient in all of the major graphics software applications.

Currently, John assists on various social marketing campaigns, including the California Integrated Waste Management Board's (CIWMB) award-winning "Green Roads" and "Tire Sustainability" campaigns as well as CIWMB's e-recycling campaign. John also lends his talents to the Sacramento Regional County Sanitation District's "Be Mercury Free" program where the goal is to reduce mercury pollution in the waterways by educating the public on the dangers of mercury thermometers and other household products containing mercury.

For several years, John has worked on Caltrans' "Don't Trash California" campaign, a stormwater pollution prevention program designed to prevent litter from contaminating California's waterways.

John helped design and produce several types of collateral and informational materials for the City of Sacramento's Water Wise Pest Control campaign aimed at reducing the use of toxic pesticides in residential landscaping. He has also supported the Los Angeles Department of Public Works "Can It!" campaign focusing on stormwater prevention.

John has more than 15 years of graphic design experience. Prior to joining Ogilvy PR, John was a member of Sperry & Associates Advertising in Raleigh, NC where he devoted his time to creating original design concepts and implementing various types of advertising, point-of-purchase materials and collateral.

John's volunteer work has included donating his time and skills for many nonprofit organizations, including North Carolina's "Crape Myrtle Festival" and "Evening

with Friends" events, benefiting local HIV/AIDS, women's health and youth charities; and Northern California community theatre groups.

Education and Licensing

John studied photography, visual art and journalism at Sierra College in Rocklin, CA.

Tasks to Perform and Hours Allocated

John will be responsible for designing all creative materials. He has been designated for 85 hours.

Cesar Altamirano Junior Designer

Knowledge and Experience

Cesar is a junior designer in the Creative Studio of Ogilvy PR, providing design services including concept development, print advertising, collateral design, illustration, photography and production. Although a recent college graduate, Cesar has already contributed his design skills to many public advocacy campaigns, designing various materials for social marketing programs. Cesar is proficient in software applications, including: Illustrator, Photoshop, InDesign, PageMaker and Adobe Acrobat. He is also a talented illustrator and photographer.

For the (CIWMB), Tire Sustainability Campaign, Cesar designed a poster and print ad campaign, window clings, media/press and retailer kits in English, Mandarin and Spanish. He was also the lead photographer for this campaign which encourages people to check their tire pressure once a month.

Cesar currently supports the work conducted through a grant from The California Wellness Foundation (TCWF) for the Make It In Scrubs campaign which is a statewide effort to 1) educate policy and opinion leaders about the need to grow and diversify California's health care workforce and 2) encourage under-represented minority adults to explore and consider a career in health care.

Cesar has contributed to the development and production of print advertising, collateral, direct mail, trade show and photography for this campaign in English, Spanish, Vietnamese and Korean. (www.makeitinscrubs.com)

Additionally, Cesar is the lead designer in a new campaign for the CHP called "Impact" which strives to increase awareness among teenagers about the importance of seat belt safety. He has designed a logo which is used on a variety of print, digital and broadcast media along with a comprehensive guidebook which will be distributed to every CHP Public Information Officer for use in high-school outreach efforts.

Cesar also supported the Family Meals Campaign, Project Help, which promoted a day to eat meals with your children as part of a national effort to promote parental engagement as a simple, effective way to reduce substance abuse by children and teens and raise healthier children. Cesar worked on the design and production of posters, banners, press kits, rip cards, utility bill inserts, commitment cards and employer outreach HTML emails for this campaign. The TV PSA can be viewed at www.projecthelp.org.

Education

Cesar received his bachelor's degree in graphic design, as well as a minor in Photography from California State University, Sacramento.

He was recently awarded a prestigious National Silver Addy from the American Advertising Federation for his work on in-house promotional materials for Ogilvy PR.

Tasks to Perform and Hours Allocated

Cesar will work with Kris and John to design all creative materials. He has been designated for 165 hours.

Subcontractor Resumes

Gomez Research

2206 Monte Vista St.
Pasadena, California 91107

Gomez Research is a marketing research and consulting firm specializing in public and nonprofit marketing, social marketing and corporate social responsibility programs. Gomez Research works with government agencies and nonprofit organizations, providing research to promote environmental and public health initiatives and to improve the delivery of government services including transportation, health care and education.

The firm has extensive experience conducting qualitative and quantitative research for the express purpose of directing the development of public relations and community education programs. Through focus groups, telephone surveys, intercept surveys and target audience profiling, Gomez Research has contributed to the development of several statewide and local campaigns and has evaluated their effectiveness.

The firm has worked with the California Integrated Waste Management Board, the California Department of Transportation, the California Department of Health Services, the California Department of Education and the Los Angeles County Department of Public Works, to name a few.

Gomez Research is certified by the State of California as a small business enterprise.

Sophia Tripodes Gomez
Principal

Knowledge and Experience

Sophia Tripodes Gomez brings nine years of experience to the table directing a wide variety of consulting projects including statistical and survey research efforts, market research, focus groups, management studies and program evaluation.

She has successfully managed 20 market research surveys in the last three years to evaluate public education campaigns and/or gauge public opinion and awareness, and she has an in-depth understanding of how social

marketing campaigns should work in order to be effective.

In 2002, she managed two consumer awareness studies for the County of Los Angeles Department of Public Works to evaluate the effectiveness of residential and business recycling campaigns. Activities included conducting a pre and post telephone survey and comparing the statistical differences in order to measure changes in awareness and behavior. Additionally, she conducted market research to develop messages for a public relations campaign designed to increase recycling among small, medium, and large businesses in the unincorporated areas of Los Angeles County, and to track public response to the campaign over time.

Under Sophia's leadership, her firm has also conducted multiple focus groups on behalf of Caltrans' "Don't Trash California" campaign (previously implemented by Ogilvy PR). Focus groups were conducted in English, Spanish, Chinese, Korean and Vietnamese.

Education and Licensing

Sophia received a bachelor of arts in journalism and a masters degree in urban planning from the University of California, Los Angeles. She is a member of the American Marketing Association.

Tasks to Perform and Hours Allocated

Sophia will be responsible for oversight of all qualitative and quantitative research methodologies related to the general survey. She has been designated for 180 hours.

Action Research, Inc.
1706 Low Chaparral
San Marcos, CA 92069

Action Research, Inc. is uniquely positioned to conduct the Used Oil Recycling and Oil Reduction Outreach (Task D) portion of the RFP. The research team assembled for this project brings many years of experience and expertise with oil recycling survey and outreach projects (see CIWMB publication number 611-06-004, March 2006¹). In addition, the staff is knowledgeable and well trained with regard to attitude measurement, survey design and statistical analyses. With a blend of academic faculty and research appointments, staff chosen for this project can also provide a positive contribution to the development and analysis of survey items for the Consumer Behavior and Habits Study (Task A).

Action Research is certified by the State of California as a small business enterprise.

Dr. Wesley Schultz
Senior Researcher

Knowledge and Experience

Dr. Schultz is the founder and Senior Researcher at Action Research, a California-based certified small business. Founded in 2004, Action Research applies the methods, statistical techniques and research findings from behavioral science to develop effective environmental programs. The mission of the company is to bridge the gap between scientific research and real-world applications.

The lead staff at Action Research are well trained in scientific methodology, behavioral science theory and advanced statistical analyses. As Senior Researcher, Dr. Schultz is an expert in the areas of behavior and attitude change, conservation psychology and statistics. His work in these areas has focused on the psychological processes of social influence, particularly as they apply to environmental behaviors.

Through Action Research, Dr. Schultz has conducted research and served as a technical expert for a range of private and public entities, including the Environmental Protection Agency, U.S. Department of Energy,

Southern California Edison, Brookfield Zoo, Keep America Beautiful and the U.S. Air Force. Furthermore, in his research position at California State University, he has worked extensively with the CIWMB. He has served as Principal Investigator on two multi-year CIWMB contracts, and most recently he played an integral role in the formative research for the Used Oil Source Reduction Study that uncovered the "3,000 Mile Myth."

Dr. Schultz has been published extensively, with recent books on the *Psychology of Sustainable Development* (Kluwer, 2002) and *Attitudes and Opinions* (Erlbaum, 2005). Over the past 10 years, he has published more than 30 articles in some of the leading scientific journals and given more than 100 professional presentations around the world. His work is recognized internationally, and he has given recent presentations in Canada, Spain, Germany, Singapore, Greece and the Netherlands.

Education and Licensing

Dr. Schultz earned a masters from the University of Maine, and his doctorate in 1995 from Claremont Graduate University.

Tasks to Perform and Hours Allocated

Dr. Schultz will oversee the development and implementation of focus groups and analysis for the used oil campaign. He has been designated for 125 hours.

Other key personnel at Action Research

Jennifer Tabanico earned bachelor's and master's degrees in psychology from California State University. She has worked as full-time researcher at California State University since 2004, overseeing studies funded by the CIWMB and the U.S. Department of Justice. She will lend support on all research aspects. She has been designated for 250 hours.

¹ California State University, San Marcos' Social and Behavioral Research Institute (SBRI) conducted the survey referenced above. Professor Schultz and other team members played key roles. SBRI is closing June 1st, therefore, Professor Schultz and his team have created their own research agency and can bring forth all insights from the previous study.

Chuck Flacks is an accomplished group moderator and research methodologist. He received a masters of science in counseling psychology from San Diego State University in 2005, a masters in public policy from Harvard University's Kennedy School of Government in 1992 and a bachelor of arts in sociology from the University of California, Santa Cruz in 1987. He has worked on over 50 research projects with such relevant clients as the California Integrated Waste Management Board, the California Department of Social Services and the California Employment Development Department. Chuck will oversee all focus groups. He has been designated for 80 hours.

Tasks to Perform and Hours Allocated

Action Research will provide oversight of all qualitative and quantitative research methodologies related to the Used Oil program. They will also serve as consultant to Sophia Gomez on the general survey. Individual hours allocations have been noted previously.

MediaLine Communications

2110 Artesia Blvd., #201
Redondo Beach, CA 90278

Paul Williams
Founder

Knowledge and Experience

Paul Williams formed MediaLine Communications in 1996 to provide strategic messaging and consulting services to health, environmental, non-profit, government, entertainment and consumer-oriented organizations interested in delivering powerful and meaningful messages to large target audiences.

Paul has designed and implemented successful national and regional public exposure and public affairs programs for a wide variety of organizations, including the California Integrated Waste Management Board (from the inception of eRecycle.org and its accompanying PSAs), the Earth Communications Office (ECO), Rock the Vote, the Winter Olympic Games in Salt Lake City, Global Green USA, Electronic Recyclers, Inc., Isothermics (an environmental pest eradication

organization), Alsace (a region in France looking to enhance corporate responsibility), Citykids, the National MS Society, Make-a-Wish Foundation, SportMart, Avica Digital Video, Danco Energy (green energy solutions), Incited Media (streaming video services for Live8 and the forthcoming Live Earth concerts), MetLife, the Union of Concerned Scientists, MemorialCare, the Sue Ismiel and Daughters Foundation, United States Olympic Gymnastics, ArthroCare Sports Medicine, Alphatec Spine, Clayton Consultants (international kidnap and ransom resolution specialists) and many others.

As a public affairs and public relations advisor/program leader and as a PSA development and distribution specialist, Paul has overseen successful public information campaigns, including the CIWMB's PSA distribution, in partnership with Ogilvy PR, leading to more than \$2 million in advertising value in less than ten months. He has consulted on more than 10 PSA programs for ECO and with his colleague Bruce Hartzell (one of the nation's leading PSA distribution strategists), and he developed the hugely successful ClimateStar print PSA campaign for the Union of Concerned Scientists, which has now been featured, unpaid, in dozens of publications, ranging from *Entertainment Weekly*, *Rolling Stone*, *Us Magazine*, *TV Guide* and *O to Redbook*, *Sports Illustrated*, *People* and *InStyle*.

Paul and Bruce also specialize in partnering high profile spokespeople with messaging campaigns, having worked with Brad Pitt, Orlando Bloom, Pierce Brosnan, Morgan Freeman, Salma Hayek, Penelope Cruz, Mischa Barton, Kevin Bacon and many others. Paul is currently developing a PSA for National Public Lands Day featuring actor Owen Wilson and a non-celebrity regional PSA for the Make-A-Wish Foundation. He is also working with legendary Spanish-language star Andrés García on a number of prostate cancer education programs for Spanish speaking men in the U.S.

Prior to forming MediaLine, Paul served as vice president at a boutique Santa Monica public relations agency implementing media efforts and overseeing all clients.

Education and Licensing

Paul holds a bachelor of arts in communication studies and a minor in writing from the University of California, San Diego (UCSD). As a journalist he has

been published in magazines and newspapers ranging from the *Los Angeles Times*, *San Diego Union Tribune*, *Men's Fitness*, *Los Angeles Business Journal*, *Orange County Business Journal* and *Los Angeles Magazine*. He is regularly asked to guest edit special sections and articles for other magazines and publications.

Tasks to Perform and Hours Allocated

Paul will be responsible for distribution of multi-format PSAs (print, radio and, if approved by client, video PSAs) and arranging of public affairs interviews and related PR support. Paul's services are for a flat fee, thus hours are not calculated.

BUKWILD

1901A Del Paso Blvd.
Sacramento, CA 95815

BUKWILD was started in January 2001 as an interactive design and development studio. It was born out of an idea that two friends shared, that top level, interactive design did not need to come out of San Francisco or New York. However, starting a business after the dot com bust proved to be a challenge. Hype wasn't going to do the trick, nor was venture capital (as if there were any to go around). Growth happened, but it happened organically, through late nights, fresh thinking and the driving desire to develop consequential strategies.

BUKWILD is now currently made up of 14 talented and dedicated individuals split between two offices, with Sacramento serving as the headquarters. Services provided include:

Design

- Website Design
- Interface Design
- Interactive Game Design
- Interactive Survey Design

Development

- E-Commerce
- Third Party Integration
- Rich Flash Applications
- Content Management Solutions

Ideas

- Online Brand Strategy
- Process Assessment
- Strategic Viral Concepts
- Integrated Campaign Concepts

BUKWILD is proud to be a certified small business in the state of California.

Ryan Vanni

Director of Strategy and Founder

Knowledge and Experience

Ryan founded BUKWILD in January 2001 as an interactive design and development studio. From the beginning his job has been to assist in goal assessment, strategic planning and account supervision for all clients. Ryan's goal has always been to build a company with a strong and dedicated team culture, and to continually push what we expect from our team players, partners and projects.

Ryan had led strategy and development production for California Travel & Tourism Commission, 2K Sports, Sony BMG, Arista/J Records, Pebble Beach Resorts and many more.

Tasks to Perform and Hours Allocated

Ryan will help develop and maintain the creative strategy through visual design, user experience and content offerings. He has been designated for 10 hours.

Robert Reinhard
Development Director and Partner

Knowledge and Experience

While attending UC Santa Cruz for Film and Digital Media, Robert began experimenting with design in the interactive forum, and landed an off-site position as Interactive Designer for Prima Publishing. After graduating in 2001, Robert went on to freelance, working on projects for Play Inc, American Lung Association and California/Nevada Community Action Associate. Robert joined BUKWILD in the summer of 2001 as a senior Interactive Developer. After working on leading many projects for many clients, including Volvo, Disney and Sony BMG, Robert proved his creativity and strong handle of online technologies and became Development Director and Partner in early 2003.

Tasks to Perform and Hours Allocated

As Development Director, Robert will lead the development phase, including establishing a strategic user experience, technical requirements and 3rd party technology integration. He has been designated for 90 hours.

Jeff Toll
Creative Director

Knowledge and Experience

Jeff Toll graduated from Sacramento State University with top honors including winning numerous academic awards such as the International Education Conference 2003 and CSUS Design Annual 2003, 2004 and 2005. He is very much a part of the local design community and for the past two years has served as a judge for the prestigious Sacramento Printers Association. Jeff has worked with varying clients including UC Davis, Mondavi Center, J Records, Alicia Keys, Foo Fighters, Carrie Underwood, Jada Pinkett Smith, Pebble Beach Resorts, Billboard Video, Clear Channel, Toyota, Raley's and the California Travel & Tourism Commission.

Tasks to Perform and Hours Allocated

As Creative Director for the CIWMB contract, Jeff will be responsible for assisting in concepting functions and features consistent with the creative strategy, as well as lead the creative staff in all art direction. He has been designated for 32 hours.

Greg Patterson
Art Director

Knowledge and Experience

Greg Patterson brings a wealth of creative knowledge and talent to every project he is associated with from working with many national and local clients. His background in music and art allows him to infuse his work with vitality and freshness. Some of Greg's work history include co-founding Asterik Studio, a Sacramento based design firm in 1999. The company was relocated in 2000 to Seattle, Washington. Provided cutting edge internet solutions for Interscope Records, DreamWorks Records, Papa Roach, Third Rail Atlas and Weezer before leaving the company in 2001. From there, Greg left to serve as senior Art Director of EMI's Tooth & Nail Records. His work is not only visually appealing, but his experiences in management and consumer lifestyle research also makes his work strategic, effective and on-target.

Tasks to Perform and Hours Allocated

Greg will be serving as Art Director on the CIWMB contract, executing on various design concepts. He has been designated for 100 hours.

Andy Slipka
Account Manager

Knowledge and Experience

Andy joined BUKWILD one year ago from Vibrant Media where he headed up their client service department. The primary focus of Andy's team was

maintaining relationships with online media publishers and providing extraordinary technical expertise pre and post product integration. Andy also brings a solid background in Web Development from his experience at Wired Digital & Lycos Inc. as The West Coast Web Development Manager. During that time he built some of the webs most celebrated websites, such as HotBot and Wired News.

Tasks to Perform and Hours Allocated

Andy will manage all aspects of the CIWMB account, including project management, ongoing maintenance and future projects and enhancements. He has been designated for 24 hours.

ck.pr Strategic Communications

Christine Kohn, APR
Principal

Knowledge and Experience

Christine Kohn, APR, is principal of ck.pr, a Small Business and DVBE-certified firm specializing in environmental outreach for government agencies. With more than 15 years experience, Christine has managed programs designed to motivate consumers to reduce waste and adopt environmentally responsible behaviors in the areas of used oil recycling, water efficiency and stormwater pollution.

Prior to founding ck.pr, Christine was senior project manager at PMC and Lucy & Company, consulting firms specializing in water, land use and environmental public outreach. She is a former public affairs director for "The President's Own" U.S. Marine Band in Washington, DC, where she managed the public relations office, budget and staff for this historic organization responsible for providing music to the White House.

Christine is a detailed project manager focused on results. She excels in research-based strategic communications planning and implementation. Other areas of expertise include partnership development, media outreach, news and feature writing, media and

public speaking training and event planning.

Her most relevant projects include:

- **City of Elk Grove — Used Oil Public Outreach:** While with Lucy & Company, Christine was senior strategic advisor and wrote a public outreach plan for the City of Elk Grove's used oil campaign. Plan highlights included a comprehensive review of exiting research on target audiences and motivating factors for recycling used motor oil, as well as a detailed outline of target audiences, key messages, measurable objectives and outreach activities.
- **City of Stockton — Water Efficiency Program:** While with PMC, Christine managed the development of a new water conservation program for the City of Stockton Department of Municipal Utilities designed to encourage targeted customers to replace older fixtures with new, water-efficient models.
- **City of Folsom — Dry Year Water Supply:** While with PMC, Christine managed a short-term, comprehensive public outreach program to educate the community about the complex and potentially controversial topic of dry year water supply planning.

Christine's work on behalf of the Regional Water Efficiency Program (RWEP) demonstrates her ability to successfully manage a multi-faceted campaign. The RWEP's goal is to persuade residents in Sacramento, Placer and El Dorado counties to use water wisely and help 18 water providers fulfill best management practices in water conservation. The outreach program's strategy was to maximize resources and cost efficiencies through low-cost outreach methods, strategic partnerships, free media placement and cooperative advertising.

Activities and results for this regional program included partnerships with businesses, media and government agencies worth more than \$300,000; thousands of new requests for free water efficiency services generated to the "Be Water Smart" hotline; blast e-mails to a new "Be Water Smart" e-mail list of 113,000 people; RWA Web site hits that exceeded the historic average by 40 percent; public service announcements placed on more than 85 percent of targeted Spanish language radio and government access television stations.

Education and Licensing

Christine holds a bachelor's degree in journalism from Cal Poly, San Luis Obispo, and a master's degree in journalism and public affairs from The American University in Washington, D.C. She was awarded a fellowship to study media management at the prestigious Poynter Institute for Media Studies in St. Petersburg, Florida, and a Rotary International Scholarship to study marketing at the University of Canterbury in Christchurch, New Zealand. She has served as vice president and ethics officer of the Public Relations Society of America, Sacramento Chapter.

Christine is accredited in public relations by the Public Relations Society of America (PRSA). Her work has been honored by the California Association of Public Information Officials (CAPIO), the International Association of Business Communicators in Sacramento and PRSA in Washington, DC. She has been a featured speaker on community outreach for CAPIO during the past three state conferences.

Tasks to Perform and Hours Allocated

Christine will provide assistance on the media relations and partnership development front for the Used Oil Campaign. She has been designated for 210 hours.

References

References

Please see Attachment H for all proposed team members on the following pages.

Samples
of

written work

Samples of Written Work

The following are sample case studies that are similar in nature to the proposed project and deliverables. Our case studies, and their corresponding work samples, highlight our team's ability to create retail partnerships, develop and place ads, leverage advertising dollars, develop and promote interactive web sites as well as conduct comprehensive, multi-faceted educational campaigns.

Ad Campaign Samples

Caltrans

"Don't Trash California" Litter Prevention Campaign — Advertising Program

Situation

On behalf of the California Department of Transportation (Caltrans) Ogilvy PR conducted a three-year pilot project in Fresno, called "Don't Trash Fresno." The marketing objective was to test the effectiveness of public education in reducing the amount of water pollution caused by litter on freeways and highways. Ogilvy PR developed the comprehensive public education campaign (in English and Spanish) based on primary research, scientific storm water monitoring, sampling and analysis with the goals of encouraging behavioral change, educating the public about the effects of storm water pollution and fostering public participation in pollution control. Due to the success of this program, Ogilvy PR launched the statewide effort called "Don't Trash California."

Goal and Objectives

Extensive primary and secondary research was conducted to provide a foundation for an effective public education program. English and Spanish language public opinion polls were conducted to provide a baseline level of awareness, and focus groups (conducted in English, Spanish, Chinese, Korean and Vietnamese) were used to test receptiveness to

campaign messages and creative components prior to implementation. The strategic approach utilized for this campaign follows the social marketing paradigm of moving target audiences from awareness to behavior modification. Campaign objectives include:

- Increase awareness of the problem of litter in the highway storm drain system
- Decrease the amount of litter in the state highway storm drain system

Target Market

Males and females, 18–34 years of age

Activities

Our advertising strategy for the campaign was to develop a media plan that would effectively reach the primary target audience while also effectively reaching secondary audiences (family members, friends and unintentional litterbugs). We focused our paid advertising through flighted, year-long efforts to focus on venues where we could reach our audience on a consistent, high frequency basis and also leverage the ad buy to garner additional time and space (value-added media, also called public service) at no cost to the campaign. This allowed us to extend our reach without greater monetary expenditure. The media plan delivered an *extra \$2.7 million in added value* which was negotiated upfront.

Specific advertising components included:

- **Spot radio advertising /radio traffic tags** — During Year I of the campaign, to make the greatest number of impressions on the target audience, radio spots ran on 32 stations in five markets (Sacramento, San Francisco, Central Valley, Los Angeles and San Diego). The spots ran during all parts of the day to ensure a strong reach to the target audience. To supplement the radio spots, messages were placed in traffic reports during the morning and evening commute hours, when

exposure to drivers was the greatest. Overall, gross impressions for the radio campaign were 64,538,932 and \$1.6 million in added value.

In Year II, radio spots were placed on 33 stations in the five targeted markets. Overall gross impressions were 165,544,704. During Year II, the "Don't Trash California" program received a significant amount of added value through the radio buy that included a presence at 38 concerts, special events and sporting events. Twenty-six of the participating radio stations also ran additional "Don't Trash California" promotional announcements a total of 542 times. The total value for these promotions translated to \$1,080,490 in value.

- **Outdoor (billboards, LED board and bus shelters)** — Placing billboards along freeways was yet another strong way to further reinforce the radio advertising — providing a visual message to support the radio spots. Seventeen billboard ads were placed on heavily-traveled freeways in five target markets: Sacramento, San Francisco, Fresno, Los Angeles and San Diego. In summary, overall gross impressions for the billboards were 556,114,380 and \$38,458 in added value or 18 percent over the paid schedule was secured.

In Year II, placing outdoor messages (billboards, LED boards and bus shelters) was a key element as well. A total of 126 billboard and LED board ads were placed on heavily-traveled freeways/roadways in Los Angeles and Sacramento. Total impressions for outdoor advertising in Los Angeles and Sacramento were 228,211,244 with an added value of \$22,227.

- **General Market Television** — In Year I, the 30-second TV spot was placed on two general market television stations in Sacramento to reach key influencers. In total, 36 spots aired on the two stations. Total gross impressions were 3,045,626. To supplement the general market television, the TV spot was also placed on targeted cable stations (ESPN and Comedy Central) in Los Angeles, San Diego, Bakersfield, Sacramento, Fresno and San Francisco, in order to effectively reach the primary target audience. In summary, cable television accounted for 907,745,144 gross impressions. In addition, more than \$245,300 in value add was generated — 40 percent over the paid schedule.

During Year II, a partnership with News10 was established to reach key influencers and general market audiences in Sacramento. The partnership included TV spots, a presence on the News10 Web site with a link back to the "Don't Trash California" Web site and two live, in-studio interviews on News10's morning show, "Sacramento & Company." The spot advertising was supplemented with News10's traffic reporter Melissa Crowley reminding viewers: "Don't Trash California." Gross impressions for the News10 partnership were 6,431,845. The value-add was \$5,000.

- **Theater advertising** — Cinema ads were placed in 33 theatres with 27 of the theaters using the TV spot on their lobby screens as bonus spots. A total of 54,432 bonus spots ran with an estimated value of \$95,000 with gross impressions 5,889,097.

- **Online Advertising** — Online advertisements were placed on MapQuest.com just before heavy roadway traffic (4th of July, Labor Day and Thanksgiving). Ads, with a link to the Don't Trash California Web site, were placed on the MapQuest results and printer friendly directions pages for those seeking directions within the state of California. The online advertising resulted in 4,313,367 impressions over the three holiday travel times.

- **Print Advertisements** — Half-page "Don't Trash California" print advertisements ran in Comstock's Business Magazine in April, May and July, and the Sacramento Observer in April, May and October. Placement in Comstock's helped to increase the visibility of the program with stakeholders and influencers in the Capitol region. Placement in the Sacramento Observer helped to support the African American outreach efforts. Collectively, the print ads in Comstock's Business were 161,250 and 375,000 for the Sacramento Observer. In summary, print advertisements garnered 536,250 gross impressions.

- **Beach Trash Can Wraps** — Through Adopt-A-Beach, advertisements were placed on trashcans around Los Angeles and Orange County area beaches. Trashcans were wrapped with two ads per can. Collectively, 280 posters in English and Spanish appeared on 140 trashcans during summer months.

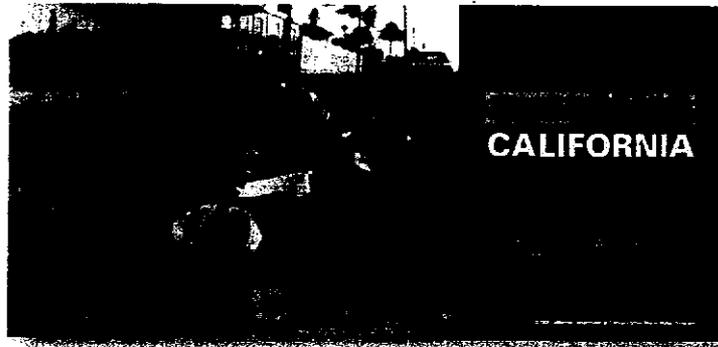
Results

Results for the statewide program over Years I and II included:

- Paid advertising that generated more than two billion audience impressions.
- Paid advertising that generated more than \$2.7 million in added value.

Ogilvy PR did recommend and included a pre and post telephone survey in the Caltrans plan to gauge increased awareness. Caltrans determined that the post measurement mechanism was not required and; therefore; it was not funded.

Caltrans
 "Don't Trash California"
 Creative Work Samples



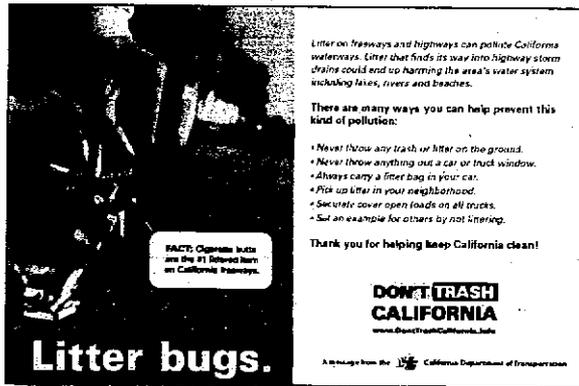
Out of Home — Billboard



Bus Shelter Ad



Trash Can Wrap



Print Ads



Please find actual work samples enclosed under separate cover.

California Department of Justice "Face It. It's a Crime."

Situation

The problem of elder and dependent adult abuse is substantial and growing. In California, approximately 225,000 cases of elder abuse occur every year. Unfortunately, elder abuse is considered a "hidden crime" and the prevalence of this type of abuse is largely unknown due to several factors — reluctance to report, lack of information and inadequate compilation of statistics. Recent estimates suggest that one of every 20 elders is a victim of physical abuse, financial abuse, psychological abuse or neglect.

In response, Ogilvy PR was hired to work with the California Attorney General's Crime & Violence Prevention Center to develop and implement a public education campaign on elder and dependent adult abuse prevention. The comprehensive public awareness program — "Face It. It's a Crime." — was designed to increase awareness and reduce the incidence of elder and dependent adult abuse in California.

Goal and Objectives

Goal

Reduce the incidence of elder and dependent adult abuse within California.

Objectives

- Define elder and dependent abuse;
- Generate awareness about the prevalence and impact of elder and dependent adult abuse, thereby increasing calls, requests for materials, hits to Web sites;
- Educate individuals on what they can do to help — prevention and reporting;
- Empower seniors and those who care about them to report/stop abuse;

- Encourage involvement at all levels and within all groups (families, communities, etc.);
- Maximize resources by collaborating, leveraging and building relationships; and
- Leverage both free and paid media in an effort to get the word out — frequently.

Target Market

- Caregivers/Family/Friends (Mainstream and Latino)
- Seniors 65+ (Mainstream and Latino)

Activities

The campaign conducted was multi-faceted in nature and included not only advertising, but other community and PR related activities.

Year I Summary

Year I of the campaign focused on developing a comprehensive scope of work, conducting research and the creation of all campaign branding/advertising materials. Several focus groups and a baseline telephone survey were implemented in order to garner qualitative and quantitative information. The campaign's theme — "Face It. It's A Crime." — was conceived and multiple radio, television, out-of-home and print ads were designed. The program officially launched in April 2003 with a targeted paid media campaign and earned media relations.

Year II Summary

During Year II of the campaign, Ogilvy PR implemented several of the planned outreach activities that had been developed during the planning phase (Year I). It was determined that conducting a comprehensive, integrated communication campaign, where our target audiences could be reached through multiple communication channels multiple times would be the best strategy. It was also determined, that due to budget limitations, conducting activities in specific markets that demonstrated a low report rate of abuse would allow for campaign funds to be spent more strategically.

During the second year of the campaign, several community outreach activities were held across California at existing community events and health fairs, including the DOJ-led *Senior Crime Alert Community Forums*.

Advertising was conducted as part of the forums to drive traffic, but also to help brand the campaign. Complementing the community outreach and advertising efforts, Ogilvy PR conducted targeted media relations outreach with a particular emphasis in attaining coverage in California's major dailies and target market publications.

Year III Summary

Year III focused on expanding community outreach (forums and event marketing) opportunities as well as continuing advertising, media relations, material distribution and PSA distribution activities. An additional activity that was finalized in Year III was the creation of the financial abuse video and corresponding informational materials. Year III campaign activities have included the following:

- **Advertising Placement** — The Ogilvy PR team developed a mainstream and Latino advertising strategy and ad buy that focused on the event-driven campaign strategy which began in Year II. Advertising was placed two weeks out to promote/drive traffic to specific events. In addition, two weeks of broadcast advertising ran following the event to raise brand awareness about the campaign. Our team was able to negotiate a significant amount of added value in multiple mediums; thereby, providing further continuation of the post-event campaign advertising flight. In Year III, the event-specific advertising focused around the following events:

- November 17, 2004, Senior Crime Alert Community Forum (Monterey County)
- January 8 & 9, 2005, KCRA Health & Fitness Expo (Sacramento County)
- May 4, 2005, Senior Crime Alert Community Forum (Ventura County)

The campaign also conducted a special advertising campaign during May, Older American's Month. The ad buy included a partnership with the Statewide Newspaper Advertising Program (SNAP)

with multiple ad insertions appearing in their community publications across California. Additionally, the May ad buy included a strong purchase of radio ads with a special tag identifying May as Older American's Month.

Ogilvy PR also coordinated the dissemination of the campaign's spots as public service announcements (PSAs) to TV, cable and radio stations throughout California where buys were not occurring. The PSAs were distributed to public services directors in the hopes of increasing awareness through non-paid PSA airtime.

- **Community Outreach Events** — In Year III, Ogilvy PR continued to conduct stand-alone forums (*Senior Crime Alert Community Forums*) in multiple counties across California. These events focused solely on providing elder and dependent adult abuse information to the local community and partnering with local community organizations/leaders as directed by the AG's office. *Senior Crime Alert Community Forums* were held on:

- November 17, 2004 Seaside (Monterey County)
- May 4, 2005 Oxnard (Ventura County)

The campaign also participated in ten multiple community events and was a lead sponsor of the highly attended KCRA (NBC Affiliate) Health & Fitness Expo held in Sacramento on January 8 & 9, 2005.

An additional component of the campaign's community outreach activity was a mailing to community-based organizations (CBOs) statewide. This mailing targeted senior centers, faith-based organizations, medical facilities, trauma centers and geriatric social services agencies. A campaign packet was assembled for each organization and included sample campaign materials along with a fax-back order form to request more free items. The packet encouraged the organizations to use the materials at their facilities and distribute the information to their clients within the community.

- **Creative Development** — During Year III, creative development activities focused on utilizing existing creative for adaptation to forum and event-specific print, radio, TV and direct mail advertising. In addition, a series of print ads was developed

about financial abuse prevention for use during Older American's Month. Lastly, a long-format video about financial abuse prevention and a companion video booklet was created.

- **Media Relations** — In Year III, we continued the successful media tour that began the previous year. This included setting up one-on-one meetings between key publications and DOJ to enhance the media's knowledge about the prevalence of elder and dependent adult abuse. Additionally, we reached out to radio media outlets in areas where the print media tour was scheduled to take place. However, the bulk of the media efforts continued to center on the *Senior Crime Alert Community Forums*. Media outreach included securing pre-event listings with print, radio and TV community calendars and working with key print and broadcast outlets to develop and run pre-event stories to increase event attendance. The media was also invited to attend each forum, and the team worked with on-site media supplying spokespeople and coordinating interviews with community leaders on the issue of elder and dependent adult abuse.
- **Research** — The tracking survey was implemented a final time to measure movement against the baseline survey. The survey was conducted by Ogilvy PR's subcontractor JD Franz Research. The survey was a replication of the survey conducted in 2003 and 2004 with only minor modifications. More than 1,400 surveys were conducted statewide with an over-sampling in Tier I and II markets. Interviews were conducted in English and Spanish to determine if awareness levels surrounding the campaign had increased.

- Placed more than 160 campaign stories with print media outlets
- Disseminated more than 163,117 campaign materials via mailings and events
- Disseminated more than 1,400 CBO packets across California
- Attained more than 43 million media impressions from media relations activities and PSA placement. Media articles were generated in the following papers (sample list only):
 - *The San Francisco Chronicle*
 - *The San Jose Mercury News*
 - *The Contra Costa Times*
 - *The Ventura County Star*
 - *The Bakersfield Californian*
 - *The San Diego Union Tribune*
 - *The LA Daily News*
 - *Merced-Sun Star*
 - *Eureka Times-Standard*
 - *The Sacramento Bee*
 - *The San Luis Tribune*
 - *The Chico Enterprise-Record*
 - *The Vacaville Reporter*
 - *The Monterey County Herald*
 - *The Oroville Mercury-Register*
- Findings from the tracking survey indicate that awareness levels statewide remained fairly neutral, while awareness levels trended upwards in the targeted Tier I and II counties.

Results

The campaign had the following successes over three years:

- Received more than 12,000 calls to the abuse reporting hotline (hotline was newly established with the launch of the campaign)
- Received \$679,612 in advertising added value for the campaign
- Secured more than \$581,802 in free PSA airings

California Department of Justice

"Face It. It's a Crime."

Creative Work Samples

Foro Comunitario sobre la Prevención de Crímenes en contra de Ancianos

Póngale un alto a fraudes, estafas y otras formas de abuso

Wednesday, May 4, 2005
6:30 A.M. - 12:30 P.M.
South Regional Senior Center
200 East Grand Street
Pasadena, CA 91101

Senior Crime Alert Community Forum

Stop Fraud, Scams and Abuse

Wednesday, May 4, 2005
6:30 A.M. - 12:30 P.M.
South Regional Senior Center
200 East Grand Street
Pasadena, CA 91101

Join us for this Senior Crime Alert Community Forum on Wednesday, May 4, 2005, from 6:30 A.M. to 12:30 P.M. This event is brought to you by the California Attorney General's Office and the South Regional Senior Center Agency. Meet, Presenters include:

- State Legal Intervention Agency/Attorney General's Office
- Senior Crime Alert Community Forum
- South Regional Senior Center Agency
- Adult Protective Services (APS)
- California State Lottery (CSL)
- Long Term Care Ombudsman Program
- Area Agency on Aging

This free event will be held at the South Regional Senior Center located at 200 East Grand Street in Pasadena. Light refreshments have been provided for this event.

Over your nearly 200,000 Collections are victims of elder or dependent adult abuse. Learn how to protect yourself & your loved ones.

Stop the Abuse of Elders and Dependent Adults
FACE IT. IT'S A CRIME.
A Message from the California Attorney General's Office

Event Flyers



TV Spot

Stop the abuse of elders & dependent adults.

Call **1-888-436-3600**.

FACE IT. IT'S A CRIME.

A message from the California Attorney General's Office

Poster

ABANDONED

Stop the abuse of elders & dependent adults.

Call **1-888-436-3600**.

FACE IT. IT'S A CRIME.

A message from the California Attorney General's Office

Out of Home — Billboard

Please find actual work samples enclosed under separate cover.

Web Site Samples

National Heart, Lung, and Blood Institute (NHLBI)

"Sleep Well. Do Well." Star Sleeper Campaign
www.nhlbi.nih.gov/health/public/sleep/starslp/index.htm

Situation

In our over-scheduled society where sleep is often a luxury, sleep deprivation is a growing health epidemic affecting all segments of society, including America's children. Common symptoms credited to lack of sleep in children include irritability and frustration; most important, inadequate sleep can lead to difficulty paying attention and other characteristics that may be inappropriately attributed to hyperactivity or behavior disorders.

To combat this problem, the National Center on Sleep Disorders Research at the National Heart, Lung, and Blood Institute launched the *Sleep Well. Do Well. Star Sleeper Campaign* to educate America's children (and their parents, educators, and health care providers) about the importance of adequate nighttime sleep.

The goal is to reach children at a time when many of the habits affecting their life-long health, well-being, and productivity are being shaped with the message that they need at least nine hours of sleep each night to do their best in school and other activities.

The campaign is co-sponsored by Paws, Inc., the corporate entity behind Garfield the Cat, and Garfield serves as the campaign's official "spokescat."

The campaign is providing tools and activities for partners who can reach children in school and other activities with messages about the importance of sleep. Founding partners were the American Academy of Pediatricians, National Association of Elementary School Principals, and the American Academy of Sleep Medicine.

Goals and Objectives

The overarching goal for NHLBI is to raise awareness of the importance of adequate sleep for children ages 7–11 on personal, family, educational and societal agendas and to prompt behavior change. Specific objectives include:

- Call public attention to the importance of adequate sleep for children ages 7–11
- Increase understanding of the causes, consequences and prevention of problem sleepiness with parents, guardians, educators and health care providers
- Raise awareness of the importance of good sleep habits to short-term performance mastery, childhood development and lifelong health habits

Target Markets

- Adults with children ages 7–11
- Children ages 7–11
- Other Key Adults — teachers, doctors, care givers, etc.

Activities

- **Web Site Creation** — The web site was created in cooperation with Paws, Inc., the creative studio behind the creation of the character, Garfield. In conjunction with the campaign launch, Ogilvy PR created the Garfield Star Sleeper Web page for all audiences, including kids, the adults who influence them the most and the news media. The page featured portals and content tailored to each audience, with information about the campaign and related interactive games, comic strips and links to an online product catalog. It also contains the Garfield Star Sleeper Fun Pad — a 48-page activity book with puzzles and games promoting important sleep messages for children — in ready-to-download and print format.
- **Web Promotion** — The newly-designed Web site was promoted through a PSA banner campaign pitched to educational and kid-targeted sites;

content syndication with sites to promote the site's games and "I.Q." tests and search engine optimization.

- **Sleep Contest** — After the launch of the campaign, Ogilvy PR created the "How I Get a Heap of Sleep" contest to provide a platform for national promotion of the campaign to the target audience, including promotion via a partnership with Time for Kids. Coverage highlights included CNN, Early Show, ABC, NBC, *Parade* magazine and Associated Press.

Results

Through a broad range of tools and activities, millions of children and their key influencers are learning that sleep is critical to children's health, development and performance.

- Launched an engaging child-targeted Web site featuring sleep-related games, puzzles and screensavers.
- Secured 20 million free banner placement impressions from Yahoo.com and Bonus.com.
- Created a national contest that has reached over one million schoolchildren and millions of Internet users.
- Received PSA play from 518 media outlets, resulting in 430 million impressions and equivalent to \$3.5 million advertising dollars.
- Generated media relations messages reaching over 199,889,900 million impressions including coverage on CBS Early Show, ABC and NBC news feeds, *Parade* magazine and Associated Press.
- Developed the toolkit and traveling exhibit to be used by current/future partners.
- Secured large-scale participation in trade shows and annual conferences with key institution partners.

National Heart, Lung, and Blood Institute (NHLBI)

"Sleep Well. Do Well." Star Sleeper Campaign Creative Work Samples

U.S. Department of Health and Human Services
National Institutes of Health
National Heart Lung and Blood Institute

Star Sleeper for Kids

MISSION 2
JOIN THE MISSION 2 HOUR CHALLENGE!
GARFIELD "I need your help!"

- For Kids
- For Teachers
- For Parents
- For Podiatrists

Extra!
Additional to Star Sleeper Campaign:
Star Sleeper Gear
Press Room
Campaign Partners

Welcome to the Garfield Star Sleeper Web Site!
Garfield and the National Center on Sleep Disorders Research have teamed up to bring you information on sleep and how it helps kids do their best at whatever they do.

Sleep Well. Do Well.

Get Flash Version | Sleep Well. Do Well. | Star Sleeper Version

120

CLICK HERE

game pad

COMIC CREATOR
Build your own Garfield comic strip!
• Play Comic Creator
• Scribble Sketch
• Fun Facts
• Get Flash Version & Resources

sheep shot
Ready? Aim! Bang!
• Play Sheep Shot
• Scribble Sketch
• Fun Facts
• Get Flash Version & Resources

Extra!
Download this awesome activity pack full with fun games, puzzles, and lots more.
• Download PDF (1.4 MB)
• Get Account Ready

Star Sleeper Video
See why sleep is good for Garfield (and you, too!)
• Star Sleeper Video (5:53) Get Ready!

GARFIELD: SHEEP SHOT

Garfield was born to snooze! He needs at least nine hours of sleep every night, and you can help him get it.

click here to play

Children's Web Site

Please find actual work samples enclosed under separate cover.

California Office of Traffic Safety

"Know How to Go" Interactive Game
www.ots.ca.gov/kids

Situation

In an effort to engage children and young adolescents in traffic safety issues, Ogilvy PR developed the "Know How to Go" Web-based interactive game aimed at teaching kids how to stay safe on California's roadways, using a medium that was fun and engaging. The game is featured on the OTS Web site at www.ots.ca.gov/kids. Utilizing the well-known California Highway Patrol (CHP) mascot, CHiPPER, "Know How to Go" was designed to inform kids of important traffic safety laws and practices via an entertaining and rewarding game.

Goal and Objectives

Create a game that synergistically combined educational, entertaining and engaging material to educate children on how to be traffic safety smart.

Target Market

Kids and tweens (ages 6-12).

Activities

- **Web Site Creation** — Ogilvy PR worked in collaboration with the OTS to develop an interactive and engaging children's Web site. While ideas regarding content of traffic safety laws were abundant, the primary issue was to devise the game to convey traffic laws in a manner that was fun and entertaining for kids. In order for the game to impart important traffic safety knowledge, ultimately contributing to safe behavior, kids must be interested. The result was the creation of an on-line traffic safety experience which gives kids the choice of playing a variety of interactive games which focus on bike helmet safety, seat belt safety, pedestrian safety, school bus safety and railroad safety, among others. Once kids complete a traffic safety game, they are able to print out a certificate from CHiPPER stating that they are a "Traffic Safety Star."

- **Promotional Post Card** — The "Know How to Go" game was launched in late 2001. In order to promote the availability of the site to teachers, a direct mail postcard was distributed in January 2002 to 7,000 elementary and junior high schools throughout California to encourage teachers to utilize the site as a means of addressing traffic safety issues with students.
- **"Know How to Go" Book** — As a spin-off of the interactive game, OTS entered into a partnership with the California Department of Insurance to develop a complementary activity book for students. The book has been distributed at numerous community events throughout California over the past five years reaching thousands of children.

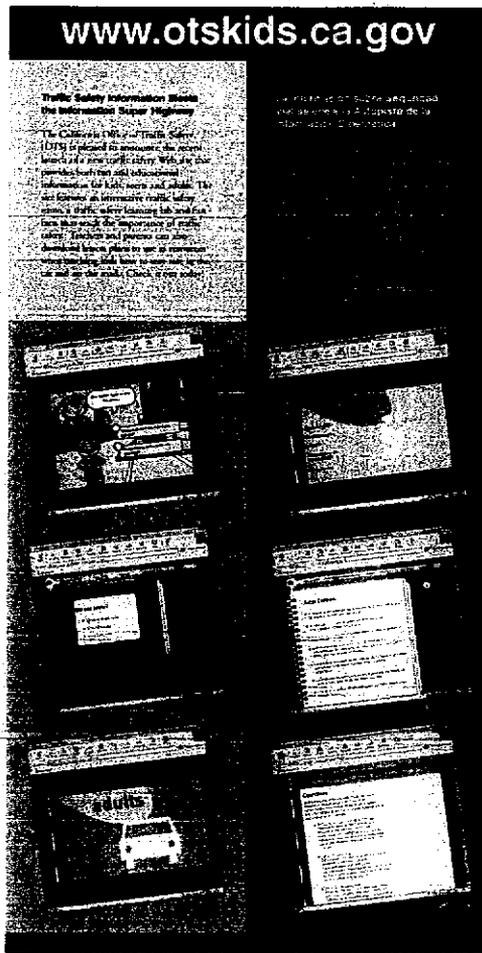
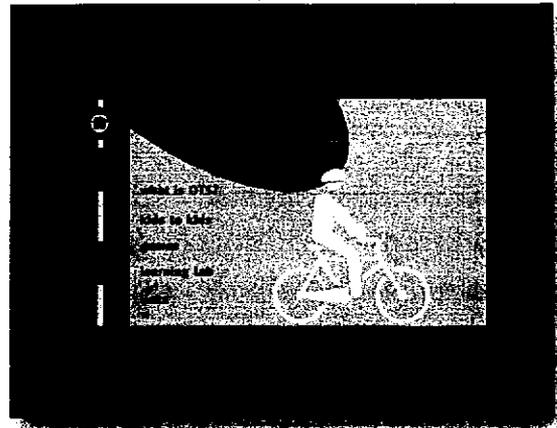
Results

As a result of the distribution of the promotional postcard in January 2002, hits to the Web site more than doubled.

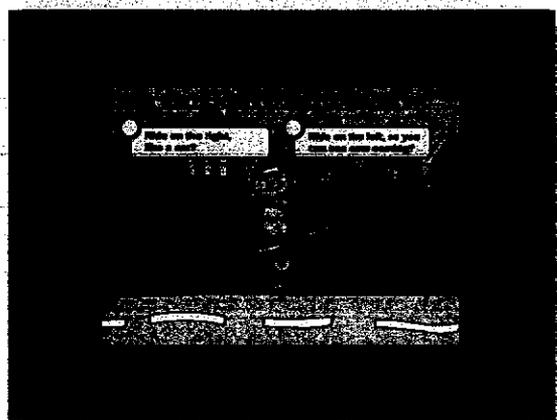
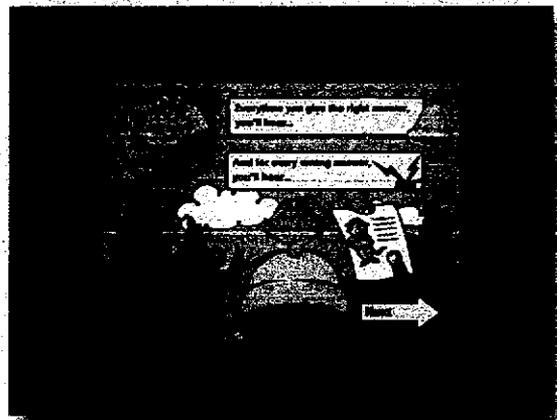
California Office of Traffic Safety

"Know How to Go" Interactive Game

Creative Work Samples



Direct Mailer Promoting Web Site



Children's Web Site

Please find actual work samples enclosed under separate cover.

Comprehensive Campaign Samples

County of Los Angeles Department of Public Works

Stormwater/Urban Runoff Public Education Program

Situation

Nearly 100 million gallons of contaminated water and debris flow through the Los Angeles County storm drain system each dry day. Storm drains are intended to take rainwater straight to the ocean to avoid area flooding. But when it rains, contaminants such as litter, animal waste and automobile fluids, make their way into the storm drain and pollute the County's waterways, creating health risks, killing marine life and contributing to neighborhood flooding and beach closures.

On behalf of the County of Los Angeles Department of Public Works, Ogilvy PR has conducted the Stormwater/Urban Runoff Public Education Program since February 2003. The program was designed to help the County meet National Pollutant Discharge Elimination System (NPDES) permit requirements. A strategic public education campaign plan was designed and implemented to inform County residents about the consequences of stormwater pollution and motivate them to change pollution-causing behavior.

Goal and Objectives

Program objectives per the NPDES Permit include:

- Measurably increase the knowledge of the target audiences regarding the storm drain system, the impacts of stormwater pollution on receiving waters and potential solutions to mitigate the problems.
- Measurably change the waste disposal and runoff pollution generation behavior of target audiences by encouraging implementation of appropriate solutions.

- Increase the number of business representatives that participate in the County's Best Management Practices (BMP) training workshops.
- Increase involvement by various state and local government agencies and non-government organizations (NGOs) in the County that participate in the County's stormwater pollution prevention programs.

Target Market

Target audiences for the program are:

- **Commercial Industry** Retail gas outlets (RGOs) and restaurant establishments in Los Angeles County.
- **Rubbish Rebels** — Mainly single males in their teens and twenties, many of whom are car enthusiasts (nine percent of the County's population) who are resistant to changing their improper use of the storm drain system to dispose of hazardous substances and trash.
- **Neat Neighbors** — Affluent, home-owning, family-oriented professionals (50 percent of the County's population) who desire to "do the right thing."
- **Fix-It-Foul-Ups** — Predominantly male, avid do-it-yourselfers (13 percent of the County's population), who contribute disproportionately to stormwater pollution, are very receptive to modifying their pollution-causing behaviors and can be effectively reached through do-it-yourself related channels.

Activities

- **Advertising** — Our advertising strategy for the campaign was to develop a media plan that would effectively reach all of the different target audiences. We focused our paid advertising through flighted efforts where we could reach our audiences on a consistent, high frequency basis and also leverage the ad buy to garner additional time and space (value-added media, also called public service) at no cost to the campaign. This allowed us to extend our reach each year without greater monetary expenditure. Specifics included:

- **Radio** — to reach young adult audiences on music stations and adult audiences in their cars
 - **Outdoor/billboards** — to reach all audiences when they are on the road
 - **Television** — both network and cable stations
 - **Advertising in stadiums** — as a part of sports-marketing partnerships
 - **Trash can wraps** — as a part of community outreach strategies
 - **Online advertising** — via added value negotiated with radio and television outlets
 - **Print** — community publications, including Spanish language and African American outlets
- **Private Sector Partnerships** — Ogilvy PR created strategic partnerships to encourage collaboration between a broad range of organizations, including private corporations, to maximize budget dollars and extend program reach. A sampling of partners include: Caltrans' Don't Trash California campaign, Orchard Supply Hardware (OSH), independent pet stores and veterinary hospitals within the County, Bloomingdales and many others.
 - **Collateral** — Promotional items were developed to help promote the message. Items included litterbags, tip cards, pencils, dog waste bag dispensers, mailers, flyers and car air fresheners.
 - **Sports Marketing** — Ogilvy PR developed a partnership with the Dodgers. The partnership included public address announcements, in-stadium signage and radio PSAs.
 - **Community Events** — Participating in public events in the County allows the campaign to have direct one-on-one communication with residents. While other program activity areas (such as advertising) drive broad awareness, a more detailed conversation can take place at public events. Ogilvy PR also conducted several community clean up events that garnered high participation by area residents and collected several tons of trash!
 - **Commercial Outreach** — Ogilvy PR has conducted many Best Management Practice (BMP) training workshops for restaurants and gas stations to educate them about the proper containment and disposal of waste. Ogilvy PR has conducted such trainings for In-N-Out Burger, Shell, Standard Hotel and McDonald's to name a few.
- **Media Relations** — The program has garnered coverage in many Los Angeles outlets including: *The Los Angeles Times*, *Long Beach Press-Telegram*, *Daily Breeze*, *Argonaut*, *Tolucan Times*, KCBS-TV, KABC-TV, KNBC-TV and KABC-AM to name a few.

Results

Results for the countywide program have included:

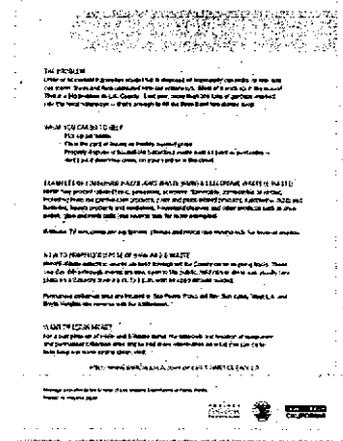
- In the four years since the program's launch an estimated 632,518,666 audience impressions have been achieved via paid advertising and \$1,203,252 in added value has been negotiated.
- Distribution of more than 177,000 promotional items.
- Secured the participation of more than 1,000 volunteers at the community clean up events.
- Trained more than 200 restaurants and gas stations at BMP workshops.
- Attained more than 21.8 million impressions from media relations activities.
- The 2006 telephone poll conducted after the fourth year of the campaign showed increased knowledge about pollution accompanied by an increase in recall of water pollution messages.

County of Los Angeles
 Department of Public Works
 Stormwater/Urban Runoff Public Education Program
 Creative Work Samples

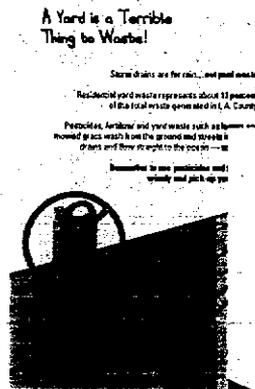


Out of Home — Billboards

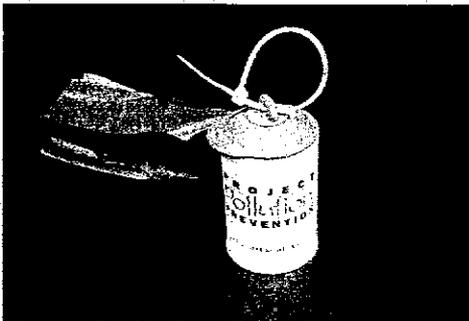
Print Ads



Homeowners Association Flyer



Tip Sheets



Dog Waste Bag Dispenser

Please find actual work samples enclosed under separate cover.

California Integrated Waste Management Board

E-waste Consumer Education Program

Situation

Hundreds of thousands of computer monitors, televisions and other electronic items are replaced in California every year. This electronic waste or "e-waste" contains materials that can be hazardous to the environment and human health if not recycled. On behalf of the California Integrated Waste Management Board (CIWMB), Ogilvy PR is implementing a two-year, statewide program called the "e-waste Consumer Education Program."

Goal and Objectives

The goal of the program is to educate California residents about the purpose and benefits of e-waste recycling and how they can properly dispose of their e-waste.

The objectives of the effort are to:

- Increase e-waste recycling awareness among Californians
- Develop a long-term, active advisory board
- Increase participation in e-recycling by retailers and manufacturers
- Increase hits to Web site and calls to toll-free hotline
- Generate wide-spread, accurate media coverage
- Develop sustainable partnership programs

Target Market

The primary target audience is the general public in five key markets throughout the state, including: Sacramento, San Francisco/Bay Area, Fresno, Los Angeles and San Diego.

Activities

- **Public Service Announcements** — Television and radio public service announcements were developed to help answer the question, "What am I supposed to do with my old electronics?" The spots were created in English and Spanish prior to Ogilvy PR being awarded the contract. Under our contract, our team was responsible for placing the PSAs in major media markets.
- **Media Relations** — To kick-off the program, press events were held in four of the target markets, including: Sacramento, Fresno, Los Angeles and San Diego. Additional media relations activities were conducted surrounding Earth Day in April. In addition, a long-term media plan has been created to garner ongoing coverage and includes outreach to Tier I, II and III media outlets along with trade publications.
- **Advisory Group** — An advisory group was formed to act as a sounding board for outreach ideas and activities. The group is made up of representatives from various state and county departments, electronic and recycling industry associations, manufacturers, retail partners and eRecycling centers throughout the state. The advisory group meets quarterly and participates in various sub-group meetings.
- **Retail Partnerships** — A main component of the program is to reach the public in retail locations at the point-of-purchase through an e-waste Retail Partnership Program. By partnering with CIWMB, electronic retailers will receive employee training and in-store educational materials to promote e-recycling options and provide information to customers.
- **Web Site & Hotline** — A Web site, e-waste.org, was established to serve as California's one-stop-shop for information on how to manage unwanted electronics. Through this site, consumers can find out where reuse and recycling opportunities exist locally. A toll-free hotline was also established for Californians to learn more about e-recycling.
- **Ethnic Outreach** — Ogilvy PR is working closely with partner subcontractor agencies to conduct targeted outreach efforts in Spanish. Latino outreach mainly focuses on media relations activities.

Results

Results for the first eight months of this statewide program include:

- More than 50,000 PSAs have aired with an estimated dollar value of approximately \$2.5 million.
 - More than 1.5 million media impressions were garnered from the kick-off events held in Sacramento, Fresno, Los Angeles and San Diego. Coverage appeared in the following outlets KNBC, KTVU, KCRA, KTXL, KGPE, KBAK, *Sacramento Business Journal*, *Fresno Bee*, *Atwater Times*, *La Opinion* and *Recycling Today*, to name a few.
 - More than three million media impressions were garnered from the Earth Day media outreach activities. Coverage appeared in the following outlets: *Sacramento Bee*, *Fresno Bee*, *Long Beach Press-Telegraph*, *Bay City News Service*, *E-Scrap News*, *San Jose Mercury News*, KFBK, KPIX and KNTV, to name a few.
 - Recruited over thirty key stakeholders to become members of the advisory group and participate in meetings and join subgroups.
 - Increased level of program visibility due to partnerships with various retailers. The following are initial partnership results:
 - **Wal-Mart** — Wal-Mart's 72,440 associates throughout the state are being trained on how to properly inform customers about e-recycling. Over 800 window clings and approximately 70,000 information fliers were distributed to Wal-Mart's 170 California stores. In addition, approximately 3,000 stickers and 1,800 television/computer monitor clings were distributed as "test" materials to the 12 Wal-Mart stores in the Sacramento region.
 - **Fry's Electronics** — Received approximately 3,400 informational fliers for their 17 stores throughout the state.
 - **Central Computer Systems** — Received employee training as well as informational fliers and window clings.
- **Target** — Currently using educational material language for in-store signage.
 - **OfficeMax** — Conducted initial introductory training session and in the process of determining their educational materials needs.
 - **CompUSA** — Currently in the process of scheduling training sessions for stores statewide as well as determining their educational materials needs.

California Integrated
Waste Management Board
E-waste Consumer Education Program
Creative Work Samples

*A small price to pay
to protect our environment*

**California's
eRecycle Fee**

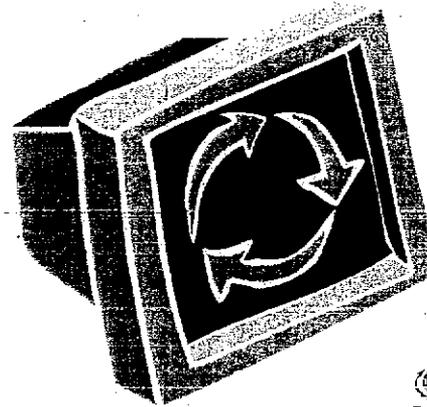
When you purchase a new TV or computer monitor, you will be charged a recycling fee of \$6-10, depending on screen size. This fee is part of a landmark law that created the nation's first eRecycling program. It helps keep harmful materials contained in millions of discarded electronic devices from ending up in landfills, while reducing pollution and saving resources. So for a few dollars, we can help protect California's environment, and keep us all a little healthier. For more information, visit erecycle.org.

*A small price
to pay to protect
our environment*



**California's
eRecycle Fee**

When you purchase a new TV or computer monitor, you will be charged a recycling fee of \$6-10, depending on screen size. This fee is part of a landmark law that created the nation's first eRecycling program. It helps keep harmful materials contained in millions of discarded electronic devices from ending up in landfills, while reducing pollution and saving resources. So for a few dollars, we can help protect California's environment, and keep us all a little healthier. For more information, visit erecycle.org.

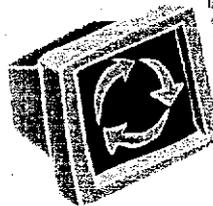


Retailer Window Cling

*A small price to pay to
protect our environment*

**California's
eRecycle Fee**

When you purchase a new TV or computer monitor, you will be charged a recycling fee of \$6-10, depending on screen size. This fee is part of a landmark law that created the nation's first eRecycling program. It helps keep harmful materials contained in millions of discarded electronic devices from ending up in landfills, while reducing pollution and saving resources. So for a few dollars, we can help protect California's environment, and keep us all a little healthier. For more information, visit erecycle.org.



Retailer TV Screen Cling

Retailer Bag Stuffer

Please find actual work samples
enclosed under separate cover.

California Integrated Waste Management Board

"Green Roads" Recycled-Content Materials Marketing Campaign

Situation

California has long been an innovative leader in the environmental arena by taking a proactive approach to protecting natural resources and diverting unnecessary waste from landfills.

In 2006, the California Integrated Waste Management Board (CIWMB) launched the "Green Roads" recycled-content materials marketing campaign to increase awareness and commitment to using specific recycled-content materials on road and construction projects by City/County jurisdictions. This is the first time a campaign of this nature has been implemented in California by the CIWMB.

The program was created to reach 40 jurisdictions with a focus on the following products: rubberized asphalt concrete (RAC), organics, tire derived aggregate (TDA) and recycled aggregate. The primary communication mechanism is one-on-one meetings with public works staff and elected officials; however, to keep the topic top of mind, additional communication strategies have been implemented.

Goal & Objectives

The goal of the campaign is to increase understanding of and commitment to using specific recycled-content products. Below are specific campaign objectives:

- Provide one-on-one answers to questions or concerns about products
- Dispel myths and correct misinformation
- Provide details on the uses of the products and provide print and electronic resources for supplemental information
- Highlight financial assistance available from the CIWMB for the products

- Provide contact information for program staff to continue correspondence about greater use of the products

Target Market

The primary target audience for the campaign is local decision makers including, but not limited to: mayors, county supervisors, city council members, city managers, public works directors and city engineers.

Activities

- **Creative Development** — Prior to launching the campaign, Ogilvy PR developed a set of informational materials to support outreach activities. Materials included a folder style brochure that features information on the four products we are marketing — RAC, organics, TDA and recycled aggregate. The brochure includes original photography, an overview of the products, quotes from third-party allies who have successfully used the products and a cost comparison sheet to show the economic benefits of using recycled materials — a very important sales point for decision makers. A display box was also developed to showcase samples of the four products. Both of these items were provided as a leave-behind piece for our target audiences. In addition, we created complementary print ads featuring the same images and product information.
- **Advertising** — An annual advertising buy was developed and included placement in trade publications read by public officials, public works and city engineers, landscape management experts and others in the construction industry. These publications featured a full-page campaign ad that highlighted one of the products and included information from a product user for peer-to-peer information. The ads rotated quarterly to keep the products top-of-mind.
- **One-on-One Meetings with Target Audiences** — In order to educate policy makers and public works departments about the select recycled-content products, we set up one-on-one or small group meetings in identified jurisdictions across California. As a part of those meetings, the "Green Roads" product box was presented to help

“bring to life” the materials and further explain what the products are, what they look like and their various uses. CIWMB public affairs and product experts attended each meeting in order to offer a comprehensive and tailored presentation on the products and the resources available through the CIWMB, such as grants.

- **Conference & Trade Show Participation** — The campaign also had a presence at key annual conferences including: League of California Cities (2005 and 2006) and the California State Association of Counties annual conference in 2006. A tailored trade show display was developed for these events as a way to further showcase and market the products to staff and electeds from cities and counties throughout California. Product bins were a key feature of the booth and allowed attendees to see the raw products while discussing product specifics with on-site technical experts.
- **Web Site** — A Web site was established to serve as California's one-stop-shop for information on the four recycled-content products, including contact information for the CIWMB product experts along with the CIWMB publications and other resources.
- **Media Relations** — Select media outreach has begun as a means to support and promote recycled-content projects being implemented in Spring/Summer of 2007. Current outreach efforts include working with the following publications: *Sacramento Bee*, *Sacramento Business Journal*, *Roseville Press-Tribune*, *San Diego Union Tribune*, *San Diego Business Journal*, *Western City Magazine* and others.

- CIWMB coordinated a highly successful meeting with the City of Los Angeles; during the meeting the City of LA confirmed they were interested in doing a RAC project with CIWMB — a long-awaited result in CIWMB's outreach to the City of Los Angeles.
- CIWMB met with Orange County in August 2006; this meeting resulted in Orange County supporting and spearheading plans to do a RAC/TDA presentation to all the cities within the County.

In August of 2007, a Web-based tracking survey and 30 one-on-one interviews will be implemented to determine if awareness levels and intent to use the products have increased.

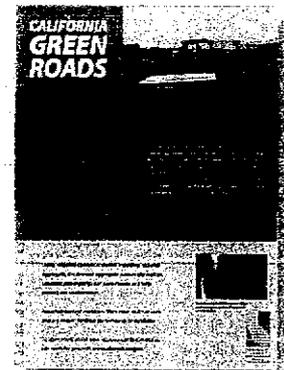
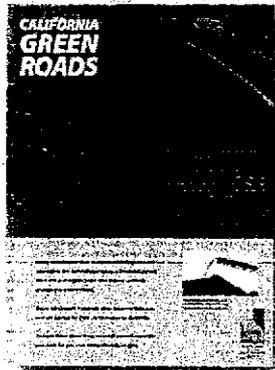
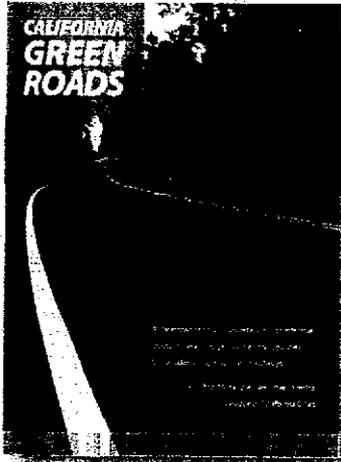
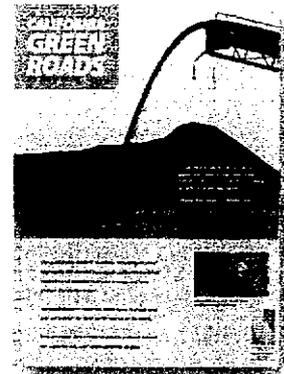
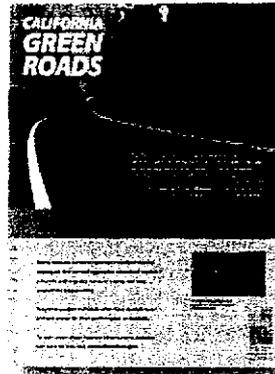
Results

As of April 2007, 63 meetings were held within selected jurisdictions across California. The original goal was 40 meetings over a two-year period. As a result of those meetings, jurisdictions have expressed an interest and intent to use the products. For example:

- To date, 500 brochures have been distributed to cities and counties.
- It is estimated that 12 grants for rubberized asphalt concrete will be submitted in 2007 as a result of 2006 meetings.

California Integrated
Waste Management Board

"Green Roads" Recycled-Content
Materials Marketing Campaign
Creative Work Samples

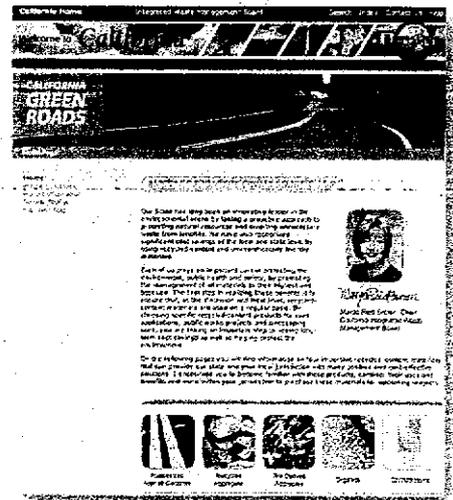


Folder/Brochure

Print Ads



Product Samples Box



Web Site

Please find actual work samples
enclosed under separate cover.

Sacramento Regional County Sanitation District (SRCSD)

"Mercury Free March" Thermometer Collection Event — Mercury Reduction & Removal Program Aimed at Households

Situation

Mercury is a key water pollutant, found in silver mercury thermometers, thermostats and fluorescent light bulbs. Mercury Free March was developed by Ogilvy PR and conducted in partnership with Leader Pharmacies and KCRA-TV in March 2005 to collect mercury thermometers in exchange for free new digital thermometers in order to reduce mercury pollution in the Sacramento region.

Mercury Free March was part of a larger on-going *Be Mercury Free* campaign created to reduce mercury source pollution in Sacramento County.

Goal

The goal of the Sacramento Regional County Sanitation District's (SRCSD) Mercury Free March program was to 1) collect old silver mercury thermometers from the public in order to reduce mercury pollution and 2) increase awareness surrounding proper disposal of mercury.

Target Market

General Public

Activities

- **Pilot Events** — Prior to launching this large thermometer collection effort, two smaller half-day pilot events were conducted, as well as one month-long event to attain feedback on the event and assess demand for the collection. The half-day collections were deemed very time-intensive for a short-term thermometer collection activity. The event planning team felt that a month-long effort would yield greater mercury thermometer collection results, while involving only a slight increase in work. This proved to be true following an analysis

of Mercury Free May in 2004. In early 2005, plans for a second month-long effort were put into place.

- **Partnership Development** — The success of the event can largely be attributed to the partnership forged with Leader Pharmacies, Inc., which included teaming up with 22 Leader Pharmacy stores to collect thermometers during the entire month of March 2005. Campaign team members trained store managers and educated staff about how to promote the event and how to collect, tabulate and store the mercury thermometers.
- **Advertising** — The partnership with Leader Pharmacies helped secure interest from Leader's main annual advertising partner, KCRA-TV Channel 3 in Sacramento. They signed on as the lead advertiser and provided free TV production, including script development, talent scouting and post production of the TV spot valued at more than \$50,000. Through Leader Pharmacies the production of the radio spot was also secured free of charge.

In total, more than \$50,000 in advertising was placed for the SRCSD Mercury Free March month-long promotion, and \$25,000 of this amount was paid for by Leader Pharmacies. An estimated 72 TV spots aired on KCRA-TV, and 156 spots aired on a variety of radio stations. We also placed four print advertising insertions in the *Sacramento Bee* and its regional editions.

- **In-Store Promotion Pieces** — A variety of promotional pieces were developed for store managers to display in order to promote the event. These included small posters for the front doors of the store, an easel sign at the register and fliers to be included in customer bags.
- **Utility Bill Inserts** — A utility bill insert was developed and mailed to all residents in the City and County of Sacramento to inform them of the month-long event. This insert included a County-wide map showing the locations of the 22 Leader Pharmacies and included a Web site and phone number for more information.
- **Media Relations** — A press packet was created and distributed to Sacramento area media in order to further promote the event. Follow-up calls were placed and interviews were secured with print and TV media outlets.

- **Collection Contest** — A contest was also conducted amongst Leader Pharmacy stores to rally them to collect thermometers and compete with one another to see which store could collect the most thermometers in one month. This helped to spearhead enthusiasm for the contest with Leader employees and resulted in the largest number of thermometers collected for a month-long effort to date.

Results

During Mercury Free March the following results were attained:

- Collected 8,660 mercury thermometers in total, with 7,546 from Sacramento County based pharmacies. In addition, several bottles of mercury totaling 625 grams, four tilt switches and four lab thermometers were collected.
- Collected 5,837 total grams (12.8 lbs) of mercury during the exchange effort. A total of 5169 grams (11.4 lbs) was collected within just Sacramento County.
- Secured Mercury Free March partnership with Leader Pharmacies and KCRA-TV that resulted in free TV commercial production valued at \$50,000 and partner advertising matching funds at \$25,000 that were put toward advertising air-time.
- Executed a paid advertising campaign in the Sacramento Designated Market Area that included 156 radio spots on three radio stations, and 31 spots on Sacramento TV market leader KCRA-TV.
- Secured 579,000 media impressions from media relations activities.
- Disseminated the Mercury Free March and household hazardous waste disposal utility bill inserts to more than 432,000 households in the Cities of Sacramento and Folsom and the County of Sacramento.
- Received 2,396 visits to the Be Mercury Free web site during Mercury Free March.
- Received 443 calls to the Be Mercury Free hotline during Mercury Free March.

Sacramento Regional County Sanitation District (SRCSD)

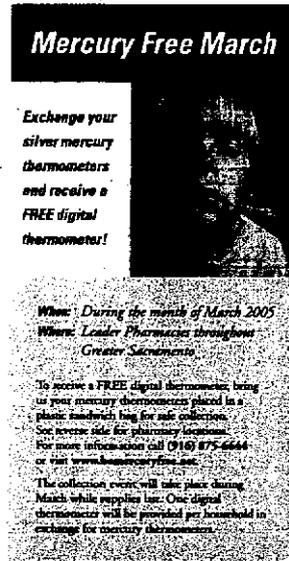
"Mercury Free March"
Creative Work Samples



Poster



Print Ad



Utility Bill Insert

Mercury Free March

Anderson Bros. Leader Pharmacy
2374 Florin Blvd., Sacramento
Anderson Bros. Leader Pharmacy
2900 Florin Avenue, Sacramento
Delaware East White Leader Pharmacy*
640 East Main, Suite 2, Green Valley
Hisco Medical Center Leader Pharmacy
2272 East Sacramento Street, Sacramento
Harold Smith's Leader Pharmacy*
33 West South Street, Tracy
Kim Leader Pharmacy #1
5026 Providence Blvd., Suite 3, Sacramento
Kim Leader Pharmacy #2
7248 South Land Park Drive, Suite 116, Sacramento
Kend's Leader Pharmacy
4419 J Street, Sacramento
Lead Lead Lead Pharmacy
4404 Old Bee Road, Sacramento
Main Leader Drug Store*
5645 Sutter Blvd., Lincoln
Mason Leader Drugs
2361 Maryland Blvd., Sacramento
North Highlands Leader Pharmacy
5680 West Avenue, North Highlands
Ogden Leader Pharmacy
2130 South Street, Sacramento
Pace's Leader Pharmacy
2831 J Street, Sacramento
The Little Leader Pharmacy
482 M Street, Rio Linda
"Wagon Leader Drug"
4113 West Main Street, Yuba
Sacramento Medical Park Leader Pharmacy
5270 West Avenue, Sacramento
South Sacramento Leader Pharmacy
5145 Franklin Blvd., Sacramento
Tomb's Drug Leader Pharmacy
6250 Sutter Blvd. #100, Sacramento
Valley Leader Pharmacy
811 G Street, Colusa
Whisper Leader Pharmacy*
417 Main Street, Woodland
YubaGold Leader Pharmacy
1995 YubaGold Drive, Suite 101, Yuba City, CA

*Not all SRCSD or SRDFP facilities are participating events in this program. Please determine which Lead-Pharmacies and Centers.

Please find actual work samples enclosed under separate cover.

Contract

Eligibility

and

Licenses

Contract Eligibility and Licenses

Contract Eligibility

Ogilvy Public Relations Worldwide and all subcontractors proposed for the work entailed in RFP IWM06096 are eligible to do business with the State of California pursuant to PCC 10286.

Licenses

A current business license issued by the city of Sacramento to Ogilvy Public Relations Worldwide is on the next page.

MUST BE POSTED IN CONSPICUOUS PLACE



CITY OF SACRAMENTO
BUSINESS OPERATIONS TAX CERTIFICATE

145672

Business Name OGILBY PUBLIC RELATIONS
Business Address 2495 NATOMAS PARK DR #650
Owner OGILBY PUBLIC RELATIONS
Type of Business PUBLIC RELATIONS
Tax Classification 401

FROM TO
Mo. Day Yr. Mo. Day Yr.
01/01/07 12/31/07
EXPIRES

TOTAL PAID: \$173.40

VOID
CITY OF SACRAMENTO
IF NOT

OGILBY PUBLIC RELATIONS
W.P.P.
2495 NATOMAS PARK DR
SACRAMENTO CA 95833

MARKED

PAID

THIS STUB MAY BE
FOLDED/DETACHED
BEFORE POSTING

This certificate is not to be construed to represent or imply that the City of Sacramento has investigated, or approves or recommends, the holder of this certificate. Any representation to the contrary is fraudulent. (This certificate must be renewed within 30 days of expiration)

Forms

Forms

- Attachment C
- Attachment G

Small Business/Disabled Veteran Business Enterprises (DVBE) Participation Summary

MARK ONE FOR EACH FIRM USED		NAME OF FIRM	NATURE OF WORK	TOTAL AMOUNT OF WORK (Mark one for each firm identified)		IS CERTIFICATION FORM ATTACHED?
PRIME BIDDER	SUBCON- TRACTOR			SMALL (Report Percentage of total contract amount to SBs)	DVBE (Percentage of total contract amount to DVBEs)	
	X	Action Research	Used Oil research	% 16.31	%	yes
	X	BUKWILD Design	Children's Web Site	% 5.90	%	yes
	X	ck.pr	media outreach and partnership development	%	% 3.01	yes
	X	Gomez Research	Consumer habits research	% 9.53	%	yes
	X	MediaLine Comm	PSA distribution	% 8.10	%	yes
				%	%	
				%	%	
		TOTAL &		% 39.83	% 3.01	

The appropriate certification letter issued by the Office of Small Business and Disabled Veteran Business Enterprise Services (OSDS) can be attached for each Small and DVBE business identified.

California Home

Monday

Welcome to *California*



Firm Detail

ACTION RESEARCH
1706 LOW CHAPARRAL
SAN MARCOS, CA 92069
Email: wschultz@takeactionresearch.com
Web Page:

OSDS Ref# 46430
Phone: (760) 277-1105
FAX:

AKA Names

Service Area(s): STATEWIDE

Keywords:

Services - MARKETING RESEARCH. APPLIED SOCIAL SCIENCE. SOCIAL MARKETING. COMMUNICATION.

Current Certification Status

This Firm is Certified Microbusiness (MB)

Business Type	Certification Type	Status	From Date	To Date
SERVICE	SMALL BUSINESS	Approved	4/28/2007 12:00:00 AM	4/30/2008 12:00:00 AM

Standard Industrial Classifications (SIC) registered by this firm

SIC Code	SIC Description
8732	Commercial economic, sociological, & educational research

California Home

Monday



Firm Detail

BUKWILD
 1901A DEL PASO BLVD
 SACRAMENTO, CA 95815
 Email: info@bukwild.com
 Web Page: www.bukwild.com

OSDS Ref# 41862
 Phone: (916) 922-9200
 FAX: (916) 922-9201

AKA Names

Service Area(s): STATEWIDE
 Keywords:

Current Certification Status

Business Type	Certification Type	Status	From Date	To Date
SERVICE	SMALL BUSINESS	Expired	2/3/2006 12:00:00 AM	1/31/2007 12:00:00 AM

Standard Industrial Classifications (SIC) registered by this firm

SIC Code	SIC Description

NOTE: BUKWILD has applied for a renewal of their certification.



PROCUREMENT DIVISION

Office of Small Business and DVBE Services

707 Third Street, 1st Floor, Room 400 PO Box 989052

West Sacramento, California 95798-9052 (800) 559-5529

DVBE APP 20061108

November 8, 2006

REF# 0043754
CK.PR STRATEGIC COMMUNICATIONS
3341 EDGAR LANE
CARMICHAEL CA 95608

Dear Business Person:

Congratulations on your certified disabled veteran business enterprise (DVBE) status with the State of California. Your certification entitles you to benefits under the state's DVBE Participation Program within state contracting, including the three percent DVBE participation goal for overall state contract dollars.

Certification period

Your certification period is for each business type:

Industry

SERVICE

Annual Submission Requirements



All DVBEs must submit to the Office of Small Business and DVBE Services (OSDS) each postcertification tax year, a complete copy of your business' federal income tax return, including extensions, within 90 days of the tax return's filing due date. If your business is a partnership, each partner must also submit a complete copy of his or her individual tax return. Additionally, if you are a DVBE that is not a sole proprietorship and your firm rents equipment to the state, you must also include in your submittal a complete copy of the personal federal income tax returns for each of your disabled veteran owners, including extensions, and within 90 days of the individual's tax return filing due date. Failure to comply will result in the suspension of your DVBE status and possible decertification, and it shall prohibit your business from participating in any state contract until all requirements are met.

Maintaining Your Online Certified Firm Profile

A secure access feature on our website enables you to maintain certain company profile information, including customizable keywords to best describe your business specialties with. Details about the Certified Firm Profile and your secure logon information are available on the final page of this letter. Please keep your logon information page in a secure place and DO NOT share it with anyone or include it with any of your bid documents or submittals.

Reporting Business Changes

You must notify OSDS of all business changes or your certification status will be subject to revocation. The enclosed "Certification Information Change" form identifies specific items that may be reported using the change form and it identifies other changes that require a new certification application submittal.

Proof of Eligibility

Maintain this original certification letter for future business needs. To demonstrate your firm's DVBE eligibility, include a copy of this letter in your state contract bid submittals.

Prior to contract award, agencies will assure the vendor is in compliance with Public Contract Code, Section 10410 et seq. addressing conflict of interest for state officers, state employees or former state employees.

Certification Renewal

A renewal application will be mailed to you prior to the expiration of your DVBE certification. If you do not receive an application, please call us so that you may timely renew your certification.

If you have any questions, please contact me at 800.559.5529 (Procurement Division receptionist) or 916.375.4940 (OSDS receptionist), by e-mail irma.barbosa@dgs.ca.gov, or by fax 916.375.4950. The Procurement Division oversees many programs to further state contracting participation. For more information regarding these programs, visit our website at www.pd.dgs.ca.gov/smbus, or visit the Procurement Division's website at www.dgs.ca.gov/pd.

Sincerely,



Irma C. Barbosa
Certification Officer
Office of Small Business and DVBE Services



PROCUREMENT DIVISION

Office of Small Business and DVBE Services

707 Third Street, 1st Floor, Room 400 * PO Box 989052

West Sacramento, California 95798-9052 * (800) 559-5529

SB APP 20061108

February 13, 2007

REF# 0043754
CK.PR STRATEGIC COMMUNICATIONS
3341 EDGAR LANE
CARMICHAEL CA 95608

Dear Business Person:

Congratulations on your certified small business status with the State of California. Your certification entitles you to benefits under the state's Small Business Participation Program within state contracting, including a five percent bidding preference and special provisions under the Prompt Payment Act.

Certification period

Your certification period for each business type is:

Industry
SERVICE

Annual Submission Requirements

To maintain your certified status, you must annually submit to the Office of Small Business and DVBE Services (OSDS), proof of annual receipts and proof of employees for your firm and each of your affiliates (if any).

Proof of Annual Receipts

Submit to OSDS, a copy of your firm's and any affiliate firm's ENTIRE federal tax return each year following your certification. Include ALL accompanying schedules, forms, statements, and any other support documents filed with that specific tax return.

If you request a tax filing extension with the Internal Revenue Service, submit to our office a copy of the extension form. When your tax returns are filed, submit a copy of the entire federal tax return to our office.

Proof of Employees

If you have employees whose taxable wages are reported to the California Employment Development Department (EDD) on a quarterly basis, you must annually submit to our office along with your proof of annual receipts, proof of employees for your firm and any affiliates.

We will accept a copy of the EDD's "Quarterly Wage and Withholding Report" (Form DE6) or other format accepted by the EDD. Your employee documents must cover the same four quarters as the tax return you submit for your proof of annual receipts.

If you have out-of-state employees, submit the employee documentation comparable to EDD's "Quarterly Wage and Withholding Report" for the same four-quarter period.

Maintaining Your Online Certified Firm Profile

A secure access feature on our website enables you to maintain certain company profile information, including customizable keywords to best describe your business specialties with. Details about the Certified Firm Profile and your secure logon information are available on the final page of this letter. Please keep your logon information page in a secure place and DO NOT share it with anyone or include it with any of your bid documents or submittals.

Reporting Business Changes

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Prompt Payment Rubber Stamp

The Prompt Payment Act requires state agencies to pay the undisputed invoices of certified small businesses and registered nonprofit organizations on a timely basis. Prompt payment is reinforced by adding interest penalties for late payment. Covered under the Act are certified small businesses that are either a service, manufacturer, or non-manufacturer firm, and nonprofit organizations registered with OSDS.

Compensation on late or unpaid progress payments for certified construction firms is addressed in Public Contract Code, Section §10261.5.

Use of the prompt payment rubber stamp alerts state agencies of a firm's certified small business or registered nonprofit status.

Ordering a rubber stamp

To purchase a prompt payment rubber stamp, complete and submit the enclosed Prompt Payment Rubber Stamp Order Form.

Proof of Eligibility

Maintain this original certification letter for future business needs. To demonstrate your firm's small business eligibility, include a copy of this letter in your state contract bid submittals.

Prior to contract award, agencies will assure the vendor is in compliance with Public Contract Code, Section 10410 et seq. addressing conflict of interest for state officers, state employees or former state employees.

Certification Renewal

A renewal application will be mailed to you prior to the expiration of your small business certification. If you do not receive an application, please call us so that you may timely renew your certification.

If you have any questions, please contact me at 800.559.5529 (Procurement Division receptionist) or 916.375.4940 (OSDS receptionist), by e-mail irma.barbosa@dgs.ca.gov, or by fax 916.375.4950. The Procurement Division oversees many programs to further state contracting participation. For more information regarding these programs, visit our website at www.pd.dgs.ca.gov/smbus, or visit the Procurement Division's website at www.dgs.ca.gov/pd.

Sincerely,



Irma C. Barbosa
Certification Officer
Office of Small Business and DVBE Services



PROCUREMENT DIVISION

Office of Small Business and DVBE Services

707 Third Street, 1st Floor, Room 400 * PO Box 989052

West Sacramento, California 95798-9052 * (800) 559-5529

SB APP 20060822

August 22, 2006

REF# 0043163
GOMEZ RESEARCH
2206 MONTE VISTA ST
PASADENA CA 91107

Dear Business Person:

Congratulations on your certified small business status with the State of California. Your certification entitles you to benefits under the state's Small Business Participation Program within state contracting, including a five percent bidding preference and special provisions under the Prompt Payment Act.

Certification period

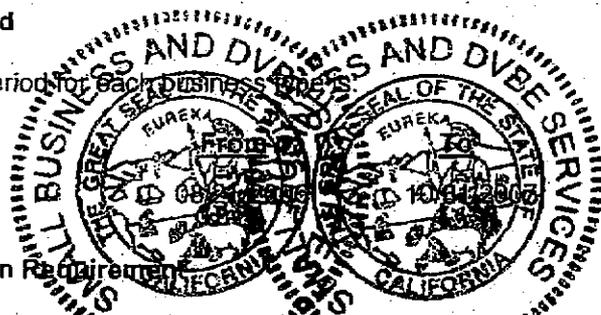
Your certification period for each business year is:

Industry

SERVICE

Annual Submission Requirements

To maintain your certified status, you must annually submit to the Office of Small Business and DVBE Services (OSDS), proof of annual receipts and proof of employees for your firm and each of your affiliates (if any).



Proof of Annual Receipts

Submit to OSDS, a copy of your firm's and any affiliate firm's ENTIRE federal tax return each year following your certification. Include ALL accompanying schedules, forms, statements, and any other support documents filed with that specific tax return.

If you request a tax filing extension with the Internal Revenue Service, submit to our office a copy of the extension form. When your tax returns are filed, submit a copy of the entire federal tax return to our office.

Proof of Employees

If you have employees whose taxable wages are reported to the California Employment Development Department (EDD) on a quarterly basis, you must annually submit to our office along with your proof of annual receipts, proof of employees for your firm and any affiliates.

We will accept a copy of the EDD's "Quarterly Wage and Withholding Report" (Form-DE6) or other format accepted by the EDD. Your employee documents must cover the same four quarters as the tax return you submit for your proof of annual receipts.

If you have out-of-state employees, submit the employee documentation comparable to EDD's "Quarterly Wage and Withholding Report" for the same four-quarter period.

Maintaining Your Online Certified Firm Profile

California Home

Monday



Firm Detail

MEDIALINE COMMUNICATIONS
 2110 ARTESIA BLVD., #201
 REDONDO BEACH, CA 90278
 Email: medialine2@aol.com
 Web Page:

OSDS Ref# 46930
 Phone: (949) 916-6880
 FAX: (949) 916-6883

AKA Names

Service Area(s): STATEWIDE
 Keywords:
 Services - PUBLIC RELATIONS SERVICES

Current Certification Status

Business Type	Certification Type	Status	From Date	To Date
SERVICE	SMALL BUSINESS	Approved	5/21/2007 12:00:00 AM	5/31/2008 12:00:00 AM

Standard Industrial Classifications (SIC) registered by this firm

SIC Code	SIC Description
8743	Public relations services

Contractor Status Form

Contractor's Name Ogilvy Public Relations

County Sacramento

Address 2495 Natomas Park Drive, #650

Phone No. 916-418-1500

Sacramento, CA 95833

Fax No. 916-418-1515

Federal Employer Identification No. [REDACTED]

STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS:

- Individual
- Limited Partnership
- General Partnership
- Corporation
- Other

INDIVIDUAL:

If a sole proprietorship, state the true name of sole proprietor: _____

PARTNERSHIP:

If a partnership, list each partner, including limited partners, stating their true name and their interest in the partnership:

CORPORATION:

If a corporation, place and date of Incorporation: State of Delaware, 6/28/1989

Date corporation was authorized by Secretary of State: 6/28/1989

President: Marcia Silverman

Vice-President: Paul Hicks

Secretary: William Chess

Treasurer: Peter Gawrychoski

Other Officers: _____

OTHER: (Explain)

SMALL BUSINESS PREFERENCE

Are you claiming preference as a small business or as a non-small business certifying to subcontract 25% of the total bid amount?

- YES - Please attach approval letter from OSDS
- NO

If claiming preference as a small business, date you filed for small business certification: _____
Your small business ID No. _____

Appendix

Ogilvy PR Awards List

BabyCenter.com

- 2006 American Advertising Federation - District 14 Silver ADDY Award**
BabyCenter.com Sales Video
- 2006 Sacramento Ad Club Silver Award**
BabyCenter.com Sales Video

California Integrated Waste Management Board

- 2006 American Advertising Federation - District 14 Silver ADDY Award**
Tire Sustainability Campaign
- 2006 Sacramento Advertising Club - Gold Award**
Green Roads Campaign
- 2006 Sacramento Advertising Club - Silver Award**
Tire Sustainability Campaign
- 2006 Sacramento Advertising Club - Silver Award**
Tire Sustainability Poster Campaign
- 2006 SIOC (California State Information Officers Council) - Gold Award**
Retailer Tire Maintenance Poster
- 2006 SIOC (California State Information Officers Council) - Silver Award**
Green Roads Brochure
- 2006 SIOC (California State Information Officers Council) - Silver Award**
Green Roads Product Boxes
- 2006 SIOC (California State Information Officers Council) - Silver Award**
E-recycle Media Campaign

California Department of Justice

- 2004 International Association of Business Communicators - Crystal Award**
Video PSA
"Face it. It's a crime."
- 2004 International Association of Business Communicators - Merit Award**
Print Media Ads - B/W series
"Face It. It's a crime."
- 2004 International Association of Business Communicators - Merit Award**
Audio PSA
"Face it. It's a crime"
- 2003 Sacramento Advertising Club - Gold Award**
Public Service - Broadcast
"Face it" 60-second English Radio
- 2003 Sacramento Advertising Club - Gold Award**
Public Service - Broadcast
"Face it" 60-second English TV
- 2003 Sacramento Advertising Club - Gold Award**
Public Service - Overall Campaign
"Face it" Elder Abuse Prevention Campaign
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
"Face it" 60-second Spanish TV
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
"Face it" 30-second Spanish TV
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
"Face it" 60-second Spanish Radio

Los Angeles County Department of Public Works

- 2004 International Association of Business Communicators - Crystal Award**
Print Media Ads
Can It! Litter Prevention Campaign
- 2004 International Association of Business Communicators - Merit Award**
Advertising Campaign - Government/
Non-Profit organization
Can It! Litter Prevention Campaign
- 2003 Sacramento Advertising Club - Gold Award**
Public Service - Outdoor Campaign
Can It! Outdoor campaign
- 2003 Sacramento Advertising Club - Gold Award**
Billboard
Can It! Spanish Billboard
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Overall Campaign
Can It! Litter Prevention Campaign
- 2003 International Association of Business Communicators - Crystal Award**
Can It! Print Ad
- 2003 International Association of Business Communicators - Merit Award**
Advertising Campaign - Can It! Litter
Prevention
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
Can It! 30-second English TV
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
Can It! 60-second English Radio

California Department of Insurance

- 2002 Sacramento Advertising Club - Silver Award**
Catchall category
"Brain & Pretzel" Folder

California Department of Transportation

- 2005 Sacramento Public Relations Association - Honorable Mention Award**
"Don't Trash California" Campaign Launch
- 2005 International Association of Business Communicators - Crystal Award**
"Don't Trash California" Special Event
Promotion
- 2005 American Advertising Federation, District 14 - Silver Award**
"Smith & Jones" 30-second Radio
- 2005 Sacramento Advertising Club - Silver Award**
"Smith & Jones" 30-second Radio
- 2003 Telly Award**
"Don't Trash California" TV PSA
- 2003 Sacramento Advertising Club - Gold Award**
Caltrans - Airport Kiosk
- 2003 Sacramento Advertising Club - Silver Award**
Caltrans - Rest Stop Poster
- 2003 Sacramento Advertising Club - Silver Award**
"Velez & Perez" 60-second Radio - Spanish
"Don't Trash Fresno" Campaign
- 2002 Sacramento Advertising Club - Gold Award**
Public Service - Broadcast
"Don't Trash California" TV Spot

2002 Sacramento Advertising Club - Gold Award
Public Service – Campaign
“Don’t Trash Fresno” Campaign

2002 State Information Officer's Council - Gold Award
“Don’t Trash California” TV PSA

2002 State Information Officer's Council - Gold Award
Internal Publications, “Reducing Litter in Storm Water”

2002 State Information Officer's Council - Silver Award
“Cell Phone Directions” Radio PSA
“Don’t Trash Fresno” Campaign

2002 State Information Officer's Council - Honorable Mention Award
“Smith & Jones” Radio PSA’s
“Don’t Trash Fresno” Campaign

2002 International Association of Business Communicators - Merit Award
Audio PSA
60-second Cell Phone Directions

2002 International Association of Business Communicators - Crystal Award
Audio Program
“Smith & Jones” I and II

California Highway Patrol

2006 American Advertising Federation - District 14 Silver ADDY Award
Right Turn “Hidden Camera” :30 TV PSA

2006 Sacramento Advertising Club Silver Award
Right Turn “Peer Pressure” :30 TV PSA

2006 Sacramento Advertising Club Silver Award
Right Turn “Hidden Camera” :30 TV PSA

2006 Sacramento Advertising Club Silver Award
PACE (Street Racing) Outdoor

2006 SIOC California State Information Officers Council - Silver Award
Right Turn Video

2006 American Advertising Federation - District 14 Silver ADDY Award
PACE (Street Racing) Outdoor Campaign

2005 SiOC Awards - Gold Award
“Red Asphalt V”

2005 Telly Award - Bronze Telly Award
Right Turn “Hidden Camera” 30-second TV PSA

2005 Telly Award - Bronze Telly Award
Right Turn “Peer Pressure” 30-second TV PSA

2005 Sacramento Public Relations Association - Honorable Mention Award
“Red Asphalt V”

2005 Sacramento Public Relations Association - Honorable Mention Award
Make the Right Turn! Video

2005 International Association of Business Communicators - Crystal Award
Make the Right Turn! Video

2005 International Association of Business Communicators - Crystal Award
Red Asphalt Video Program

2005 American Advertising Federation, District 14 - Silver Award
Red Asphalt English Video

2005 American Advertising Federation, District 14 - Silver Award
Right Turn! English Video

2005 Sacramento Advertising Club - Gold Award
Red Asphalt English Video

2005 Sacramento Advertising Club - Gold Award
Right Turn! English Video

The California Wellness Foundation

- 2006 American Advertising Federation - Silver ADDY Award**
MakeItInScrubs.com Web Site
- 2006 Sacramento Advertising Club - Silver Award**
MakeItInScrubs.com Web Site
- 2003 Sacramento Advertising Club - Gold Award**
The Advokit
- 2003 Sacramento Advertising Club - Gold Award**
Newspaper Category
"Get Real" print ad - Spanish
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
"Talk Straight to Me" 60-second TV
- 2002 Sacramento Advertising Club - Gold Award**
Collateral Material - Poster campaign
"They're 15" Poster Campaign
- 2002 Sacramento Advertising Club - Silver Award**
Collateral Material - Four Color Brochure
"Voices of California" Brochure
- 2002 Sacramento Advertising Club - Silver Award**
Newspaper Category
"Think all they do is hold hands" Print Ad
- 2002 Sacramento Public Relations Association - Gold Cappie**
Individual PR Tools/Promotional Device
Condom Keychain
- 2002 International Association of Business Communicators - Merit Award**
Black and White Print Ad Series
"Get Real About Teen Pregnancy"
- 2001 Sacramento Advertising Club - Gold Award**
Brochure:
Get the Picture Teen Profiles

- 2001 Sacramento Public Relations Association - Silver Cappie**
Brochure, three or more colors:
Get the Picture (Get Real Campaign)
- 2001 Public Relations Society of America - Finalist in LA Prism Awards**
Get Real About Teen Pregnancy
"Access to Contraceptives Document"
- 2000 American Advertising Federation - Citation of Excellence**
Newspaper:
"Your Teens Should Hear It From You"
- 2000 Sacramento Advertising Club - Gold Award**
Collateral:
"Your Teens Should Hear It From You"
- 2000 Sacramento Advertising Club - Silver Award**
Print Media:
Sex on TV Sells
- 2000 Sacramento Advertising Club - Silver Award**
Print Media:
"Your Teen Should Hear It From You"
- 2000 Sacramento Advertising Club - Silver Award**
Creativity On A Shoestring
Radio

CalTeach - California Center for Teaching Careers

- 2002 State Information Officer's Council - Silver Award**
Media Relations Campaign
- 2002 Sacramento Public Relations Association - Gold Cappie**
Individual Public Relations Tools, Brochure:
California Center For Teaching Careers
- Pathways to Teaching Pamphlet

2002 Sacramento Public Relations Association - Honorable Mention Cappie

Overall Public Relations Programs, Special or Media Event, Other:
California Center For Teaching Careers
- Pathways to Teaching Forum

2002 International Association of Business Communicators - Merit Award

Special Event:
California Center for Teaching Careers
Pathways to Teaching Forums

2002 International Association of Business Communicators - Crystal Award

Black and White Print Ad Series:
California Center for Teaching Careers - Math/
Science/Special Ed Ads

2001 Sacramento Advertising Club - Gold Addy Award

CalTeach Print Ad - Public Service

2001 Sacramento Advertising Club - Gold Addy Award

CalTeach Campaign - Public Service

2001 International Association of Business Communicators Crystals - Merit Award

CalTeach Advertising Campaign

**City of Sacramento -
Department of Utilities
Water Wise Pest Control Program**

2002 International Association of Business Communicators - Merit Award

Overall Communications Program

2001 Sacramento Advertising Club - Silver Addy Award

Water Wise Pest Control Garden Cart Display

2001 CA EPA - Department of Pesticide Regulation - IPM Innovator Award

Water Wise Pest Control Program

Los Angeles Police Department

2001 Public Relations Society of America - Finalist in LA Prism Awards

Los Angeles Police Department:
1-877-ASK-LAPD Program

2000 American Advertising Federation - Citation of Excellence

Los Angeles Police Department:
1-877-ASK-LAPD Poster Series

**Minnesota Department of Health
(MNENABL)**

2004 Public Relations Society of America - Classics Awards

Audio PSA
It's Enough. Radio PSA

2004 Public Relations Society of America - Classics Awards

Public Service Campaign - Government

2003 Sacramento Advertising Club - Gold Award

Poster
Carousel Poster

2003 Sacramento Advertising Club - Gold Award

Poster
Diner Poster

2003 Sacramento Advertising Club - Gold Award

Poster
Diner Photo

2003 Sacramento Advertising Club - Silver Award

Poster
Carousel Poster - Spanish

California Office of Traffic Safety

- 2006 SPRA (Sacramento Public Relations Association) - Gold Award**
Holiday DUI Enforcement Campaign
- 2006 SPRA (Sacramento Public Relations Association) - Gold Award**
Holiday DUI Campaign PSAs
- 2006 SPRA (Sacramento Public Relations Association) - Silver Award**
Click It or Ticket Seat Belt Enforcement Campaign
- 2006 SPRA (Sacramento Public Relations Association) - Silver Award**
Sports & Entertainment Marketing Program
- 2006 SPRA (Sacramento Public Relations Association) - Honorable Mention**
National Holiday DUI Enforcement Kick-Off Event
- 2006 SIOC (California State Information Officers Council) - Silver Award**
Annual DUI Media Campaign
- 2006 International Association of Business Communicators - Merit Award**
Organization Identity - "Report Drunk Drivers. Call 9-1-1."
- 2006 International Association of Business Communicators - Gold Award**
"Click It or Ticket" campaign
- 2006 International Association of Business Communicators - Merit Award**
Holiday DUI Enforcement campaign
- 2005 SIOC Awards - Silver Award**
Web Site - www.ots.ca.gov
- 2005 SIOC Awards - Gold Award**
Media Relations for "Click It or Ticket" Campaign
- 2005 International Association of Business Communicators - Crystal Award**
2005 Click It or Ticket Seat Belt Campaign
- 2003 Sacramento Advertising Club - Silver Award**
Public Service - Broadcast
"Checkpoint Officers" PSAs
- 2003 State Information Officer's Council - Grand Prize**
Drunk and Drugged Driving (3D) Prevention Month Campaign
- 2003 State Information Officer's Council - Gold Award**
Outstanding Media Coverage
- 2003 State Information Officer's Council - Silver Award**
2002 Annual Report
- 2003 State Information Officer's Council - Silver Award**
Seat Belt Radio PSAs
- 2002 State Information Officer's Council - Grand Prize and Gold Award**
Drunk and Drugged Driving (3D) Prevention Month Campaign
- 2002 State Information Officer's Council - Silver Award**
More Bang for the Buck
Sports Marketing Campaign
- 2002 State Information Officer's Council - Silver Award**
Tracks Newsletter
- 2002 Sacramento Public Relations Association - Silver Cappie**
More Bang for the Buck
2002 Sports Marketing Campaign
- 2002 Sacramento Public Relations Association - Silver Cappie**
Special or Media Event, Press Conference/Press Briefing
2002 COPtails Media Event
- 2002 Sacramento Public Relations Association - Gold Cappie**
Short-term Public Relations Campaign
2002 Drunk & Drugged Driving (3D) Prevention Month Campaign

- 2002 Sacramento Public Relations Association - Honorable Mention Cappie**
Individual Public Relations Tools - Public Service Announcement - Radio
"Live Dangerously" PSA
- 2002 International Association of Business Communicators - Merit Award**
Overall Campaign Program
2002 Drunk & Drugged Driving (3D) Prevention Month
- 2002 International Association of Business Communicators - Crystal Award**
Special Event Promotion
2002 COPtails
- 2001 State Information Officer's Council - Gold Award**
CHiPper Interactive Web Site Game
Promotional Postcard
- 2001 State Information Officer's Council - Gold Award**
"Know How to Go" ChiPper Interactive Game
- 2001 State Information Officer's Council - Silver Award**
COPtails logo
- 2001 State Information Officer's Council - Silver Award**
2001 3D Month Campaign
- 2001 State Information Officer's Council - Silver Award**
2001 Sports Marketing Campaign
- 2000 State Information Officer's Council - Gold Award**
3D Month Window Decal
"Designate Before You Celebrate"
- 2000 State Information Officer's Council - Grand Prize**
3D Month Window Decal
"Designate Before You Celebrate"
- 2000 State Information Officer's Council - Silver Award**
3D Month Campaign
- 2000 State Information Officer's Council - Gold Award**
3D Month Campaign
- 2000 State Information Officer's Council - Grand Prize**
Best Bang for your Buck
2000 Sports Marketing Campaign
- 2000 State Information Officer's Council - Grand Prize**
Best Bang for your Buck
2000 Sports Marketing Campaign
- 2000 Sacramento Advertising Club - Silver Addy Award**
3D Month Window Decal
"Designate Before You Celebrate"
- 2000 International Association of Business Communicators - Silver Crystal Award**
Child Passenger Safety Week Campaign
Medical Board of California
- 2001 State Information Officer's Council - Gold Award**
Be Informed, Be Healthy Audio PSA
- Nevada Office of Traffic Safety**
- 2001 Sacramento Public Relation Associations - Gold Cappie Award**
Helmet Safety Homework Folder
Promotional Device
- 2000 Public Relations Society of America - Los Angeles, Prism Award of Excellence**
TV PSA - "Showdown"
- Ogilvy Public Relations Worldwide**
- 2006 American Advertising Federation - National Silver ADDY Award**
Studio Illustrations
- 2006 American Advertising Federation District 14 - Gold ADDY Award**
Studio Illustrations

2006 American Advertising Federation District 14 – Silver ADDY Award
Creative Studio Inner-Agency Postcards

2006 Sacramento Advertising Club – Gold Award
Creative Studio Inner-Agency Postcards

2006 Sacramento Advertising Club – Gold Award
Creative Studio Postcard Illustrations

Pharmacy Access Partnership

2002 Sacramento Public Relations Association – Honorable Mention Cappie
Individual PR Tools/Brochure – Three or more colors
Wallet-sized brochure

Planned Parenthood Affiliates of Northern California

2006 American Advertising Federation District 14 – Silver ADDY Award
Think Outside Your Bubble TV Spot

2006 Sacramento Ad Club – Silver Award
Think Outside Your Bubble TV Spot

2006 SABRE Awards – Gold Sabre Award
Think Outside Your Bubble TV Spot

2006 Pollie Award – Silver Award
Think Outside Your Bubble TV Spot

Universal Lifeline Telephone Service

2000 Sacramento Advertising Club – Gold Award
Hispanic/Asian/Ethnic Advertising
Radio: Universal Lifeline Telephone Service

2000 Sacramento Advertising Club – Silver Award
Hispanic/Asian/Ethnic Advertising
Print Any Format: Universal Lifeline Telephone Service

Los Angeles Community College District

2002 National Council for Marketing and Public Relations – Gold Award
Best Folder Cover

Sacramento Regional County Sanitation District

2005 International Association of Business Communicators – Crystal Award
Poster – “Mercury Can Be Harmful”

2003 International Association of Business Communicators – Merit Award
Brochure – “Mercury is in the House”

Heart, Lung & Blood Institute – The Heart Truth

2006 Public Relations Society of America – Bronze Award
The Heart Truth: Newsweek Heart Health

2006 Public Relations Society of America, Anvil Award of Commendation
Advertorial

2006 PR Week, Public Sector Campaign of the Year Finalist
The Heart Truth Campaign and Red Dress Project

2006 Best Government Online Ad Award
The Heart Truth PSA Banners

2005 Gold Sabre: Special Event (More than 7 Days):
First Ladies Red Dress Collection Premieres at The Kennedy Center

2005 Thoth Awards – Advertorial Category
Heart Health: Take Care of Your Heart-For Your Health, Your Loved Ones and Your Life!

2004 Thoth Awards – Best of Show- Public Relations Excellence
“The Heart Truth”

- 2004 Thoth Awards - Public Service Category**
"The Heart Truth" Campaign
- 2004 Sabre Award - Best in Show**
The Red Dress Heart Truth Campaign
- 2004 Platinum Sabre - Best in Show and Best Campaign of the Year for 2003**
The Red Dress Heart Truth Campaign
- 2004 Woman's Day - Inaugural Red Dress Award to NHLBI and Ogilvy Public Relations Worldwide**
Creation of the Red Dress as the national symbol for women and heart disease
- 2004 Bulldog Media Relations Awards - Best in Show and Gold awards**
Categories: Health, Medicine and Fitness; Non-profit; and Public Service
The Heart Truth Campaign
- 2004 PR Week - Best in Show Finalist**
The Heart Truth Campaign
- 2004 National Association of Government Communicators - Blue Pencil Award**
Best Promotional Campaign of the Year
The Heart Truth Campaign
- 2004 National Institute of Health - Plain Language Awards**
Campaign fact sheets
The Heart Truth Campaign
- 2004 Gold Sabre**
Marketing to Women
The Red Dress Heart Truth Campaign
- 2004 Gold Sabre**
Integrated Marketing
The Red Cross Save a Life Tour
- 2004 Public Relations Society of America - Silver Anvil**
Public Service Campaign of the Year
The Heart Truth
- 2004 Public Relations Society of America - Silver Anvil, Award of Excellence**
Integrated Communications
The Heart Truth
- 2004 Public Relations Society of America - Bronze Anvil**
The Heart Truth TV PSAs
- 2003 PR Week - Public Sector Campaign of the Year**
The Heart Truth Campaign
- 2003 Gold Sabre**
Marketing to Women
The Red Dress Heart Truth Campaign
- 2003 PRSA National Chapter - Thoth Award**
TV PSAs
The Heart Truth Campaign
- 2003 PRSA National Chapter - Certificate of Excellence**
The Heart Truth for Women video
The Heart Truth Campaign
- 2003 Wenger Award for Communications Excellence**
The Heart Truth
- 2003 Thoth Awards - Public Service Campaign of the Year, Best of Show**
Press Kits/Media Kits, and Direct Mail/Direct Response
The Heart Truth Campaign
- 2003 Thoth Awards**
TV PSAs
The Heart Truth Campaign
- 2003 Thoth Awards - Certificate of Excellence**
The Heart Truth Campaign
The Heart Truth for Women video
- 2003 Telly Award**
Public Service Category
The Heart Truth Campaign - TV PSA, "Jackie"

Centers for Disease Control and Prevention – AIDS

- 2003 Thoth Awards**
Best Use of Internet
“At Work, Online, for Workers with HIV-AIDS”
- 1999 CIPRA Awards**
PSA: Video
“Business Responds to AIDS”
- 1997 Public Relations Society of America – Silver Anvil**
“America Responds to AIDS”
“SmartSEX” video for MTV

Centers for Disease Control and Prevention – Choose Your Cover Skin Cancer Campaign

- 2005 Cine Award – Golden Eagle Award**
“Picture of Health” Television Public Service Announcement
- 2002 Thoth Awards**
Non-profit PR Program
- 2000 American Public Health Association**
Public Health Materials
Choose Your Cover “Been Burned Lately?” TV PSA
- 2000 Thoth Awards**
Radio and TV PSAs
- 2000 Thoth Awards – Certificate of Excellence**
Press Kit
- 2000 Telly Award – First Place**
TV PSA
Choose Your Cover – “Skin Cancer: Warning Label”
- 2000 American Academy of Dermatology – Gold Triangle Award**
Public Service Advertising
Choose Your Cover Skin Cancer Campaign

- 1999 CIPRA Awards**
Print Ad – “Can’t Read the Warning Label”
- 1999 Thoth Awards – Certificate of Excellence**
Press Kit
- 1998 Public Relations Society of America – Bronze Anvil**
“Choose Your Cover” TV PSA

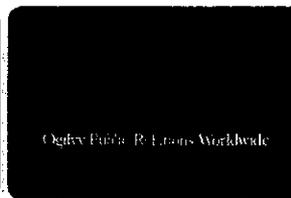
District of Columbia Department of Health

- 1998 CIPRA Award**
HIV/AIDS, Multi-cultural marketing
Safe Men are Right Together
- 1998 CIPRA Award**
Print PSA – Safe Men are Right Together

National Institute for Allergy and Infectious Diseases

- 2005 Crystal Award of Excellence**
External Communications/Educational Category
“HIV Vaccines: Hope for the Future”

Pioneers and Innovators in Social Marketing



Following are several of the social marketing campaigns and initiatives Ogilvy has developed and advanced in the U.S.

National campaigns and initiatives on behalf of the Federal government

- **AmeriCorps, Senior Corps, Foster Grandparents Program** — Corporation for National and Community Service
- **Back to Sleep** — National Institute of Child Health and Human Development
- **Breast Cancer Prevention** — Centers for Disease Control and Prevention
- **Cervical Cancer Prevention and HPV Education** — Centers for Disease Control and Prevention
- **Choose Your Cover National Skin Cancer Prevention Campaign** — Centers for Disease Control and Prevention
- **Crisis Communications/Media Relations** — Centers for Disease Control and Prevention
- **FloodSmart** — Federal Emergency Management Agency
- **First There, First Care** — National Highway Traffic Safety Administration
- **Fruits & Veggies: More Matters** — Centers for Disease Control and Prevention
- **Get Smart: Know When Antibiotics Work** — Centers for Disease Control and Prevention
- **Gynecologic Cancer Prevention** — Centers for Disease Control and Prevention
- **HIV/AIDS Education Campaigns (America Responds to AIDS, Business/Labor Responds to AIDS, Prevention Marketing Initiative, Respect Yourself, Protect Yourself)** — Centers for Disease Control and Prevention
- **HIV Vaccine Research. Real People. Real Progress.** — National Institute of Allergy and Infectious Diseases
- **I Was There, World Trade Center Health Registry** — Centers for Disease Control and Prevention and Agency for Toxic Substances Disease Registry
- **Injury Prevention** — Centers for Disease Control and Prevention
- **Know Stroke: Know the Signs, Act in Time** — National Institute of Neurological Disorders and Stroke
- **Medicare Services** — Centers for Medicare & Medicaid Services
- **Milk Matters** — National Institute of Child Health and Human Development
- **National Kidney Disease Education Program** — National Institute of Diabetes and Digestive and Kidney Diseases
- **Pandemic Flu Preparedness** — U.S. Department of Health and Human Services
- **Prostate Cancer Prevention** — Centers for Disease Control and Prevention
- **Radiation Safety** — Centers for Disease Control and Prevention
- **Research Dissemination** — National Eye Institute
- **Research Dissemination** — National Heart, Lung, and Blood Institute
- **Research Dissemination** — National Institute of Child Health and Human Development
- **Screen for Life National Colorectal Cancer Prevention Campaign** — Centers for Disease Control and Prevention
- **Stay in Circulation: Take Steps to Learn About P.A.D. (Peripheral Arterial Disease)** — National Heart, Lung, and Blood Institute

- **Sleep Well. Do Well: Star Sleeper Campaign** — National Heart, Lung, and Blood Institute
- **Smart Drivers Just Drive** — National Highway Traffic Safety Administration
- **Terrorism Preparedness** — Centers for Disease Control and Prevention
- **The Heart Truth, a National Awareness Campaign for Women about Heart Disease** — National Heart, Lung, and Blood Institute
- **TOPOFF** — Department of Homeland Security
- **You Drink, You Drive, You Lose** — National Highway Traffic Safety Administration

National campaigns on behalf of corporations and foundations

- **Asthma Action America** — GlaxoSmithKline
- **Don't Lose Sight (AMD Prevention)** — Bausch & Lomb
- **Entitled to Respect** — Epilepsy Foundation
- **Fruits & Veggies: More Matters** — Produce for Better Health Foundation
- **Spotlight on Shingles** — Merck & Co., Inc.
- **STRONG WOMEN, INSIDE & OUT (Osteoporosis)** — Merck & Co., Inc.
- **There's Something You Should Know: STD Education and Prevention Campaign** — Glaxo Wellcome

State/local campaigns on behalf of local agencies

- **California Teacher Recruitment Program** — CalTeach
- **ConPact** — Washington, DC, Administration for HIV/AIDS
- **Don't Trash California** — California Department of Transportation
- **Don't Try, We Comply** — Washington, DC
- **Don't Trash Fresno** — California Department of Transportation
- **ENABLE: Education Now, Babies Later** — California Department of Health, Minnesota Department of Health
- **FAMIS** — Virginia Department of Public Health
- **Get Real, California's Teen Pregnancy Campaign** — The California Wellness Foundation
- **Illinois Breast and Cervical Cancer Early Detection Program** — Illinois Department of Health
- **Make It In Scrubs** — California Wellness Foundation
- **SMART: Safe Men Are Right Together** — Washington, DC, Administration for HIV/AIDS
- **Smooth Operator** — National Highway Traffic Safety Administration
- **Tire Sustainability and Recycling** — California Integrated Waste Management Board

Following are several of the social marketing campaigns and initiatives Ogilvy has developed and advanced around the world

- **Australia** — *Walk of Life* obesity campaign
- **Belgium** — The European Parliament's HIV/AIDS campaign
- **Belgium** — European Cervical Cancer Association awareness campaign
- **European Union** — *Year of People with Disabilities* campaign and *After Sex* campaigns
- **Cambodia** — Avian Flu Campaign
- **Jamaica** — *Keep On Keeping It On* condom promotion campaign
- **India** — *Wake Up and Rise, Be Aware and Live Longer* Drought Relief Water Management Campaign, *HEROES* HIV/AIDS prevention campaign, *Thousands of the Pill* family planning campaign, *Braver, Braver, Bravest* road safety campaign, *Bus Water* drought management campaign, and *Show me yellow* dengue prevention campaign
- **Indonesia** — *Maternal Healthcare Campaign*, *Lose Weight, Gain Life* obesity campaign, *Pentastik* Malaria Wash, *With Soap* diarrhea prevention campaign, and *Realize, Jump* campaign
- **Ireland** — *National Smokers' Quitline*, *Morning Grump* or *Morning Delight* smoking cessation program, *National Breastfeeding Week*, flu vaccine campaign, *SafeFood*, *Tackles Treats* anti-obesity campaign, condom use campaign
- **Japan** — *Self Care* family planning campaign
- **Kenya** — Cardiovascular Health Campaign
- **Laos** — Avian Flu Campaign
- **Philippines** — *Our Lives Depend On It* driver safety campaign
- **Singapore** — *I Want to Quit Smoking* campaign
- **Thailand** — *Condom Man* condom promotion campaign, *Water Conservation* campaign, and *Learn Love* teen sexuality campaign
- **Vietnam** — Avian Flu Campaign

To learn more about Ogilvy Public Relations Worldwide, please visit www.ogilvypr.com.

1990

Launch of **Smooth Operator**, a national campaign to encourage men to use condoms. The campaign features a series of television spots featuring a smooth-talking man who is a condom. The campaign is supported by the National Institute on Drug Abuse, the National Institute on Alcohol Abuse and Alcoholism, and the National Institute on Mental Health.

Launch of **AIDS Prevention Guide for men** as part of **America Responds to AIDS**.

Launch of **Condom Man**, a national campaign to encourage men to use condoms. The campaign features a series of television spots featuring a smooth-talking man who is a condom. The campaign is supported by the National Institute on Drug Abuse, the National Institute on Alcohol Abuse and Alcoholism, and the National Institute on Mental Health.

1991

Launch of **Lights on for Life**, a national campaign to encourage people to use condoms. The campaign features a series of television spots featuring a man who is a condom. The campaign is supported by the National Institute on Drug Abuse, the National Institute on Alcohol Abuse and Alcoholism, and the National Institute on Mental Health.

Launch of an early HIV testing and treatment campaign as part of **America Responds to AIDS**.

Implementation of **Make the Right Call**, a public education and media outreach campaign designed to reach the public with clearly, confident information about the proper use and access of emergency medical services by dialing the new 911 number.

1992

Launch of CDC's **Business Responds to AIDS** (BRTA) program for HIV/AIDS education and prevention in the workplace.



Launch of **Tap the Vote**, a nationwide initiative to leverage the National Motor Voter Law.

Launch of **No Way Out**, the California state-wide social marketing campaign to promote California's strict 0% BAC law.

1993

Development of Jamaica's HIV/AIDS prevention and control promotion campaign **Keep On Keeping It On**.



Launch of **Don't Drink, Drive Straight**, a national campaign to encourage people to use seat belts and not drink and drive. The campaign features a series of television spots featuring a man who is a seat belt.

Don't Drink Drive Straight

Launch of UNICEF's technical assistance and communications training programs for HIV/AIDS African communications managers.

1995

Production of FEMA's first Spanish language PSA targeting Hispanic households with **disaster planning and preparedness** information utilizing "The Do House" Star Buena.

Launch of CDC's **Labor Responds to AIDS** (LRTA) program.



Launch of **There's Something You Should Know**, a national STD awareness campaign.

1996

Launch of **Respect Yourself, Protect Yourself**, CDC's HIV/AIDS prevention campaign targeting young adults.



Launch of President Clinton's **AmeriCorps** program with simultaneous events at The White House and in several cities across the country.

The **AIDS - It's Your Business** campaign, part of CDC's **Business Responds to AIDS** program, becomes the single largest generator of calls to CDC's hotline.



1997

Launch of the **National Cholesterol Education Program** and the **National High Blood Pressure Education Program**.

Launch of **Family PACT (Planning Access Care and Treatment)**, a national HIV/AIDS program to improve access to care for people living with HIV/AIDS.

Launch of **STRONG WOMEN, INSIDE & OUT**, a national HIV/AIDS education campaign to raise awareness about HIV/AIDS among women.

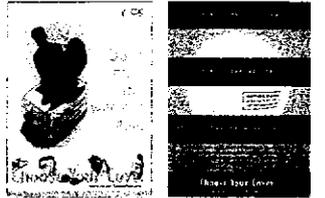


Implementation of "e-march," the first e-mail virtual march on Washington sponsored by AIDS Action, including producing a special TV President Clinton address format available to viewers at www.aidsstrong.org.

Launch of **environmental awareness campaigns in Russia, Ukraine, Georgia, and Mongolia** on behalf of the European Commission.

1998

Launch of CDC's **Choose Your Cover**, an award-winning flu-vaccine national skin cancer prevention campaign.



Launch of **SMART (Safe Men Are Right Together)** for Washington, DC—an award-winning, two-year HIV/AIDS education, awareness and prevention program reaching out to men of color.



1985

Start of a four-year project for the **U.S. Fire Administration** (USFA) to educate Americans fire-related public education campaigns for generalists targeting children and adults to give the elderly and residents in high-rise buildings, multi-family and businesses.

1987

Creation and launch of the Centers for Disease Control and Prevention's (CDC) multi-phased **America Responds to AIDS** campaign, a ten-year comprehensive HIV/AIDS prevention campaign.



Launch of the **Family Emergency Preparedness** campaign for the Federal Emergency Management Administration (FEMA).

Development and launch of the first-ever national fire safety campaign with USFA to install smoke detectors and alarms in all U.S. residential homes.

1988

The landmark National AIDS Mailing is conducted as part of **America Responds to AIDS**; this direct prevention message from Surgeon General C. Everett Koop went to every U.S. household. It was later named by **PR Week** as one of the top 20 public relations campaigns of the 20th century.



1985-89

Additional media outreach support begins for the **Names Project/AIDS Quilt** at Washington Mall of display (1986-1989, 1996).

1989

America Responds to AIDS expands to include a campaign targeting sexual activity among young adults at risk for HIV/AIDS.

Launch of FEMA's **Emergency Preparedness** campaign for children with the text **Are You Ready?**

1990-96

Launch of **ENABL - Education Now, Babies Later**, California's aggressive teenage pregnancy prevention campaign including one of the first to promote abstinence among middle-school students.

1992

Production and airing of CDC's award-winning one-hour television special, **"Smart Sex,"** which received the most national TV program to date.



Development of **First There, First Care**, a bystander care campaign for NHTSA to reduce traffic fatalities on rural roads and highways by training those who arrive first at a crash scene to render CPR until EMS arrive.



On-site media relations support for CDC at the **Vancouver International AIDS Conference**.

Development of FEMA's **Disaster Preparedness and Mitigation Materials** for use by local emergency management agencies.

1997-98

Launch of Washington, DC's **Don't Try, We Comply** campaign targeted to businesses to promote compliance with age restrictions for tobacco sales.

Launch of **Care About Quality**, California's drug care reference information service.

Pre-announcement of Washington's support for the **DC Rape Crisis Center** (1998-2000).

Launch of **Alert**, a national maternal and child health campaign targeted to pregnant women to encourage maternal healthcare utilization and prenatal care.

Zero Tolerance Means Zero Chances
 Launch of a national campaign to reduce gun violence.
 Launch of a national campaign to reduce gun violence.

You Drink & Drive. YOU LOSE.

Get Real About Teen Pregnancy
 Launch of a national campaign on behalf of The National Business Roundtable.

GET REAL! ABOUT TEEN PREGNANCY

Screen for Life
 Launch of CDC's national campaign to increase colorectal cancer screening rates among Americans aged 50 or older.



ConPact
 Creation of the ConPact (condom compact), an HIV prevention tool and condom carrying case distributed to African-American women through beauty salons or beauty of Washington, DC's Department of Health.

Launch of a series of African-American prevention TV PSAs as part of CDC's **Prevention Marketing Initiative**.



Launch of Washington, DC's **HIV/AIDS prevention campaign for transgender persons**.

Protect Your Future
 Launch of a national campaign to reduce gun violence.

Release of a report of a study on the impact of the **PSA** on the **Prevention Marketing Initiative**.

Launch of **traffic safety** social marketing campaigns for the Department of Public Safety in Nevada.

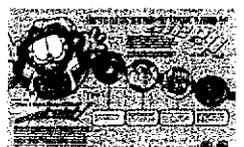
Launch of the **Cal Teach** award-winning **California teacher recruitment program**.



Support begins for the Centers for Medicare & Medicaid Services (CMS) to educate Medicare beneficiaries, their family caregivers, and other interested parties about **Medicare benefits and healthy aging**.

Execution of comprehensive communications support for the Department of Homeland Security's (DHS)' **TOPOFF Exercise Program**, the nation's largest disaster preparedness exercise.

Launch of NIH's **Sleep Well. Do Well. Star Sleeper** campaign with the goal of educating America's children—and their parents, educators, and health care providers—about the importance of obtaining adequate nighttime sleep.



Launch of **Avian Flu** campaigns in Vietnam and Cambodia.



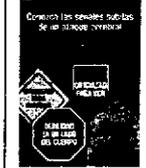
Get Smart: Know When Antibiotics Work
 Launch of a national campaign to reduce antibiotic resistance.

Support begins for **CDC** on **health crisis communications, including anthrax, West Nile Virus, SARS, Avian Flu, and the flu vaccine shortage (2000-2005)**.

Launch of the **Entitled to Respect** campaign, a youth-focused national communication effort designed to combat violence against and encourage respect for sexual activity with children.



Launch of **Know Stroke. Know the Signs. Act in Time.** the National Institute of Neurological Disorders and Strokes (NINDS) campaign to raise awareness about the signs and symptoms of stroke and the need to call 911 so patients get to the hospital within the three-hour window of opportunity for treatment.



Launch of the National Institute of Allergy and Infectious Diseases (NIAID) **HIV Vaccine Communications Campaign** aimed at raising awareness about the need for public support for preventive HIV vaccine research, especially in populations most at-risk for HIV.

Launch of CDC's effort to raise awareness of **OSHA safety guidelines for accidental needle sticks**.

Technical assistance for community-based organizations regarding HIV/AIDS prevention begins in Washington, DC.

The Heart Truth
 Launch of a national campaign to reduce heart disease.

Launch of CDC's **Fight the Bite** West Nile virus prevention campaign with major outreach and English and Spanish language service campaign materials.



Development of NHTSA's **Distracted Driving** campaign—a pilot campaign targeted at drivers aged 16-22 to increase awareness about the dangers of distractions.

Launch of **Don't Trash California**, a statewide storm water pollution prevention campaign for the California Department of Transportation.

Support begins for **Elton John's "An Enduring Vision"** AIDS awareness and fundraising concert (2002-2003).



Launch of CDC's **Safe Motherhood** program to reduce maternal mortality.

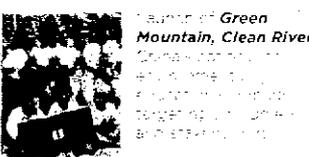
Pro bono media relations and planning support for Sister to Sister's **Woman's Heart Day**, a free health fair and screening event focused on women's heart health awareness.

Launch of the **European Year of People with Disabilities** campaign, a two-year initiative to raise the profile and acceptance of people with disabilities on behalf of the European Commission.

Launch of Indonesia's **LOSE Weight, Gain Life** anti-obesity campaign.

1999 2000 2001 2002

Five years of support begins for **SafeUSA**, a violence prevention campaign coordinated by CDC consisting of 100 organizations and dedicated to eliminating unintentional and violent injury to children in America.



Launch of **Green Mountain, Clean River** campaign to improve water quality in Vermont.

Launch of Australia's **Break the Silence** campaign targeted to future populations to raise awareness of meningitis-related issues.

Launch of the **ACTION in Malaria** awareness and treatment campaign in Africa.

Release of the Surgeon General's **"Reducing Tobacco Use"** Report.

Launch of Washington, DC's **Check Yourself** HIV/AIDS prevention campaign promoting HIV testing targeted to at-risk audiences.

Launch of **10 Weeks to a Teenage Pregnancy Prevention** anti-smoking campaign for the Department of Health.

Launch of **ENABLe**, a national teenage pregnancy prevention campaign and awareness program for HIV/AIDS prevention in Latin America, with a specific focus on Guatemala and Honduras.

Launch of the **Be Water Wise** campaign to promote water conservation.

Launch of the **Wake Up and Rise, Be Aware and Live Longer** anti-obesity campaign.

Launch of Japan's **Sell Care** campaign promoting family planning and contraceptive use among women.

Launch of Japan's **Drunk Driving is a Crime** campaign to raise awareness that drunk driving is a 100% preventable crime.

Development of **VA**'s **upside down red ribbon, in the shape of a "V" for "vaccines"**, a ribbon used to help educate Veterans about the urgent need for a preventable disease.



Vertical text on the right edge of the page, likely a page number or reference code.

groundbreaking the fashion industry

...the fashion industry...
...groundbreaking...
...the fashion industry...



Vas There campaign...
...the American Red Cross...
...Tour 2003...
...largest...
...designed to...
...complex...
...about...
...donation...



The American Red Cross Tour 2003...
...its largest...
...designed to...
...complex...
...express...
...about...
...donation...

...size support for...
...multi-scale...
...program...
...VIPs...
...presentation of a...
...video...

...water pollution...
...the...
...Works...

IT!

...Annual Institute...
...Development's...
...campaign to...
...importance...
...of...
...children...

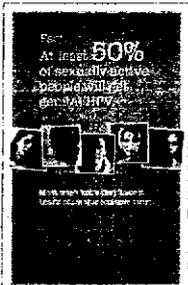
...Back to...
...business...
...providers...
...importance of...
...perks to...

...Brave, Braver, Bravest...
...Water...
...Stop the Yellow...
...in force across the...

...FloodSmart...
...campaign...
...consumers...
...and grow the number of...
...in force across the...



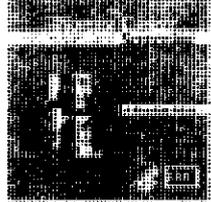
Support begins for CDC on the development of a series of messages and materials designed to raise awareness among consumers...
genital Human Papillomavirus (HPV) and cervical cancer and promote screening for cervical cancer and other health problems associated with HIV.



Support and enhancement of the **Secretary of Defense's Executive Strategic Gaming Initiative** begins...
...National Defense University program...
...presented them with realistic crisis scenarios...
...react to the situation...

Launch of the National Human Genome Research Institute (NHGRI) and the Office of the Surgeon General's **Family Health Portrait**, a **Web-based family history tool** that allows individuals to record family history and print a family health pedigree...
...family members and health care providers.

Development of CDC's **Prostate Cancer Screening: A Decision Guide**...
...prostate cancer screening...



Development of CDC's **Mammograms and Breast Health: An Information Guide for Women**...
...mammograms...
...cancer risk...



Production of **Just-in-Time** begins...
...radiation studies branch training video...
...radiological terrorism event...
...health professionals.

Launch of Singapore's **I Want To Quit Smoking** internet smoking-cessation awareness campaign.



Launch of the Philippines' **Our Lives Depend On It** road safety campaign.



Launch of India's comprehensive **HEROES** HIV/AIDS awareness and prevention campaign.

Technical assistance and training for 134 community-based organizations...
...technical assistance and training...

Groundbreaking partnership forged...
...partnership...
...value of preventative screening.



Implementation of **TOPOFF 3**...
...exercise series...
...outreach to VIPs, stakeholders, and the media.

Launch of **Smart Drivers Just Drive**...
...young drivers ages 15-20...
...informed decisions behind the wheel.

Launch of the **First Ladies Red Dress Collection**...
...The Heart Truth...
...Washington DC.



On-site communications support for FEMA's Mitigation Division...
...Hurricane Katrina...
...outreach programs for the Division.

Launch of CDC's **Knockout AIDS in Detroit**...
...local businesses...
...Business Responds to AIDS.

Media outreach for the launch of the **severely disabled**...
...Centers for the DHHS National Children's Study.

Development of **1000 language toolkit**...
...language toolkit...
...Alzheimer's Foundation.



Pro bono media relations development support **Alzheimer's Foundation**

Launch of **Australia's** awareness campaign.

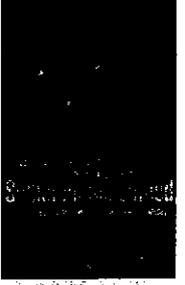


Launch of the Ireland Awareness program **Ending With Cocaine**...
...targeting drug users.

Launch of Ireland's **M**...
...depression awareness...
...to students.

Launch of Ireland's **Sa**...
...promote safe food...

Launch of NHTSA's **Sn Drive**...
...teen drivers aged 15-20...
...distractions and air make safe and inform the wheel.



2003

2004

2005

Elder Abuse is a Crime...
...Department...
...marketing...
...abuse of...

Family Healthcare...
...that...
...report...
...and...

Support begins for a multi-year effort to help the **National Kidney Disease Education Program**...
...National Institute of Diabetes and Digestive and Kidney Diseases...
...awareness about the seriousness of kidney disease...
...importance of testing...
...treatment...
...progression of kidney disease.



Development of CDC's **Healthy Habits Stop Germs Campaign** to promote the use of tissues and hand washing to stop the spread of colds, flu, and pneumonia.



Support begins on a three-year project to conduct an education and awareness program in collaboration with the **Epilepsy Foundation** focusing on underserved populations.

Support continues for DHS' anti-smoking campaign **Medicare Part D drug benefit**...
...national...
...volunteers...
...Members...
...new...

Launch of the **Right Turn**...
...Right Turn...
...program...

Launch of the Department of Disability Employment Security campaign to present to **recruiting, hiring, employees with disabilities**



Research Report...
...Research Report...

ish-
ce

launch of an advertisement campaign for a new campaign to encourage enrollment in Medicare Part D Prescription Drug Program for people 65 and over.



America.
of Life

Launch of **Stay in Circulation: Take Steps to Learn about P.A.D.**, NHLBI's campaign to increase public and health care provider awareness, prevention, and early detection of peripheral artery disease.



No Fairytale

Support begins on the development of CDC's **National Gynecologic Cancer Awareness Campaign** addressing cervical, ovarian, uterine, vaginal, and vulvar cancers.

rselves
aign targeted

Execution of comprehensive communications support for the **TOPOFF 4 Command Post Exercise (CPX)**, with media and VIP outreach materials and external affairs activities.

ivers Just

Launch of **Spotlight on Shingles**, a national campaign to raise awareness of shingles disease among adults over age 60.

ers Just
with a campaign
to raise awareness
of shingles disease

NHLBI's **Heart Truth** campaign returns to New York Fashion Week for the fourth year in a row with a star-studded fashion show, **Red Dress Collection 2006** featuring women in music.



Launch of the **Make It In Scrubs** website by the California Waste Management Board promoting tire sustainability and recycling.

Support begins for the California Integrated Waste Management Board promoting tire sustainability and recycling.

Pre-bid media relations and materials development support for **Cure Autism Now's** Washington, DC Area Walk-Now event.

Launch of **Prevention Now!**, the first international advocacy campaign to raise awareness of the female condom.

Launch of the **European Parliament HIV/AIDS** campaign across Europe.

Launch of Vietnam's **Avian Flu** awareness campaign targeted to poultry farmers.

Launch of Thailand's **Learn to Love** teen sexuality awareness campaign targeted to teens in Bangkok.

Launch of Kenya's **Dettol Heart Run** to raise awareness of heart disease and increase public and corporate fundraising for hospitals performing cardiac surgery.

Launch of Ireland's comprehensive media and school-based **Way-2-Go** healthier lifestyle campaign targeted to children and their parents.

Launch of Ireland's **Morning Grump or Morning Delight** smoking cessation campaign targeted to those contemplating quitting.

Launch of Ireland's **National Breastfeeding Week** to highlight the importance of breastfeeding.



Launch of Ireland's anti-smoking campaign promoting the **National Smoker's Outline** for smoking cessation advice, encouragement, and support.

NHLBI's **Heart Truth** returns to New York Fashion Week for the fourth year in a row with **Red Dress Collection 2007** featuring celebrated women.



Support begins for **DHS's National Infrastructure Protection Plan (NIPP)** to expand awareness and promote actions to improve infrastructure protection.

Launch of the **European Commission's** safer sex awareness programs.

Expansion of the EIF partnership to advance CDC's **Screen for Life** campaign recruiting **Diane Keaton** and **Jimmy Smits** to appear in TV PSAs to promote colorectal cancer screening.



Support begins for a **comprehensive pandemic flu preparedness campaign** on behalf of DHHS.

Launch of **Fruits & Veggies - More Matters** for the Produce for Better Health Foundation to encourage Americans to eat more fruits and vegetables.



Support begins for **CDC's Fruits & Veggies More - Matters** campaign including rebranding CDC's National Fruit & Vegetable Program Website and developing a 5-year communication plan.

Execution of a expert panel meeting to advise CDC on its emerging **gynecologic cancer** campaign.

Launch of **Women Won't Wait** a campaign supported by ActionAid International that raises international awareness of the direct link between violence against women and the feminization of HIV/AIDS.

2006

2007

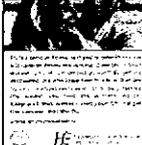


aining

Launch of NIAID's **Be The Generation**, a stunning aspirational campaign, commencing the search for a preventive HIV vaccine to great causes in modern history.



protect yourself with the flu vaccine



Launch of Ireland's **flu vaccine** promotion campaign.

Support begins to award the **FEMA's Community Rating System Program (CRS)** for insurance companies that reduce the risk of flooding by improving their flood risk management practices.

Launch of the European Cervical Cancer Association's **cancer awareness** campaign targeted to women.

Launch of Ireland's campaign to **promote condom use** to prevent sexually transmitted infections.



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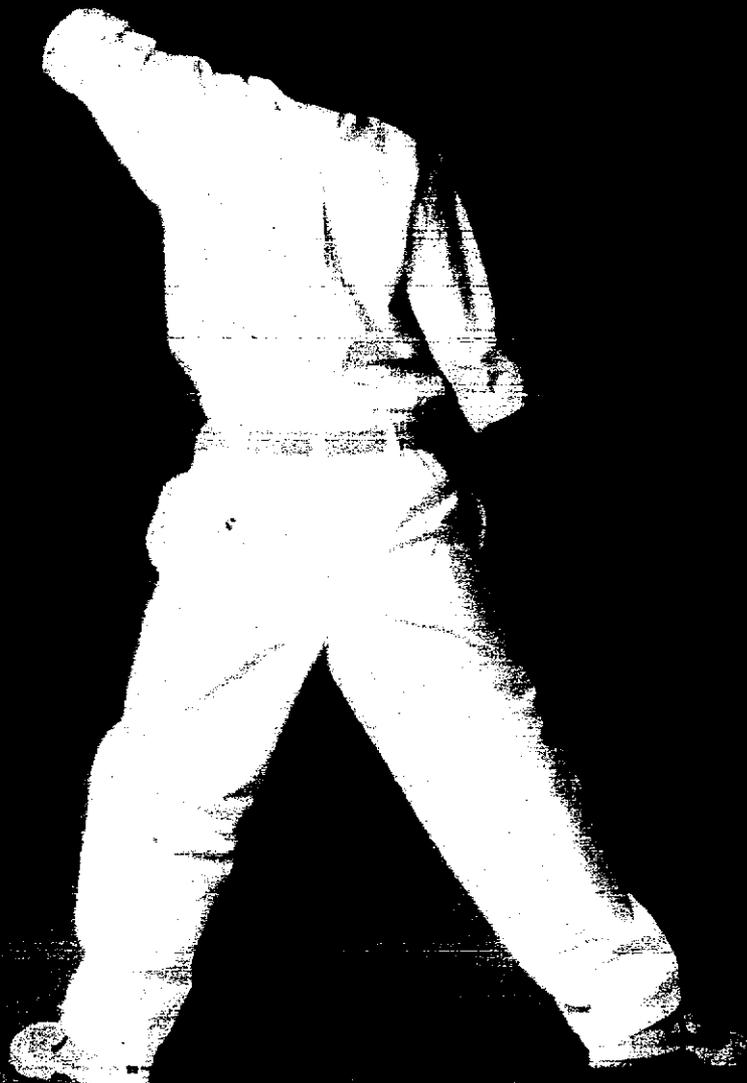
consumer behavior and habits

e-recycle org

children's/youth outreach

used oil and oil reduction outreach

Ogilvy PR



Cost Proposal Sheet
Multi-Pronged Approach to Outreach Activities
NYM008696

ATTACHMENT A

Contractor/Company Name: Oglivy Public Relations Worldwide

Task #	Name/Position	Personnel Services			Description of Services	Fringe Benefits*	Overhead**	Total for Individuals		Out-of-Pocket		Total Cost
		Hourly \$	Hours	Total				Person	Hours	Items/Materials	Costs	
Consumer Behavior Study			20	\$ 29,075.00							\$ 30,000.00	\$ 62,185.00
A1. Strategic Plan		Pro Bono	5	\$ -	Meet with client to finalize work plan and strategic objectives. Finalize timeline. Seek approval.	34.52%	123.82%		25	- travel costs (Oglivy PR)	\$ 600.00	
		\$ 175.00	2	\$ 350.00		34.52%	123.82%		29	- ISA survey (800 RDD)	\$ 17,805.00	
		\$ 120.00	5	\$ 600.00		n/a	50.00%		150	- travel costs (Gornic)	\$ 500.00	
A2. Question Development		Pro Bono	5	\$ -	In collaboration with CIWMB, develop comprehensive questionnaire for telephone survey and focus groups, share drafts with client and attain final approval.	34.52%	123.82%			- administrative costs	\$ 75.00	
		\$ 175.00	5	\$ 875.00		34.52%	123.82%			- 3 focus groups	\$ 20,280.00	
		\$ 120.00	50	\$ 6,000.00		n/a	50.00%					
A3. Survey		Pro Bono	5	\$ -	Attend /oversee focus groups which will be conducted in multiple languages. Oversee implementation of 800 RDD phone survey in multiple languages. Develop report.	34.52%	123.82%					
		\$ 175.00	12	\$ 2,100.00		34.52%	123.82%					
		\$ 120.00	85	\$ 10,200.00		n/a	50.00%					
A4. Reporting		Pro Bono	10	\$ -	As outlined in the Scope of Work, provide regular account management, activities summaries and report on key findings from study.	34.52%	123.82%					
		\$ 175.00	10	\$ 1,750.00		34.52%	123.82%					
		\$ 120.00	10	\$ 1,200.00		n/a	50.00%					
efecycle.org			100	\$ 17,025.00							\$ 65,000.00	\$ 86,525.00
B1. Strategic Plan		Pro Bono	10	\$ -	Meet with client to finalize work plan and better understand strategic objectives. Seek final approval.	34.52%	123.82%		40	- Wal-Mart advertising	\$ 51,000.00	
		\$ 175.00	15	\$ 2,625.00		34.52%	123.82%		95	- key word marketing	\$ 5,000.00	
									5	- trade publications advertising	\$ 5,000.00	
B2. Advertising Concepts		Pro Bono	5	\$ -	Conduct internal brainstorm meetings, develop creative brief, collaborate with client on advertising concepts, develop and produce final products for placement.	34.52%	123.82%		40			
		\$ 175.00	10	\$ 1,750.00		34.52%	123.82%					
		\$ 200.00	5	\$ 1,000.00		34.52%	123.82%					
		\$ 100.00	40	\$ 4,000.00		34.52%	123.82%					
B3. Advertising Placement		Pro Bono	5	\$ -	Work with ad reps to place all ads in identified mediums by deadline, ship artwork/ads by deadline.	34.52%	123.82%					
		\$ 175.00	20	\$ 3,500.00		34.52%	123.82%					
B4. Tracking		Pro Bono	5	\$ -	Work with ad reps to track placement, airings and provide regular reports to client. Provide tear sheets.	34.52%	123.82%					
		\$ 175.00	25	\$ 4,375.00		34.52%	123.82%					
B5. Final Report		Pro Bono	15	\$ -	Conduct ongoing account management. See scope of work for detail. Provide final report.	34.52%	123.82%					
		\$ 175.00	25	\$ 4,375.00		34.52%	123.82%					
Children's Youth Center			35	\$ 46,100.00							\$ 30,000.00	\$ 76,100.00
C1. Survey and Research		Pro Bono	10	\$ -	Work with BUKWILD to conduct 3 audits of children's sites. Develop report for client for review.	34.52%	123.82%		25	- Radio Disney partnership	\$ 30,000.00	
		\$ 175.00	5	\$ 875.00		34.52%	123.82%		58	- BUKWILD	\$ -	
									10			
									90			
C2. Web Development		\$ 200.00	10	\$ 2,000.00	Create all aspects of the web site design. Work with client to attain approval. Time for audit is accounted for in this section.	4.00%	27.00%		32			
		\$ 175.00	90	\$ 15,750.00		4.00%	27.00%		100			
		\$ 150.00	32	\$ 4,800.00		4.00%	27.00%		24			
		\$ 100.00	100	\$ 10,000.00		4.00%	27.00%					
		\$ 100.00	24	\$ 2,400.00		4.00%	27.00%					
C3. Outreach		Pro Bono	5	\$ -	Oversee partnership with Radio Disney ensuring all deliverables are on time. Outreach to CTA/PTA.	34.52%	123.82%					
		\$ 175.00	25	\$ 4,375.00		34.52%	123.82%					
C4. Tracking		Pro Bono	10	\$ -	Conduct ongoing account management. See scope of work for detail. Provide final report.	34.52%	123.82%					
		\$ 175.00	28	\$ 4,900.00		34.52%	123.82%					

