

STATE OF NEBRASKA SERVICE CONTRACT AWARD

State Purchasing Bureau
301 Centennial Mail South, 1st Floor
Lincoln, Nebraska 68508

OR
P.O. Box 94847
Lincoln, Nebraska 68509-4847
Telephone: (402) 471-2401
Fax: (402) 471-2089

CONTRACT NUMBER
37808 04

PAGE 1 OF 2	ORDER DATE 02/09/09
BUSINESS UNIT 25530123	BUYER CONNIE HEINRICHS
VENDOR NUMBER: 1745165	
VENDOR ADDRESS: BAILEY LAUERMAN & ASSOCIATES INC 1248 O ST STE 900 LINCOLN NE 68508-1442	

AN AWARD HAS BEEN MADE TO THE VENDOR/CONTRACTOR NAMED ABOVE FOR THE SERVICES AS LISTED BELOW FOR THE PERIOD:

FEBRUARY 09, 2009 THROUGH FEBRUARY 08, 2010

THIS CONTRACT IS NOT AN EXCLUSIVE CONTRACT TO FURNISH THE SERVICES SHOWN BELOW, AND DOES NOT PRECLUDE THE PURCHASE OF SIMILAR SERVICES FROM OTHER SOURCES.

THE STATE RESERVES THE RIGHT TO EXTEND THE PERIOD OF THIS CONTRACT BEYOND THE TERMINATION DATE WHEN MUTUALLY AGREEABLE TO THE VENDOR/CONTRACTOR AND THE STATE OF NEBRASKA.

Original/Bid Document 2738 Z1

Contract to provide social marketing resarch; message development and a testing in focus group settings; testing and evaluating modes of communication for delivering life-course messages to the State of Nebraska, Department of Health and Human Services for a period effective February 9, 2009 through February 8, 2010.

The contract shall incorporate the following previously submitted documents:

1. Contract Award;
2. Any Contract Amendments, in order of significance;
3. Any Request for Proposal Addenda and/or Amendments to include Questions and Answers;
4. The original RFP document;
5. The signed Request for Proposal form; and
6. The Contractor's Proposal.

CONTACT: Pam Hunzeker, President/Administration
PHONE: 402-475-2800
FAX: 402-475-5115

Line	Description	Qty	Unit of Measure	Unit Price	Extended Price
1	Focus Group Plan	35400	\$	1.0000	35,400.00
	Review Background Research - \$35,400				
	- Develop focus group plan that identifies locations, dates, community partners				
	- Write focus group questionnaires				
	- Participant recruitment				
	- NDHHS approval				
2	Research report, transcripts & marketing strategies	109150	\$	1.0000	109,150.00

Connie Heinrichs
BUYER
Stu
MATERIEL ADMINISTRATOR

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Line	Description	Qty	Unit of Measure	Unit Price	Extended Price
	<p>Conduct research - \$52,000</p> <ul style="list-style-type: none"> - Facilitation of 20 female focus groups statewide, including two Spanish speaking groups - 12 one-on-one interviews with community influencers - Four follow-up focus groups with husbands/partners - Participant incentives, facility fees, travel expenses - Transcription services - NDHHS approval <p>Research Report and Marketing Recommendations - \$57,150</p> <ul style="list-style-type: none"> - Analyze research findings - Present observations and conclusions - Provide transcripts - Identify best methods to communicate with target audience - Prioritize top life course health topics - Present a minimum of seven comprehensive marketing strategies - Report presented to NDHHS for approval 	3		1.0000	47,200.00
	<p>Creative development of a minimum of 10 health messages - \$33,000</p> <ul style="list-style-type: none"> - Messages will be tailored for subpopulations - Communication planning to recommend most effective mode(s) to reach the target audience - NDHHS approval <p>Test messages and modes of communication - \$14,200</p> <ul style="list-style-type: none"> - Write focus group questionnaire or survey - Participant recruitment for seven focus groups (or on-line survey) - Analysis and reporting - NDHHS approval 	4		1.0000	32,450.00
	<p>Final testing of message and communication mode(s) - \$10,000</p> <ul style="list-style-type: none"> - Four focus groups (or on-line survey) - Analysis and reporting - NDHHS approval 	5		1.0000	70,800.00
	<p>Development of Marketing Materials - \$70,800</p> <ul style="list-style-type: none"> - Copywriting, art direction, finish art completed up to the point of printing, media placements or any final vendor production. - Digital or interactive solutions designed, programmed and completed, ready to launch. - Communications plan prepared - All work products delivered and approved by NDHSS 				

Total Order

295,000.00

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BUYER INITIALS