



FEBRUARY 21, 2017

# DHHS Tobacco Free Nebraska Media Services

RFP 5749 Z1 - ORIGINAL

Certified



Corporation

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Lincoln, NE 68512  
402.437.0000

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402.930.0030

295 West Broadway  
Council Bluffs, IA 51503  
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[firespring.com](http://firespring.com)

FEBRUARY 21, 2018

Dear Selection Committee,

**Thank you** for the opportunity to present our approach to achieving the goals and objectives of Nebraska DHHS' Tobacco Free Nebraska (TFN) program. We are fully prepared to continue as your media services and marketing partner, having invested in talent and resources that will assist TFN in successfully navigating the emerging challenges of effective media and social marketing outreach. Together, we will deploy strategic messaging through the most effective and emerging media channels to counter pro-tobacco influences across the state and within targeted populations.

**Through nearly two decades of experience with TFN and our ongoing work with No Limits, we believe being selected to continue our partnership is a clear choice.** Together, we have learned while we cannot outspend the influencers that promote tobacco use, we can outthink them through motivational messaging and strategy that empowers people to make their own choices—choices that lead to a longer, healthier life for themselves and the people around them.

We have also learned that as we motivate people to make better health choices by avoiding tobacco use, one by one, we exponentially reduce the costly, negative impact of tobacco use on Nebraska as a state. This ties TFN's work to Nebraska DHHS' overall mission of helping people live better lives.

TFN has the power to not only change lives, but to make Nebraska a stronger and safer state to live and grow in. That is *why* your team does this important work. When TFN's diligence, competence and research meet and resonate with your audience, it creates positive change that echoes throughout families and communities for generations.

There are several Firespring uniques that have led to our **growth in the media and social marketing sector** that set us apart from other firms. The first is our focus on our clients' *why*. When we approach a challenge as your partner, we start there, knowing that every recommended strategy and tactic must clearly reinforce and grow your purpose as a life-changing movement. The new partnership Firespring negotiated with Nebraska Broadcasters Association, which will provide **\$700,000** in additional airtime to TFN's existing media budget, is an example of how our team looks beyond boundaries to achieve greater outcomes for our clients.

Next, we have ability to **leverage technology** to achieve even the most audacious social change marketing goals on budget. By having a team of technology experts in-house building platforms for social impact movements like the St. Baldrick's Foundation, our clients and partners achieve measurable impact through more collaborative and research-based strategy, highly targeted and personalized approaches to marketing challenges and deep understanding of new and emerging marketing channels. We've provided recent narratives to demonstrate our ability to leverage technology toward creating positive change.

Third, we clearly believe our clients succeed when we are able to **build trusted, collaborative relationships**. Over the past four years, we've added many talented professionals who bring fresh, innovative and strategic thinking to our clients as we work together to develop cohesive messaging, robust brands and cutting-edge solutions that deliver results. We've assembled a dedicated TFN team from our 200-plus roster in the Lincoln and Omaha areas. This team is introduced in greater detail throughout this proposal, and they have been chosen based on their ability to generate fresh insights and their industry experience.

Finally, Firespring is the first Certified B Corporation (B Corp) in Nebraska. By voluntarily meeting rigorous standards of transparency, accountability and performance, B Corps distinguish themselves in a cluttered marketplace by offering a positive vision of a better way to do business. Since then, we've inspired other Nebraska-based companies to become B Corps. The more companies engage, the more positive impact our business community will make across Nebraska.

As your current strategic marketing partner, your standards are our standards. Your purpose and *why* clearly aligns with ours. **Together, we are ready to work, bring fresh ideas and create more positive outcomes and improve our communities.** We hope you find our strategies, case studies and stories inspiring and engaging, and we welcome your input and questions.

Thank you for your time and thoughtful consideration of our proposal.

Sincerely,

**Your Firespring Team**

and other

# Table of Contents

	<b>1. Request for Proposal Form</b>
05	Request for Proposal Form
	<b>2. Corporate Overview</b>
06	a. Bidder Identification and Information
08	b. Financial Statements
08	c. Change of Ownership
08	d. Office Location
09	e. Relationships with the State
11	f. Bidder's Employee Relations to State
11	g. Contract Performance
12	h. Summary of Bidder's Corporate Experience
30	i. Summary of Bidder's Proposed Personnel/Management Approach
37	j. Subcontractors
	<b>3. Technical Approach</b>
39	a. Understanding of the Project Requirements
42	b. Proposed Development Approach
48	c. Technical Considerations
54	d. Deliverables and Due Dates
	<b>Cost Proposal</b>
55	a. Pricing Summary
56	b. Prices
61	<b>Terms and Conditions, Contractor Duties and Payment</b>
	<b>Project Description and Scope of Work</b>
78	a. Project Overview
78	b. Project Environment
78	c. Project Requirements
78	d. Business Requirements
78	e. Project Planning and Management
78	f. Change Management
78	g. Deliverables
79	h. Bidder Requirements
113	i. Scenarios
	<b>Appendices</b>
122	Form A Bidder Contact Sheet
123	Evidence of Insurance Coverage



# 1. Request for Proposal Form

## REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

### BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Request for Proposal, and agrees to the terms and conditions unless otherwise indicated in writing and certifies that bidder maintains a drug free work place.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

\_\_\_\_ NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this RFP.

\_\_\_\_ I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

\_\_\_\_ I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. §71-8611 and wish to have preference considered in the award of this contract.

### FORM MUST BE SIGNED USING AN INDELIBLE METHOD (NOT ELECTRONICALLY)

FIRM:	Firespring
COMPLETE ADDRESS:	1201 Infinity Court, Lincoln, NE 68512
TELEPHONE NUMBER:	402.437.0000
FAX NUMBER:	402.437.0101
DATE:	February 21, 2008
SIGNATURE:	<i>Kelly Medwick</i>
TYPED NAME & TITLE OF SIGNER:	Kelly, Medwick, EVP of Business Development

## 2. Corporate Overview

### a. Bidder Identification and Information

*Company Name* | Firespring

*Federal Employer Identification Number* | 47-0797827

*Address* | 1201 Infinity Court, Lincoln, NE 68512

*Primary Contact* | Kelly Medwick

*Phone* | 402.437.0000

*Fax* | 402.437.0101

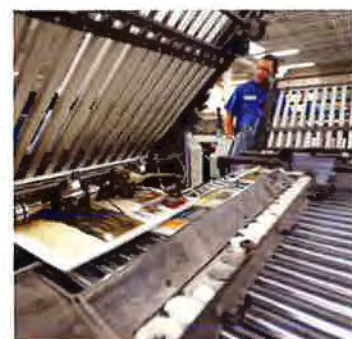
*Email* | [kelly.medwick@firespring.com](mailto:kelly.medwick@firespring.com)

*Website* | [firespring.com](http://firespring.com)

With more than 200 strategic marketers, creative thinkers and technology experts in Lincoln, Omaha and Council Bluffs, Firespring is one of the largest marketing communications firms in the Midwest. We provide printing, software, marketing and strategic guidance for nearly 9,000 brands, businesses and nonprofits in all 50 states and 12 countries across six continents.

We opened for business in **1992** as AlphaGraphics, a print communications provider in downtown Lincoln, adding a second location in Omaha in **1995**. We soon began to sense that this new “internet” thing might catch on and, in **1996**, launched an interactive services division, Level100 Communications, to build websites for local businesses and nonprofit organizations.

In **2001**, we left the AlphaGraphics franchise network to become Cornerstone Print & Marketing while Level100 simultaneously rebranded as Digital IMS (Integrated Marketing Solutions). Shortly after our 15th anniversary in **2007**, we found our forever brand as Firespring. As a result of our team-centered culture, we were featured in *Inc. Magazine* in **2011** as one of the Top 50 Small Company Workplaces in America.



# Corporate Overview

In **2014**, Firespring became Nebraska's first Certified B Corporation, joining TOMS Shoes, Ben & Jerry's, New Belgium Brewing, Patagonia and more than 2,000 other companies leading a global movement to redefine success in business. Our B Corp status cements our core purpose of leveraging our people, products and profit as a force for good.

Using the greatest resources we have, we execute on that promise via our **Power of 3** program. Firespring gives:

**3%** of our People (*team members volunteer eight hours per month*)

**3%** of our Products (*free technology for new nonprofits*)

**3%** of our Profit (*donations to nonprofits via the Firespring Foundation*)

As a purpose-driven organization that truly walks the talk, Firespring understands the unique challenges and responsibilities nonprofits and public entities face and embraces high levels of accountability and transparency. We pride ourselves on being great stewards of the budgets we're entrusted with, treating each and every dollar spent as if it were our own. To that end, we were recently honored as a Better Business Bureau Integrity Award winner.

In **2015**, Firespring joined forces with our sister company, Cornerstone Print & Marketing, and Lincoln-based ad agencies 42 and Snitily Carr to expand our team and capabilities to their present levels. Shortly after, we announced the consolidation of our Omaha printing and mail marketing operations into one location, with a subsequent acquisition of Lincoln-based Jacob North Print & Media Solutions and A to Z Printing. All companies now operate under the Firespring brand.

In **2016**, we were honored again by *Inc. Magazine* as one of 50 honorees nationwide for their inaugural Best Workplaces Award, and included on their "Inc. 5000" list of America's fastest-growing private companies for the sixth time. We were also recognized as a Best for the World Honoree for scoring in the top 10% for community betterment among more than 2,000 Certified B Corporations worldwide.

Today, Firespring is proud to be nationally recognized as a top workplace and a global leader in generating positive community impact. While our main priority is to create an abundance of positive social change, our clients and partners also count on us as a force in our areas of expertise to help them do more good.

*Firespring's broad spectrum of services, all under one roof, is unique from most communications firms and provides significant benefits—responsiveness, enhanced collaboration, greater efficiency and superior value. Ultimately, it enables our clients and partners to manage fewer vendor relationships and commit more of their dollars to outreach and achieving their mission.*



## **b. Financial Statements**

Firespring has been a privately held company for 25 years. We currently have more than 200 team members and are financially strong with more than \$25 million in annual revenue. We have a track record of making timely payments to vendors and providing payroll to employees.

We currently serve nearly 9,000 brands, businesses and nonprofits in all 50 states and 12 countries across six continents, from mom-and-pop shops to Fortune 500 companies. Our work for these clients includes printing, software, marketing and strategic guidance.

*Banking Reference* Union Bank & Trust Company  
Todd Furasek  
4243 Pioneer Woods Drive, Lincoln, NE 68501  
402.323.1795  
todd.furasek@ubt.com

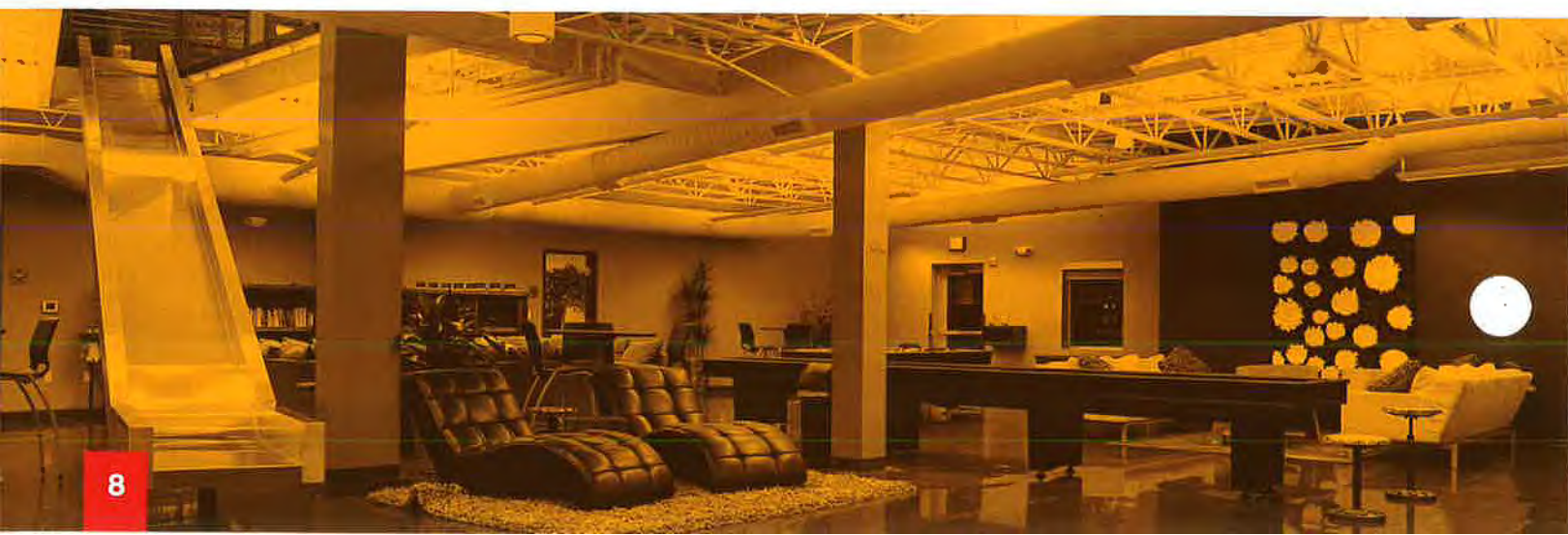
Firespring has no judgments, litigation or other real or potential financial reversals pending.

## **c. Change of Ownership**

Firespring does not anticipate any change in ownership or control of the company during the 12-month period following this proposal due date. Firespring merged with Cornerstone Print & Marketing, 42 and Snitily Carr on April 1, 2015. All companies began operating under the Firespring brand on June 1, 2015.

## **d. Office Location**

Firespring's corporate headquarters is located at 1201 Infinity Court, Lincoln, NE 68512. We also have offices at 1515 South 75th Street, Omaha, NE 68124 and 295 West Broadway, Council Bluffs, IA 51503.





## e. Relationships with the State

Firespring has had and continues to have many positive relationships with the State of Nebraska. State of Nebraska contracts we have had within the last five years include:

### **Nebraska Department of Health & Human Services-Tobacco Free Nebraska -**

*(58233{04} Ren{31})*

Firespring (as Snitily Carr until June 1, 2015) has served as the agency of record for the Tobacco Free Nebraska (TFN) program since 2001. Targeting a statewide audience, our partnership with TFN has contributed to the significant decrease in the adult and youth tobacco use rates and helped Nebraskans have significantly less exposure to the dangers of secondhand smoke. In this role, we provide strategic planning, focus group facilitation, creative testing, strategic media planning, media buying, creative development and several production services (including print, video, radio, social media and interactive).

### **Nebraska Department of Health & Human Services-Tobacco Free Nebraska:**

#### **Youth Empowerment Movement - (SCA-9639)**

In January 2005, Firespring (as Snitily Carr until June 1, 2015) became the agency of record for Tobacco Free Nebraska's Youth Empowerment/Prevention program, No Limits. We have provided staffing as well as strategic and creative implementation, branding and web services to support the efforts of the program. Firespring renewed its contract to continue work with the Youth Empowerment Movement in January 2018.

### **Nebraska Department of Health & Human Services-Gamblers Assistance Program - (SCA-51849)**

In April 2012, Firespring (as Snitily Carr until June 1, 2015) was awarded the contract to develop and implement Nebraska's problem gambling public awareness campaign. Activities included strategic planning, creative development, focus group research, media planning and placement, production services, website development and public relations. In 2013, an independent Commission on Problem Gambling began administering the Gambling Assistance Program through the Nebraska Department of Revenue. Firespring began serving the Nebraska Commission on Problem Gambling later that year, providing creative, strategic and interactive services. The campaign included creative development and production of digital, print and collateral materials.

### **Nebraska Department of Health & Human Services-Nebraska Organ and Tissue Donor Awareness and Education - (67453 {04})**

Firespring was awarded the contract to provide statewide education and public awareness of the need for organ and tissue donation in July of 2015. We have provided strategic marketing to carry out campaigns that have included statewide theater, print and digital placements.

## **Nebraska State Health Improvement Plan** - *(No contract number is available)*

In April 2015, Firespring (as Snitily Carr until June 1, 2015) began working with the Nebraska Department of Health and Human Services, Division of Public Health Community and Rural Health Planning Unit to provide strategic and branding services. The project included logo development, design elements, key messaging, brand standards guidelines and branded materials to promote the State Health Improvement Plan.

## **Nebraska Tourism Commission** - *(SCA-0166)*

Firespring has maintained a close working relationship with the Nebraska Tourism Commission from 1996–2013. For the first four of those years, we (as Snitily Carr) fulfilled audio and video production needs. In January 2000, we were named advertising agency of record for NTC and began providing comprehensive advertising and marketing services including audience research; strategic planning; public relations; media planning and buying; interactive development; custom photography; social media; creative and message development; and production of print, TV, outdoor and radio for both in-state and out-of-state audiences. Our contract with NTC was renewed twice since 2000 because of the value and results we provided.

## **Nebraska Department of Economic Development** - *(No contract number is available)*

In 2015, Firespring was awarded the contract to develop a comprehensive marketing plan, branding and website for the Nebraska Department of Economic Development. Our work for the Department included conducting research via surveys with members of the Nebraska business community and millennials, one-on-one meetings with Nebraska community leaders, open forum meetings throughout the state and interviews with key state employees and government officials. The rebrand was developed for the entire Department and brand extensions were created for partners and Nebraska state agencies. The website promotes economic development in Nebraska to local stakeholders and partners as well as regional, national and international markets.

## **Nebraska Department of Education** - *(No contract number is available)*

In 2014, Firespring began working with the Nebraska Department of Education to provide strategic marketing services to help educate audiences about the new accountability system, AQuESTT. Our work included the development of a strategic marketing plan, key messaging and positioning for a variety of audiences, branding elements, a creative campaign and promotional materials. In 2016, we began to develop a website to support the Nebraska State Board of Education's strategic plan.

# Corporate Overview

## **Nebraska Department of Labor - (No contract number is available)**

In 2016, the Nebraska Department of Labor hired Firespring to develop a strategic marketing communications plan. The project included development of marketing and public relations strategies and creating collateral and promotional materials for job seekers and employers.

## **University of Nebraska State Museum - (No contract number is available)**

In 2014, Firespring (as Snitily Carr until June 1, 2015) began working with the museum to provide a comprehensive strategic marketing plan and subsequently develop the creative assets needed to implement the plan. The process included identification of goals, objectives and target audience, a communications audit and development of key messaging. We also provided media planning services as well as creative concepting for a campaign implemented through outdoor marketing, online banner ads, exterior signage and the museum's website.

## **Nebraska State Historical Society - (No contract number is available)**

Firespring began working with the Nebraska State Historical Society in 2016. Following extensive research and strategic planning, we recommended and began work on a rebrand. This included a new name, logo and tagline for the organization, all of which were presented to a focus group of the target audience for feedback. In addition to developing an overarching logo for the brand, Firespring also created logos for each of its subdivisions. Ongoing work for Nebraska State Historical Society will include designing templates for letterhead, business cards, slide decks and more.

## **f. Bidder's Employee Relations to State**

No Firespring employee named in this proposal is or has been an employee of the State within the past 12 months. No employee of any agency of the State of Nebraska is employed by Firespring or is a Subcontractor to Firespring as of February 21, 2018.

## **g. Contract Performance**

Firespring, or any proposed Subcontractor, has never had a contract terminated for default, nor has it had a contract terminated for convenience, nonperformance, non-allocation of funds or any other reason.



# Corporate Overview

## h. Summary of Bidder's Corporate Experience

Firespring offers a tremendous amount of expertise relative to this RFP. The most notable of which is our experience as Tobacco Free Nebraska's agency of record for the past 17 years. In addition, Firespring has worked with numerous other clients and projects in tobacco prevention and public health.

The following matrix underscores a sampling of the projects approaching the size and scope of work outlined for this contract.

	Government Agency	NE Statewide Reach	Social Marketing Issue	Underserved/ At Risk Populations
American Cancer Society			■	■
American Heart Association			■	■
CHI Health		■	■	
City of Omaha	■		■	■
Community Health Charities of Nebraska		■	■	■
DHHS - Adolescent/Lifespan Health Services	■	■	■	■
DHHS - Gamblers Assistance Program	■	■	■	■
DHHS - Tobacco Free Nebraska	■	■	■	■
Tobacco Free Nebraska: Youth Empowerment Movement (No Limits)	■	■	■	■
Douglas County Health Department	■			■
Every Woman Matters	■	■	■	■
Lancaster County Health Department: Diabetes Prevention & Control Coalition (ActionNow!)	■		■	■
Lancaster County Health Department: NE Medication Education for Disposal Strategies (MEDs)	■		■	■
Lincoln Electric System	■		■	■
Lincoln Housing Authority	■		■	■
Lincoln Lancaster County Health Dept.	■		■	■
Lincoln Police Department	■		■	■
Madonna Rehabilitation Hospital		■		■
Metro Community College			■	■
Metro Omaha Tobacco Action Coalition			■	■

# Corporate Overview

	Government Agency	NE Statewide Reach	Social Marketing Issue	Underserved/ At Risk Populations
National Safety Council, Nebraska		■	■	■
NE Coalition to End Sexual & Domestic Violence		■	■	■
Nebraska Attorney General Internet Safety Program	■	■	■	■
Nebraska Children and Families Foundation		■	■	■
Nebraska Children's Home Society		■	■	■
Nebraska Community Blood Bank		■	■	■
Nebraska Dental Association		■	■	■
Nebraska Department of Economic Development	■	■		
Nebraska Department of Motor Vehicles	■	■	■	■
Nebraska Department of Roads: Safe Routes Nebraska Program	■	■	■	■
Nebraska Game & Parks Commission	■	■	■	■
Nebraska Health Care Association		■	■	
Nebraska Heart Institute & Heart Hospital		■	■	■
Nebraska Medical Association		■	■	■
Nebraska Organ and Tissue	■	■		
Nebraska School Activities Association		■	■	■
Nebraska Soybean Board		■	■	■
Nebraska Special Olympics		■	■	■
Nebraska State Historical Society		■	■	■
Nebraska Tourism Commission	■	■		■
NET		■	■	■
NIRMA		■		
NMPP	■	■	■	
Papillion Sanitation/City of Bellevue	■		■	
Project Harmony		■	■	■
Southeast NE Cancer Center			■	■
St. Baldrick's Foundation			■	■
State Troopers Association of Nebraska		■	■	■



# Corporate Overview

	Government Agency	NE Statewide Reach	Social Marketing Issue	Underserved/ At Risk Populations
Tobacco Free Buffalo County			■	■
Tobacco Free Cass County			■	■
Tobacco Free Lancaster County			■	■
Tobacco Free Nebraska	■	■	■	■
Tobacco Free Platte County			■	■
Tobacco Free Sarpy County			■	■
University of Nebraska System		■		■
UNL 4-H		■	■	■
Valentino's		■		■



## Narrative

# STEC CAP

*Client* | STEC CAP

*Time period* | February 2017–October 2017

*Scheduled completion date* | October 2017

*Actual completion date* | October 2017

*Scheduled budget* | \$200,000

*Actual budget* | \$200,000

*Prime contractor* | Firespring

*Subcontractor* | Wiese Research Associates (WRA)

*Reference* | Jill J. Hochstein, STEC CAP Project Manager

University of Nebraska–Lincoln

Veterinary Medicine and Biomedical Sciences Hall (VBS) 126D

Lincoln, NE 68583

ph 402.472.8564

fx N/A

email jhochstein2@unl.edu

### Overview

Working in collaboration on the STEC CAP grant, researchers from the U.S. Department of Agriculture–National Institute of Food and Agriculture, University of Nebraska–Lincoln, North Carolina State University and Kansas State University joined forces to protect public health against STEC (Shiga toxin producing *Escherichia coli*).

### Marketing Initiatives

Firespring assisted the STEC CAP team in identifying and defining their primary marketing objectives:

- Increase awareness of STEC and the associated health risks in undercooked ground beef hamburger patties in the test market.
- Educate target audience on proper food handling and cooking techniques to eliminate STEC in ground beef hamburger patties.
- Change food handling and cooking technique related behaviors to eliminate STEC in ground beef hamburger patties.



The STEC CAP team selected Fayetteville, NC, as its initial test market. In an effort to uncover current beliefs and behaviors associated with cooking ground beef hamburger patties, baseline quantitative research was conducted by WRA to target primary meal preparers in Fayetteville, NC. This research was completed prior to the start of the 16-week summer campaign. The campaign implemented the following strategies:

- Develop an integrated education campaign targeting Fayetteville, NC, meal preparers about the importance of cooking ground beef hamburger patties to 160 degrees.
- Maximize online visibility through paid advertising to ground beef hamburger patty meal preparers in the Fayetteville market.

To ensure an effective target market recall, Firespring developed a logo, brand voice and messaging for the “160° is Good” brand to use across all campaign elements. These included:

- Responsive website
- Broadcast interviews
- Display and video ads
- Theater ads
- Radio
- Social media quiz
- Press releases

The “160° is Good” campaign’s media plan was rooted in understanding the target audience’s media consumption behaviors during the summer months. The media campaign consisted of both online and offline media tactics including:

- Display and video ads
- Theater ads
- Radio

Upon campaign completion in September 2017, a post-survey was conducted by WRA in the test market to measure campaign effectiveness as well as identify behavior changes as a result of the campaign.

The media campaign was scheduled between Memorial Day and Labor Day 2017. Thirty-second spots were placed on AM, FM and streaming stations. The schedule was weighted toward traditional radio at the start of the campaign to help build awareness for the STEC CAP initiative. Pandora ads were also purchased to reinforce and support the traditional radio buy.

In terms of consumer attentiveness and recall, theater placements demonstrate the highest levels for advertisements with 66% and 59% effectiveness. It was decided theater ads would best support the objective to educate and drive the desired behavior changes. Theater ads provide a unique experience where the audience has limited distractions, with a captive audience that is actively taking in the messages being presented to them.



# Narrative STEC CAP

A mix of online video and display ads were placed to drive traffic to 160isgood.com. Ads were geotargeted as well as contextually targeted. Video provided the platform to tell the “160° is Good” story while display ads drove message frequency and clicks to the site. Contextual targeting ensured we connected with the target audience at the right time by targeting individuals as they visited recipe-related websites or watched related online videos.

## Results/Impact

The 160isgood.com interactive website was a critical component of this campaign’s success. All media used a clear call-to-action, which directed users to the website. Once on site, users can dive deeper into STEC facts, learn about the 4-c’s and test their knowledge about preparing ground beef hamburger with a quiz. The short quiz was image-based and ranked each person’s knowledge level with quippy language upon completion. This not only made the quiz memorable and highly shareable, but it also assisted in increasing organic reach and decreasing the site’s bounce rate.

- Online digital ad click-through rates performed in line with benchmarks (based on Google’s November 2016/ April 2017 Public Safety industry data).
- Radio spots received an estimated 1,564,400 impressions and 452 value-added bonus spots.
- Pandora delivered 944,597 impressions resulting in 1,392 clicks.
- The video completion rate was above U.S. benchmarks, with 77% of web users watching the “160° is Good” animation in its entirety midway through the campaign and rounding out at a 65% completion rate upon campaign wrap-up. (Benchmarks based on Google’s November 2016/ April 2017 video data.)
- The “160° is Good” quiz, has received 449 completed entries, meaning 14% of visitors to the site took an additional engagement by completing the quiz.





- The percentage of quiz respondents who selected the correct temperature to cook burgers to was 95% and respondents who selected the correct method to determine when ground beef is done cooking (a digital thermometer) was 95%, demonstrating a high recall rate for the “160° is Good” campaign messaging.
- The campaign also won silver at the 2018 ADDYs.
- In addition, the campaign was well-revered by STEC CAP team members and their industry peers.
- There is potential for this campaign to run in additional test markets as grant funding allows.



## Similarities

Parallels between our work for STEC CAP and the work outlined in this RFP include:

- Government agency partnership.
- Funds and oversight provided by government entities.
- The development and coordinated distribution of impactful digital ads with value-added opportunities.
- The behavioral change aspect targeting a wide range of audiences.
- The health-focused educational aspect targeting a wide range of audiences.
- The promotion of research-backed findings that may go against what some audience members want to believe.
- The delivery of status reports and continual communication.
- A collaborative working relationship with the leaders in the industry to apply experience, research and knowledge to the project at hand.
- The development of coordinated, multi-faceted elements.

# Narrative STEC CAP



creative  
copy  
design  
media  
motion & sound  
print  
public relations  
strategy  
web

## Narrative

# Tobacco Free Nebraska

*Client* | Nebraska Department of Health and Human Services – Tobacco Free Nebraska

*Time period* | 2001–present

*Scheduled completion date* | 2001–present

*Actual completion date* | Campaign is currently running as scheduled

*Scheduled budget* | Averages \$375,000 per year

*Actual budget* | Averages \$375,000 per year

*Prime contractor* | Firespring

*Subcontractor* | Wiese Research Associates (WRA)

*Reference* | Amanda Mortensen, Program Manager

Nebraska Department of Health and Human Services Division of Public Health–Tobacco Free Nebraska

301 Centennial Mall South, Lincoln, NE 68509

ph 402.471.9270

fx 402.471.6446

email amanda.mortensen@dhhs.ne.gov

### Overview

Nebraska's comprehensive tobacco prevention program is Tobacco Free Nebraska (TFN). Since 2001, Firespring has served and supported the Nebraska Department of Health & Human Services efforts to develop and implement a statewide awareness and education campaign. TFN's goals are four tiered: help Nebraskans quit tobacco use, eliminate exposure to secondhand smoke, keep youth from starting tobacco use and reach underserved populations.

The various audience verticals for these efforts include tobacco users aged 25–54, young adult social smokers and tobacco users aged 18–24, employers of young adult tobacco users and physicians; parents of young children, smokers and nonsmokers and a generalized audience of those aged 19 and older; minority and underserved/ disparate populations across the state.



For a great state of health

# Tobacco Free Nebraska

## Marketing Initiatives

Firespring provided a wide range of services for each of these campaigns including media planning and placement, market research and focus group testing, campaign development and production, media advocacy, earned media, public relations and communications support.

We also employed activities specific to minority and populations at risk, implementing targeted media buys in niche publications and creating materials for print, TV, radio and outdoor to serve Hispanic populations. On the public relations front, we helped create and facilitate interviews with TFN staff and coalition members on a variety of TV and radio programs.

When it came to campaign development, Firespring worked with the TFN team to create targeted, results-oriented deliverables for various media. Initial research obtained by our subcontractor (WRA) was a valuable tool in the early stages of the creative process.

**TFN Branding** – Firespring, in collaboration with the TFN team, established the program brand, which included development of the logo and tagline and set the tone of being pro-health versus anti-smoker. Throughout our long-standing partnership, we have also created a strong sub-brand for the Nebraska Tobacco Quitline. The unique bold colors, font, design and tone help the materials grab attention and reinforce recall. In addition, we branded and created a Smoke-Free Counter & Calculator Facebook page/campaign as an support system and sounding board for tobacco cessation.

**Cessation** – Utilizing research that pointed to the reasons why people smoke and chew tobacco, we created the Triggers TV campaign to promote the Quitline. Following that, the Triggers campaign series was created. It focused on the financial and social aspects of tobacco use targeting young adult tobacco users with the message, **“What’s Tobacco Costing You?”** The campaign included a website, video contest, Twitter profile and poster.





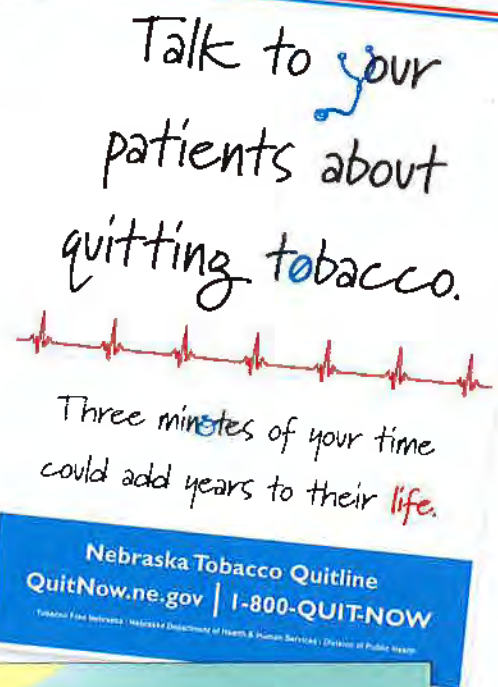
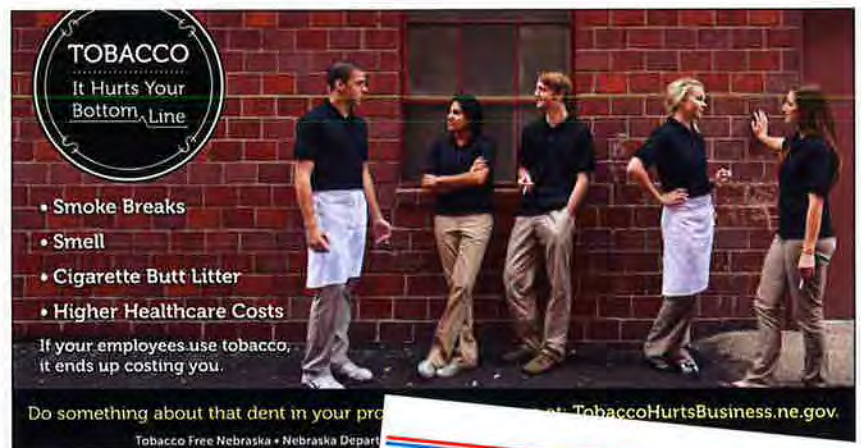
# Tobacco Free Nebraska

The “**Tobacco Hurts Your Bottom Line**” campaign targeted businesses that employ the young adult audience using print advertising, online advertising, an email campaign and a website. Resources were created to help these organizations encourage employees to become tobacco-free including fodder for newsletter articles and emails, a poster, sample policies and activity ideas.

Time and time again, self reporting by callers to the Nebraska Tobacco Quitline indicate that they were referred to the service by their healthcare provider. This identified an area where creating messaging and materials could quickly bolster these professionals with tools to increase this referral avenue even more.

A campaign was created **targeting physicians and their patients**. The ads reminded physicians to talk to their patients about quitting and encouraged patients to ask their doctors for information about how to quit. Print ads, brochures, quitting checklists, posters, folders, magnets, forms, flyers, banners and other branded materials were developed and distributed to statewide Health Departments and physicians offices.

Research has shown that individuals suffering from behavioral health conditions are significantly more likely to be tobacco users. With callers to the Nebraska Tobacco Quitline being predominantly women, the “**Brighter Tomorrows**” digital campaign was created. Starting with one-on-one interviews with behavioral health practitioners, creative was developed that was focus group tested with the target audience. Digital advertising allowed us to target based on online behaviors of women who were researching behavioral health topics with an uplifting ad about how going smokefree can lead to brighter tomorrows.





# Tobacco Free Nebraska

The most recent cessation campaign tackles the issue of continued high rates of smokeless tobacco/chew use in Nebraska, particularly in our rural communities. Starting with statewide focus groups, the **"You Control the Can"** empowerment campaign targeting males was created. Tactics for this campaign included a freshly designed poster, brochure, quitting checklist, digital ads, print ads and retagging a TV spot from Alaska.

Other tactics used to promote tobacco cessation included tagging and airing "Tips" campaign TV and radio creative from the MCRC, social media advertising, transit advertising, infographic development and a text messaging campaign.



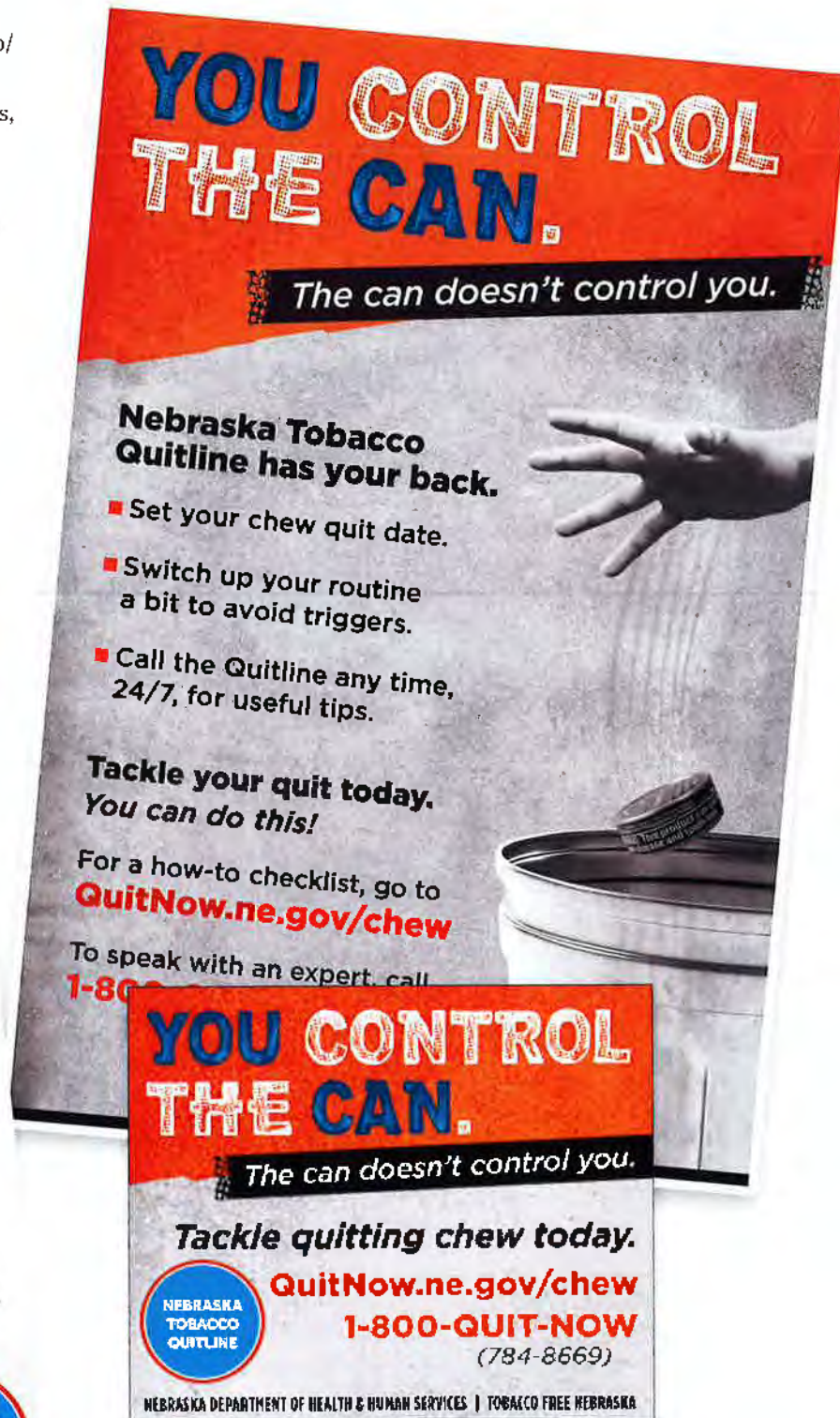
You know you **WANT** to quit.  
You know you **CAN** quit.  
Now it's time to **DO IT**.

The Nebraska Tobacco Quitline has your back with a how-to checklist that'll help you get the job done.

- Set your chew quit date.
- Switch up your routine a bit to avoid triggers.
- Put something better for you in your truck and back pocket, like gum or sunflower seeds.
- Tell your buddies you're quitting and better off for it.
- Buy something cool for yourself with the money you're saving as a non-chewer.
- Toss every chew can and spit cup outta your life once your quit date hits.
- Call the Quitline any time, 24/7, for useful tips.

**Tackle your quit today.**  
**You can do this!**

**1-800-QUIT-NOW**  
(784-8669)





# Tobacco Free Nebraska

**Secondhand Smoke** – The first campaign, consisting of TV and radio spots, illustrated the danger of secondhand smoke by highlighting the dangerous chemicals and toxins contained in cigarette smoke. The second campaign took more of an “ick factor” approach to secondhand smoke, using cigarette ash in a graphic manner to illustrate exactly what parents are exposing their children to by smoking around them. The third campaign used **animation and upbeat music and messaging to tackle the issue of secondhand smoke exposure in vehicles.** Highlighting the technological advancements made around safety in vehicles, it calls attention to the fact that only you can make your vehicle truly safe by not exposing your passengers to secondhand smoke in your vehicles.

In addition to traditional secondhand smoke campaigns, we worked with TFN to launch a statewide Smoke-Free Housing movement. The campaign provided landlords with the important benefits of making their rental properties smoke-free and encouraged them to create smoke-free policies. Recently an infographic was added to this campaign. This tool graphically represented the dangers of smoking and secondhand smoke exposure extended to property damage, health and mortality to further make the case for keeping your home or apartment building smokefree.

**Youth Prevention** – The youth prevention campaign began with research that indicated youth are more receptive to messaging when they feel they’re not being preached to. With this in mind, we created a new marketing campaign targeted at youth with phrases like “You’re in control. Choose not to chew.” and “Take control.” as the primary message. The peer-to-peer creative approach used in the campaign resonated well with the target audience.





# Tobacco Free Nebraska

## Results/Impact

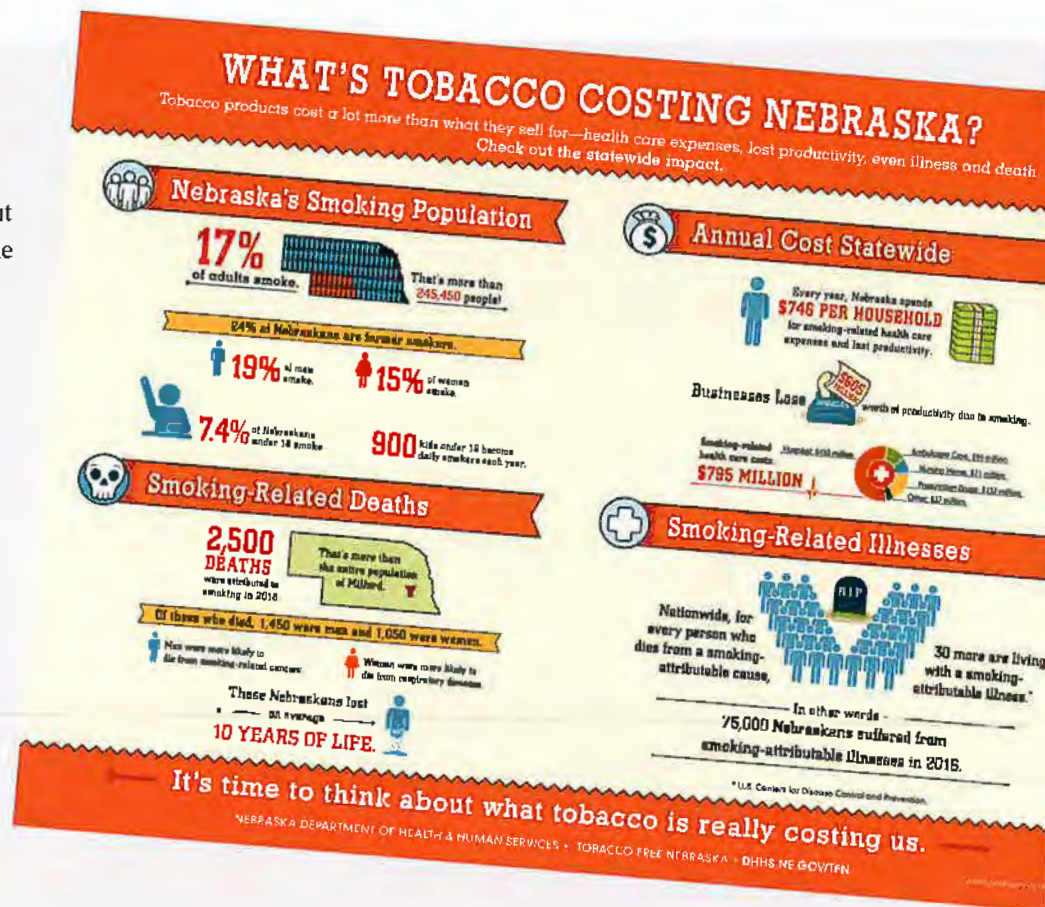
The TFN marketing efforts have proved to be extremely successful. With each campaign, we reached out to multicultural audiences across the state, and the various campaigns have received high recognition and recall. In addition, extensive bonus weight and significant value-added opportunities from media outlets allowed us to get the right message to the right people. Delivering over 15 million impressions annually. With the negotiation of the current NBA partnership, TFN has already reached 83.5% of their guaranteed ratio after one month of the six-month schedule.

Working in conjunction with the initiatives of the TFN program, these media efforts contributed

to an **increase in call volume** to the Quitline up to approximately 3,000 in 2017, a **decline in youth smoking** anticipated to be below 8%, **chewing tobacco use down** to 4.7%, an **increase of Nebraskans who have a smokefree home** rule to 89% and a smokefree vehicle rule to 85%. They also helped pave the way for **smokefree ordinances** in Lincoln, Omaha, Grand Island and, ultimately, the entire state.

## Similarities

Our experience working with Tobacco Free Nebraska since 2001 provides similarities across the board. Our strong working relationship and shared knowledge of the industry TFN is combating, the audiences TFN is targeting and goals TFN is set to achieve paves the way for ongoing success. These similarities lay the foundation upon which we will continue to innovate and expand our joint efforts to achieve exceptional results.



## Narrative

# no limits

*Client* | Tobacco Free Nebraska–Youth Empowerment Movement (No Limits Nebraska)

*Time period* | 2005–present

*Scheduled completion date* | 2005–present

*Scheduled budget* | \$185,000 per year

*Actual budget* | \$185,000 per year

*Prime contractor* | Firespring

*Subcontractor* | N/A

*Reference* | Jeff Soukup, Tobacco Free Nebraska Policy Educator

Nebraska Department of Health and Human Services Division of Public Health

301 Centennial Mall South, Lincoln, NE 68509

ph 402.471.1807

fx 402.471.6446

email [jeff.soukup@nebraska.gov](mailto:jeff.soukup@nebraska.gov)

### Overview

In 2005, Firespring was awarded the contract to provide communications, leadership and structure for the Tobacco Free Nebraska Youth Empowerment Movement (No Limits). No Limits is a youth-led, grassroots movement created to help protect youth from the manipulative tactics of the tobacco industry.

A key initiative of the program is recruiting millennials, aged 12–18 in grades 7–12, and educating and empowering them so they can lead peer-to-peer outreach activities. To accomplish this, Firespring conducted statewide research with the target audience and worked collaboratively with them to develop the No Limits brand, messaging and marketing materials that appealed to a wide range of youth including those living in both rural and urban areas, those in underserved populations and minority groups.

No Limits purpose to educate Nebraska youth on the dangers of tobacco use—including Electronic Nicotine Delivery Systems known as ENDS—and empower them to take a stand against Big Tobacco extends to promoting policy changes, known as the trifecta:

- Increase taxes on tobacco (and/or raise the retail price of tobacco products).
- Increase funding for agencies with a tobacco cessation and prevention focus.
- Enacting smokefree policies to reduce exposure to secondhand smoke.



Defy the Lie. Fight Big Tobacco.



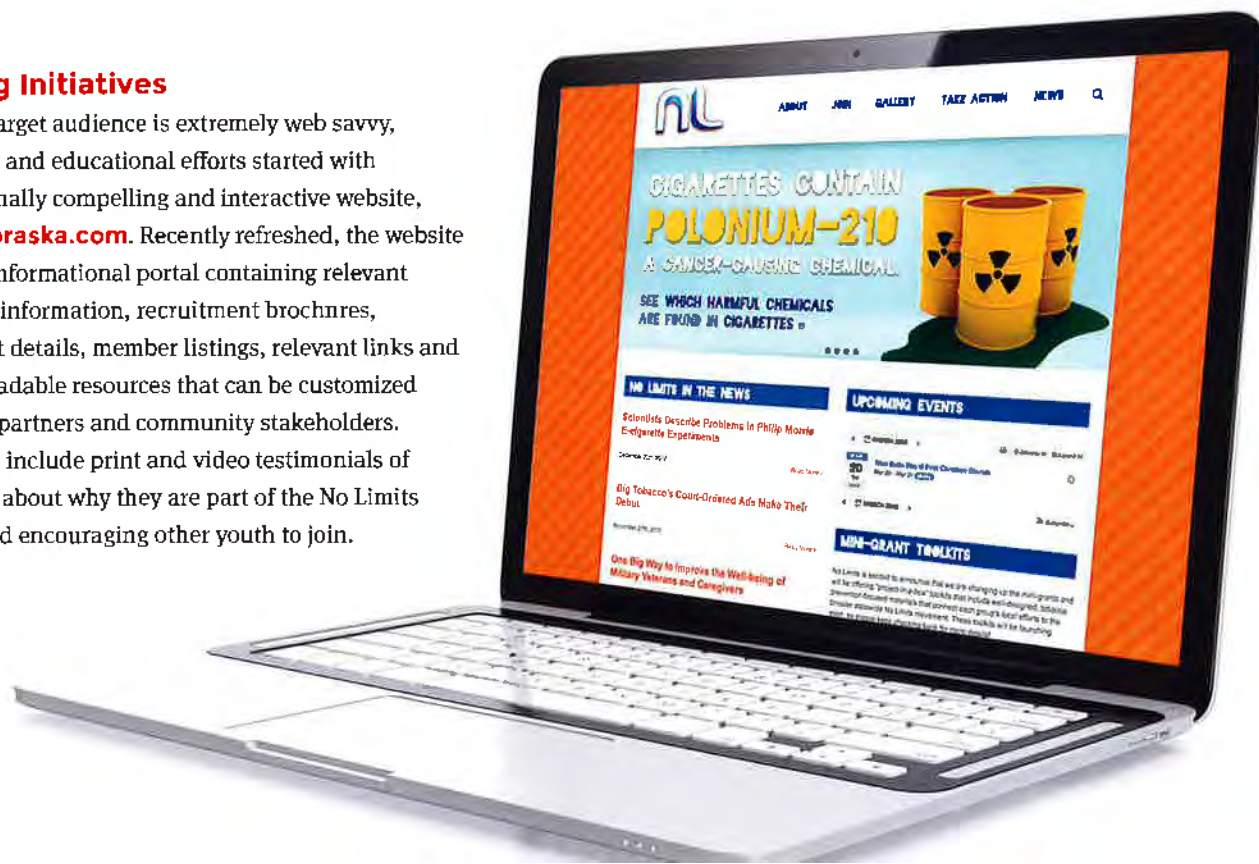
Youth Board members and No Limits current project coordinator are active in the Nebraska movement and beyond.

- Project coordinator, Molly Kincaid, was selected as one of 10 members on the National Leadership Team for the Youth Engagement Alliance.
- Youth Board Co-Chair, Brooklyn Larimore, is currently serving as a National Youth Ambassador for the Campaign for Tobacco-Free Kids.
- Youth Board member, Brooklyn Larimore, is a candidate for Campaign for Tobacco-Free Kids' Youth Advocate of the Year award.
- Past project assistant, Olivia Monaghan, and No Limits Youth Board member, Joanna Hejl, were selected to serve as Fellows by the Truth Initiative.
- No Limits Youth Board Co-Chair, Madison Larimore, won the Campaign for Tobacco-Free Kids' Youth Advocate of the Year Award for the Central Region.
- Past No Limits Youth Board member, Joanna Hejl, won the Campaign for Tobacco-Free Kids' Youth Advocate of the Year Award for the Central Region.
- No Limits regularly participates in Big Tobacco shareholders' meeting protests:
  - 2017 Philip Morris USA
  - 2016 Philip Morris USA
  - 2015 Philip Morris International
  - 2014 Philip Morris International
  - 2013 Philip Morris International
  - 2011 Philip Morris International
  - 2009 Philip Morris International
  - 2008 R.J. Reynolds
  - 2007 Altira (pre-spin off)

*Today, we're proud to say, the national movement models No Limits Nebraska's program because it's proven to be one of the most successful in the nation.*

## Marketing Initiatives

Because the target audience is extremely web savvy, our recruiting and educational efforts started with creating a visually compelling and interactive website, [nolimitsnebraska.com](http://nolimitsnebraska.com). Recently refreshed, the website serves as an informational portal containing relevant statistics and information, recruitment brochures, toolkits, event details, member listings, relevant links and other downloadable resources that can be customized by members, partners and community stakeholders. The resources include print and video testimonials of youth talking about why they are part of the No Limits movement and encouraging other youth to join.





Firespring also developed a series of **promotional resources** to help recruit, educate and retain members. These resources include **branded gear, email blasts and alerts, mailings, online newsletters and social media campaigns via Facebook, Twitter and Instagram.**

Other promotional outreach tactics included **public relations activities** that ranged from hosting activism training summits, sponsoring statewide events, visiting schools and participating in community groups, to networking with business and community leaders and elected officials. To ensure we were reaching minority and disparate groups, we developed relationships with leaders and youth in Hispanic, African American and Native American communities, at rural health departments and in other organizations already reaching out to these populations.

Additional strategic promotional tactics included developing a mini-grant program which provided an opportunity for No Limits members and partners to apply for grant money to fund local tobacco prevention programs and activism events. Creatively designed **mini-grant and cigarette butt cleanup toolkits** were most recently created and additional activism activity toolkits are expected to follow soon.

Firespring is also honored to **mentor and support the No Limits Youth Board** with creative campaign ideation, presentation and public relations coaching. Key team members meet with the board who presents anything from mood boards to full-fledge campaign ideas and messaging, and we collaborate to bring the best work to life. In addition, the team provides presentation critiques and tips to strengthen their public speaking skills and best practice sessions regarding media and government official communications.



## Results/Impact

The No Limits program has been extremely successful in recruiting and engaging youth in educational and activism activities. Since its inception, **thousands of teens** have been registered in the program with nearly 100 of those youth fulfilling a leadership role on the Youth Advisory Board. Other indications point to success in the Youth Empowerment Movement as well.

- **Tobacco use among Nebraska teens has decreased** from 13% in 2005 to an anticipated plunge below 8% in 2017.
- More than 1,000 youth have attended Activism Summits since 2005.
- Since 2006, 113 adults have participated in Activism Summits.
- On average, 23 different communities have been represented each year at Activism Summits.
- Since 2005, more than 100 groups have held nearly **300 activism activities** reaching almost 195,000 people with their message as a result of the mini-grant process.
- More than 1,400 youth have participated in non-summit activities led by the Youth Advisory Board since 2005.
- No Limits has received **media exposure** in 60 Nebraska news outlets since 2010, providing the organization with the **equivalent of \$93,850 in earned media**.



## Similarities

Parallels between our work for No Limits and the work outlined in this RFP include:

- State of Nebraska agency.
- A focus on achieving the trifecta—increase taxes on tobacco (and/or raise the retail price of tobacco products), increase funding for agencies with a tobacco cessation and prevention focus and enacting smokefree policies to reduce exposure to secondhand smoke.
- A deep understanding of the industry climate as well as marketing tactics, research and policies concerning tobacco and ENDS products.
- Target audience that includes millennials.
- The development and implementation of campaign resources.
- The development of materials that can be utilized by partners and stakeholders.
- Funds and oversight provided by government entities.
- The delivery of regular status reports and continual communication.
- A collaborative working relationship with the State of Nebraska to apply experience, research and knowledge to the project at hand.
- The development of coordinated, multi-faceted elements.



## **i. Summary of Bidder's Proposed Personnel/Management Approach**

Firespring believes in the transformative power of collaboration and a positive, transparent corporate culture. That belief is actualized in the way we conduct our work as a team and recognize peers daily at an 11-minute standup meeting for living Firespring's values. These values can be summarized as living up to our commitments to our clients and to each other every day. Exposure to these practices has led many of our clients and peers to seek advice on organizational management and culture. It's also been a key driver in the local and national recognition we've received as a great place to work.

TFN will benefit from a team that is consistently positive, fun to work with and able to focus on bringing their very best work to the table. For TFN, Firespring will bring its internal team together for a regular cadence of meetings in which ideas and issues are discussed and assignments are given to the appropriate team lead. The account team will work closely with TFN to establish a system of meetings and check-ins that ensure all aspects of the campaign remain on track in terms of creative vision, quality, budget and timelines.

Firespring has established a set of core processes for working with clients on all levels, including creative, branding, advertising and PR engagements; digital and interactive projects; and printing, signage and mailing services. These processes ensure that clients and the Firespring team are on the same page throughout a complex project with multiple deliverables. Our efficient workflow practices allow team members to channel their time, energy and creativity to TFN's marketing and communication goals.

Firespring's team is driven by a passion for purpose. The people we attract to become Firespring team members are motivated by our corporate commitment to leverage our people, product and profit as a force for good. Many of us have been at great organizations, but find our *why* as professionals here at Firespring, where we can do great work for clients and community.

Our team consists of top talent who bring a range of experiences, including leadership, communication, client engagement, project management, technical knowledge, marketing skill, community volunteerism and a commitment to continuous learning and improvement.

Resumes for the proposed account team can be found on the following pages.





## Kelly Medwick

**EVP OF BUSINESS DEVELOPMENT**

**Education:** College of New Jersey, BA English—Professional Writing; University of Nebraska—Lincoln, Graduate Study, Integrated Marketing Communications

Kelly's role is to ensure Firespring clients maximize our strategic marketing solutions, which include print, creative services, website and software development.

She started out her career with The Gallup Organization, and then as VP of Marketing and Chief of Staff for Nebraska Children and Families Foundation. In this role, Kelly worked with organizations and community leaders throughout the state, in addition to national-level partners, to launch collaborative public communications and public policy campaigns on topics related to early education, health, human services, behavioral health, agriculture and economic development.

Kelly has been a member of the American Marketing Association and served on the local board for more than 10 years. In 2014, she was recognized as the AMA Lincoln Marketer of the Year.

Kelly splits her time among various clients, most notably Nebraska Department of Economic Development, American Heart Association, DHHS—Nebraska Organ and Tissue, National Safety Council of Nebraska and Nebraska Soybean Board.

MARY JO PANKOKE  
CEO

Nebraska Children and Families Foundation  
215 Centennial Mall South #200  
Lincoln, NE 68508  
402.476.9401

DR. DOUG CHRISTENSEN  
Professor of Leadership  
Doane University  
Former Commissioner of the Nebraska  
Department of Education  
1014 Boswell Avenue  
Crete, NE 68333  
402.430.1756

MEG JOHNSON  
Assistant Vice President of Development  
University of Nebraska Foundation -  
UNMC College of Medicine  
1010 Lincoln Mall  
Lincoln, NE 68508  
402.502.4107



## Christopher Kingsley

**CHIEF CREATIVE OFFICER**

**Education:** University of Pennsylvania—The Wharton School of Business

Christopher will support all creative and interactive aspects of your account including conceiving, technical insight, innovation and implementation.

With more than 15 years of experience in the industry, Christopher leads all Firespring creative and interactive initiatives. His background includes entertainment at Club Med, private banking at Morgan Stanley, ACD/strategist at Archival and founder of immersive media company Roundus and digital agency 42, which merged with Firespring. During his career, he has focused on producing cutting-edge interactive media, rich immersive content solutions, digital advertising and educational technology.

Christopher's client experience includes iconic and enduring brands Adidas, Red Bull, Disney, Cargill, Honeywell, General Electric, Union Pacific, Assurity Life Insurance, Duncan Aviation and The United States Military Academy at West Point.

Christopher serves as a Paul Harris Fellow in Rotary International and supports technology, nonprofit and government organizations such as Lincoln Public Schools (Technology Think Tank), UNL's Center for Entrepreneurship and NMotion (mentor-driven, education-focused, startup accelerator). Christopher has been recognized by industry and entrepreneurship communities for his work, including the Peter Kiewit Award for Entrepreneurship, MBI 40 Under 40, ADDYs, IAC and W3 awards.

JANET DELPOZZO  
Director of Marketing  
SL Green  
420 Lexington Avenue, 18th Floor  
New York, NY 10170  
212.216.1750

LORI JOHNSON  
Marketing Communications Manager  
Duncan Aviation  
3701 Aviation Road  
Lincoln, NE 68524  
402.479.1518

COLTY SEIDULE  
Department Head  
USMA at West Point  
600 Swift Road, TH 154  
West Point, NE 10996  
845.938.3300



## Maellyn Hain

**DIRECTOR OF CLIENT SERVICES**

**Education:** Saint Michael's College, Bachelor of Sociology

Maellyn oversees all account managers, providing insight and strategic direction to her team and serves as the primary strategic contact for key accounts. She will help ensure your projects are delivered on target, on time and on budget. Maellyn has more than 12 years of account management, marketing and nonprofit experience. Social change marketing is her passion and she has been a member of the Tobacco Free community since 2005.

During her career, she has served the Nebraska community in her role as the Assistant Director of Resource Development for the United Way of Lincoln and Lancaster County and as the External Relations Manager for the Nebraska Children and Families Foundation. While at Firespring, she has directed several key account including Tobacco Free Nebraska, Tobacco Free Nebraska–Youth Empowerment Movement (No Limits Nebraska), Tobacco Free Lincoln, Nebraska Statewide Rebrand, Nebraska Department of Economic Development, Nelnet Transaction Services, Loveland Products—Social Giveback Program and United Way of Lincoln and Lancaster County.

Brian Watchman  
Executive Director  
United Way of Lincoln and Lancaster County  
238 South 13th Street  
Lincoln, NE 68508  
402.441.7700

Kate Ellingson  
Director of Marketing & Public Relations  
Nebraska Department of Economic Development  
301 Centennial Mall South  
Lincoln, NE 68509  
402.471.3719

Cory Mann  
Senior Vice President, Sales & Marketing  
PaymentSpring  
12165 West Center Road, Suite 72  
Omaha, NE 68144  
402.513.4607



## Lori Koepke

**DIRECTOR OF MEDIA SERVICES**

**Education:** University of Nebraska–Lincoln, Bachelor of Journalism

Lori brings our clients over 20 years of advertising experience. She oversees a team responsible for strategic media planning, research, negotiating, buying and placement. Her media expertise, knowledge of the statewide market including diverse populations and negotiation skills enable her to maximize our clients' media budgets through value-added placement and exceptional media buys with all media outlets.

Lori's experience includes clients such as Tobacco Free Nebraska, the Nebraska Tourism Commission, Nebraska Game and Parks, Nebraska Soybean Board, Lincoln Partnership for Economic Development, Otoe County Visitor's Committee, Lincoln Saltdogs, Lincoln Convention and Visitors Bureau, Lincoln Airport Authority and B&R Stores.

JEFF MAUI  
Executive Director - Vice President  
Lincoln Convention & Visitors Bureau/Lincoln  
Chamber of Commerce  
3 Landmark Centre, 1128 Lincoln Mall, Suite 100  
Lincoln, NE 68508  
402.434.5343

DAVE SMITHY  
Director of Marketing  
Crete Carrier Corporation  
400 NW 56th Street  
Lincoln, NE 68528  
402.475.9521

DAVID HARING  
Executive Director  
Lincoln Airport Authority  
2400 West Adams Street  
Lincoln, NE 68524  
402.458.2400





## Angie Kubicek

SENIOR VICE PRESIDENT OF MARKETING

**Education:** University of Nebraska–Lincoln, Bachelor of Business Administration, Marketing

Angie is a strategic multidisciplinary marketing professional with an eye for innovation. She received her formal education from the University of Nebraska–Lincoln and worked at notable companies like Smart Chicken, Hayneedle, Yahoo!, Bailey Lauerman and Complete Nutrition, giving her a unique opportunity to experience both client and agency workflows.

Angie has worked the gamut of clients (Disney, Panda Express, Cuties Clementines and Bellevue University to name a few) and her vast skill sets revolves across media strategy, UX, social media, branding, content creation and PR. Angie’s goal is to combine her knowledge and experience in these areas to deliver the best creative and strategy to her clients and their audiences.

ABBIE STANTON  
Marketing Director  
Rush Market  
780 North 114th Street  
Omaha, NE 68154  
402.7407.6051

EMILY HAMILL  
Senior Vice President  
Gatesman  
200 East Randolph Street, 52nd Floor  
Chicago, IL 60601  
813.758.3013

DANA BURKEY  
Director of Training and Field Sales  
Complete Nutrition  
17220 Wright Street, # 200  
Omaha, NE 68130  
402.708.4045



## Angie Nelson

COPYWRITER

**Education:** University of Nebraska–Lincoln, Bachelor of Journalism in Advertising

A careful listener, Angie captures the essence of her client’s message and hones it meticulously until it speaks to the target audience with the appropriate tone. She is responsible for information gathering, creative development and copywriting for all formats including print, digital, web and video.

As a member of the tobacco quit community, Angie understands Big Tobacco’s marketing lures and quit pain points firsthand. She applies her real-world experience quitting tobacco to her work for Tobacco Free Nebraska, No Limits and similar organizations.

With nearly a decade of experience in marketing and advertising, Angie has partnered with entities such as Tobacco Free Nebraska, Tobacco Free Nebraska–Youth Empowerment Movement (No Limits Nebraska), St. Baldricks Foundation, Nebraska Department of Health and Human Services, Douglas County Health Department, Floyd Valley Healthcare, Lincoln Airport Authority, LRS Healthcare, College Savings Plan of Illinois and College Savings Plan of Alabama.

SARAH WISCHHOF  
Director of Marketing and Special Events  
United Way of Lincoln and Lancaster County  
238 South 13th Street  
Lincoln, NE 68501  
402.441.7760

MAYA CIPIESE  
Strategic Plan Manager  
Office of Community Health  
and Performance Management  
Division of Public Health, DHHS  
301 Centennial Mall South  
Lincoln, NE 68209  
402.437.2006

NANCY ROSENOW  
Executive Director  
Dimensions Foundation, Nature Explore Program  
7700 A Street  
Lincoln, NE 68510  
402.467.6112



## Melissa Ward

**DIRECTOR OF DESIGN,  
ASSOCIATE CREATIVE DIRECTOR**

**Education:** University of Nebraska–Omaha,  
Bachelor of Studio Art (Computer Animation);  
University of Connecticut, School of Graphic Design

Melissa oversees print and interactive design for all Firespring clients, ensuring every communication piece effectively reaches target audiences, meets high graphic standards and achieves strategic campaign goals. With more than 14 years of experience in the industry, Melissa specializes in multimedia and brand marketing, having previously served as the primary designer of digital marketing at Neebo/Nebraska Book Company and as American Enterprise’s multimedia specialist.

While at Firespring, Melissa has been lead art director for Tobacco Free Nebraska, Nebraska Organ & Tissue, Nebraska Department of Economic Development, Nebraska State Historical Society, Assurity Life Insurance, Nonprofit Hub, and Prairie Health Ventures. In addition, Melissa has won several local, regional and national design awards for logo design, illustration, print design and website user experience.

LISA TEFT  
Creative Director  
Supportworks, Inc.  
12330 Cary Circle  
LaVista, NE 68128  
402.304.1624

JANELLE REED  
Design Manager  
Lincoln Berean Church  
6400 South 70th Street  
Lincoln, NE 68516  
308.991.4073

CINDY KIMPSON  
Sr Marketing Manager  
<Confidential Agency>  
6616 171st Circle  
Omaha, NE 68135  
402.980.0658



## Dana Cotter

**ART DIRECTOR**

**Education:** Nebraska Wesleyan University,  
Bachelor of Fine Arts in Graphic Design

Dana’s passion for creative design has been the driving force behind her 20-year marketing career. Through her experience as a freelancer and Firespring designer, she’s honed an instinctual attention to detail and ability to grasp clients’ needs which quickly turn requests into successful finished products.

From branding and logo development, digital ad creation and infographics to all things print—Dana collaborates to create outstanding and meaningful designs each and every time. Clients Dana has partnered with over the years include Tobacco Free Nebraska, AtoZ Paperie, Market Presence and Nebraska Bankers Association.

JONI SUNDQUIST  
Nebraska Bankers Association  
Senior Vice President  
233 South 13th Street, Suite 700  
Lincoln, NE 68508  
402.474.1555

JANET MILLER  
Assistant to CEO  
Christian Heritage  
14880 Old Cheney Road  
Walton, NE 68461  
402.421.5437

SUSAN ZINK  
Manager/Product Development Specialist  
Heartland Gourmet, LLC  
5220 South 19th Street  
Lincoln, NE 68512  
402.423.1234





## Nolan Tredway

**DIRECTOR OF MOTION AND SOUND,  
ASSOCIATE CREATIVE DIRECTOR**

**Education:** University of Nebraska–Lincoln, Bachelor  
of Fine Arts

Nolan has been with Firespring for 10 years and currently oversees all things motion and sound. He brings unparalleled creative vision and exceptional technical execution to client's video and animation projects, and he has led some of the team's most innovative work to date. His talents have generated award-winning work for broadcast in regional and national markets.

In addition to his fine arts degree, Nolan has received additional course credits from the Fundacion Ortega y Gasset in Toledo, Spain.

There are a number of clients he's partnered with over the years including Tobacco Free Nebraska, GE, Fisher Brothers, LES, Assurity Life Insurance, United States Military Academy at West Point, Duncan Aviation and NET.

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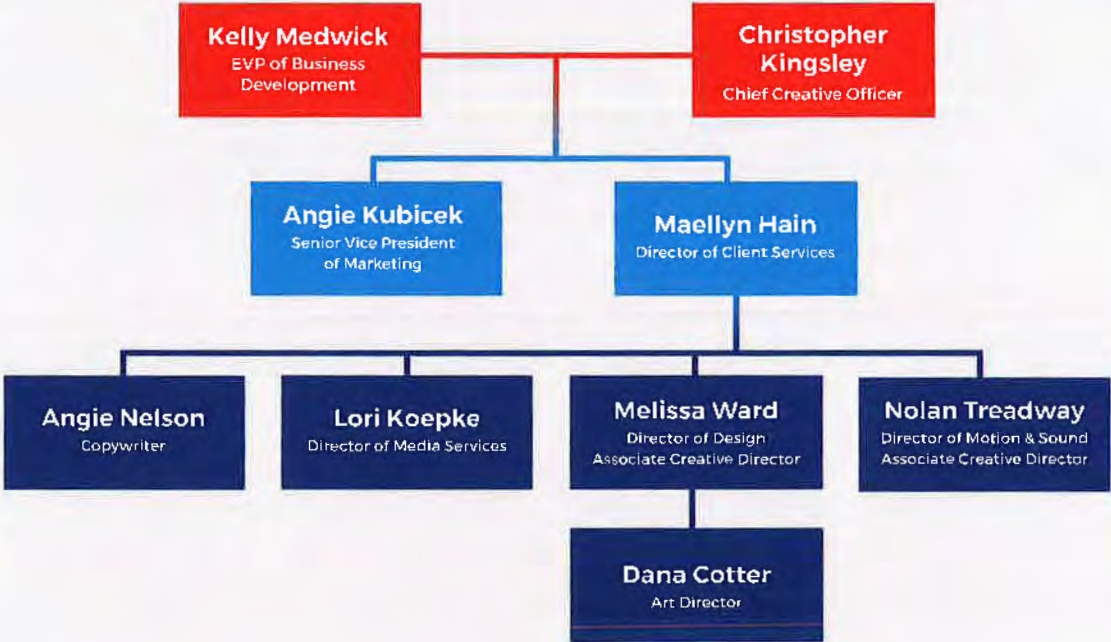
**TIM GUTHRIE**  
Professor  
Creighton University  
2500 California Plaza  
Omaha, NE 68178  
402.280.3348

**LAUNA BACON**  
Artist Services Manager  
Nebraska Arts Council  
1004 Farnam Street  
Omaha, NE 68102  
402.595.3935

**SUSAN BOCKRATH**  
Executive Director  
Nebraska Association of Local  
Health Directors–NALHD  
800 South 13th Street, Suite 100  
Lincoln, NE 68508  
402.904.7946

Team chart showing reporting relationships

### Tobacco Free Nebraska Team





# Corporate Overview

## **j. Subcontractors**

It is difficult to predict if, and to what extent, subcontractors will be needed without first knowing each project's parameters. However, with Firespring's wide array of in-house resources, the need to hire subcontractors on any given project will be extremely low. If the need does arise, be assured we will retain the very best vendors for Tobacco Free Nebraska.

# Capabilities

Firespring is one of the largest marketing communications firms in the Midwest. We offer print, software, marketing and strategic guidance to nearly 9,000 brands, businesses and nonprofits all over the world from mom-and-pop shops to Fortune 500 companies. Firespring's spectrum of services, all available under one roof, is unique relative to other communications firms. Our areas of expertise include:



## CREATIVE

branding, identity, campaign development, copywriting and design



## STRATEGY

research, account planning, marketing plan development and analysis



## PUBLIC RELATIONS

corporate communications, press releases, event planning, media training, guerilla marketing, social media content development, media tours, media relations, crisis management and reporting



## MEDIA

planning, placement, trafficking, management and reporting



## DIGITAL

web, 2-D & 3-D animation, application development, podcasts, online games, mobile and email marketing, social media, SEO and SEM



## TRADITIONAL MARKETING

broadcast, photography, direct mail, specialty products, print ads, newsletters, brochures, billboards and theater



## PRINT

offset, digital, variable data, large-format and digital print on demand



## MAILING

mail preparation, shipping and bulk mail handling and variable-data mailing



## TRADE SHOW

modular, pop-up and tabletop displays, retractable banners and stands, workstations, signage, islands and trade show management



## 3. Technical Approach

### a. Understanding of the project requirements

Firespring (formerly Snitily Carr) has served as Tobacco Free Nebraska's agency since 2001 and has worked with numerous other tobacco prevention and public health organizations. We have a very sound understanding of the relevant tobacco issues in the state—the foremost being that tobacco use is the leading cause of preventable death in Nebraska.

The facts of what tobacco is costing Nebraskans in terms of health and economic burdens are startling.

- Over **2,500 Nebraskans die each year** from smoking-attributable causes, while another 75,000 are suffering from at least one serious smoking-attributable disease.
- Smoking-related **healthcare costs total \$795 million** annually in Nebraska.
- The annual cost of smoking-related **lost productivity** in Nebraska is approximately **\$605.5 million**.

The bottom line is that the deaths, illnesses and increased healthcare costs caused by tobacco use are preventable. That being said, we believe the relevant tobacco issues in Nebraska directly coincide with the comprehensive goals of the TFN program:

**Helping people quit tobacco (cessation):** Since 2011, the adult smoking rate in Nebraska has decreased from 20% to 17% in 2014. The youth tobacco use rate in Nebraska is expected to be reported under 8% in 2017, down from 13% in 2015.

**Eliminating exposure to secondhand smoke:** Huge progress was made when the Nebraska Clean Indoor Air Act went into effect June 1, 2009, however, 5.5% of nonsmokers are still exposed to secondhand smoke at home—causing illnesses, asthma and even deaths. Yet 97% of Nebraskans agree that inhaling secondhand smoke is harmful to children and adults.

# Technical Approach

**Keeping youth from starting tobacco use:** There are 1,800 kids under the age of 18 who become new daily smokers each year in Nebraska. Preventing youth from ever trying tobacco substantially increases their chances of living a tobacco-free life. Although this goal is not a focus of the RFP, we understand the Youth Empowerment Movement, No Limits, along with event-based activities via Blacklist, compliance checks and other efforts are actively addressing youth tobacco issues and in line with TFN's overarching goals.

**Reaching underserved populations:** The tobacco industry specifically targets minorities and lower socioeconomic populations. These groups often lack access to adequate healthcare, which magnifies health disparities.

While Tobacco Free Nebraska's comprehensive efforts have made great strides in reducing smoking prevalence and exposure to secondhand smoke, the forces of addiction and the ongoing efforts of the well-funded tobacco industry mean our work is not done. Considering the issues and goals at hand, Nebraska can't afford to lose momentum. Any increase in tobacco use leads to added healthcare costs and lives cut short.

The tobacco industry continues to aggressively target Nebraskans with marketing, spending \$58.8 million annually. Meanwhile, the TFN program is funded at 12.4% of the CDC's recommendation (ranking our state 27th in tobacco prevention spending). It's clear we can't outspend the tobacco industry. Nobody can. However, we can strategically maximize every dollar and tactic to efficiently and effectively reach your target audiences.

While it's only one piece of the comprehensive tobacco prevention and control program, the media campaign is critical to successfully combating tobacco use. **Firespring's experience and knowledge enables us to hit the ground running** with a communications plan that will help people avoid and/or quit tobacco use, reduce exposure to secondhand smoke and strategically reach out to underserved populations.

The cessation campaign targets adult tobacco users aged 25–54 and young adult social smokers and tobacco users aged 18–24 statewide with a focus on low socioeconomic status and disparity populations. Specific tactics include sponsorships, TV and radio, print, transit and digital marketing. Our plan also includes recommendations for promoting the Quitline through a behavioral health digital campaign targeted towards women aged 25–54 statewide and a digital chew campaign targeted specifically to men aged 18–54 in select counties with a high prevalence of smokeless tobacco use.

*We will work collaboratively with TFN to develop and implement a strategic, high-impact media campaign. By leveraging our experience, knowledge of Nebraska media and long-standing media relationships, we can gain earned media and value-added opportunities to enhance your media buy and stretch the marketing budget.*

# Technical Approach

To reduce exposure to secondhand smoke, our plan targets parents of young children (smokers and nonsmokers) along with a general adult audience of smokers and nonsmokers aged 19 and over statewide with a focus on residents of multi-family housing and low socioeconomic status and disparity populations. Recommended campaign tactics include TV and radio, print, theater and digital marketing.

Electronic Nicotine Delivery Systems (ENDS) products have become a hurdle for tobacco prevention and cessation movements. Since the Family Smoking Prevention and Control Act only prohibits cigarettes from having characterizing flavors, other products such as e-cigarettes, vap pens and e-pipes can come in many different candy or fruit flavors. Many studies have shown that flavored products are helping attract youth to become replacement smokers. While youth are using ENDS products as a gateway to traditional smoking, many adults are claiming they are using these products as cessation aids. Lack of regulation on flavors and advertisements on top of the amount of money the tobacco industry spends on developing and promoting these products means it will take smart media campaigns to be able to compete. Firespring is constantly researching these products along with new ones entering the market to stay ahead of the game and overcome this hurdle.

Overall, we understand that changing behaviors, especially those rooted in addiction, does not happen overnight. But **through our experience, collaborative approach and ability to maximize your marketing dollars**, we can directly impact these issues and achieve the goals of this program.

Please refer to page 45 for details of our proposed plan.



## b. Proposed development approach

Firespring's overarching approach includes working collaboratively with the TFN team, maximizing the value and impact of the marketing budget and implementing a strategic, results-focused campaign.

**Collaboration** – Building on the **strong working relationship we've developed with TFN over the last 17 years** is a critical component to the success of this campaign. We will continue to work together to assure we are dedicating our resources in the right way, sharing knowledge and taking advantage of every opportunity to effectively get your messages out. Elements of collaboration will include:

- Maintaining an ongoing and open line of communication.
- Providing creative briefs to TFN prior to creative work.
- Scheduling regular brainstorm meetings between Firespring and the TFN team.
- Sharing relevant information on trends, research and innovation.
- Participating in local and state tobacco coalition meetings/conferences.

**Maximized Value** – Firespring will maximize TFN's marketing budget through our unique in-house structure, experienced staff and implementation of multiple strategies. We have a proven track record of maximizing exposure for TFN's messaging, and we are committed to delivering extensive bonus and value-added opportunities to further enhance your budget and exceed your audience reach goals. Specific tactics to maximize value include the following:

- To help stretch your budget further, Firespring will provide TFN with a **production credit equaling 5%** of the annual implementation budget, which can be used for any in-house production services such as creative, design, public relations and audio/video editing. (The credit cannot be provided to any vendor or internal hard costs.) In previous contracts, Firespring provided a discounted commission on media placements, but moved toward production credit in 2013 to ensure seamless tracking and more accurate reporting. Firespring has provided some insights on how to best apply that credit to align your messaging with strategic marketing efforts:
  - > Have Firespring data and social media marketers provide a social media structure and content audit to maximize social media exposure and keep up with Facebook's revised newsfeed policies that will affect Facebook effectiveness for organizations and businesses.
  - > Concept a toolkit for partnership engagement, and send kits to business contacts that may yield the best results as far as building awareness with the clients, constituents and employees.
  - > Explore additional corporate or private foundation support, much like CVS Health and Bloomberg match national tobacco-free kids initiatives.
  - > Develop a plan to partner with Arbor Day Foundation on a Cigarette Butt Cleanup campaign on Earth Day. Choose a location that could use a cleanup, and have Firespring create signage for the cleanup site.
  - > Try a click-to-call campaign in Nebraska to reach Facebook audiences with a quick, easy way to make a call to the Quitline through a "call now" link.

# Technical Approach

- Firespring will look for opportunities to **leverage relationships** with state and national partners, including the **Campaign for Tobacco Free Kids**, to bring new research, content and marketing strategies that can enhance outreach efforts on behalf of TFN.
- In November of 2017, Firespring's Lori Koepke contacted Jim Timm, president/executive director of the Nebraska Broadcasters Association, in order to negotiate a unique placement that would expand TFN's reach, frequency, and schedule from a five-week broadcast schedule for cessation and a 10-week schedule for secondhand smoke, to a solid, six-month schedule for both campaigns. Lori communicated that since Tobacco Free Nebraska depends on funding from the government to promote the cessation Quitline and the harmful effects of secondhand smoke, they wouldn't be able to place an effective broadcast schedule based on the funding they received for FY2017–18. However, their funding could cover the cost of a six-month, \$50,000 PEP campaign. Typically, PEP campaigns require a 12-month hiatus between last direct placement and the ability to purchase a PEP campaign. However, due to funding cuts and the loss of additional monies from unused production budgets, Lori asked if the NBA would waive the traditional 12-month guideline and allow TFN to begin January 1, 2018, with only a six-month hiatus. The board approved her request, which **enabled TFN to gain a guaranteed minimum 3:1 return on a six-month campaign**. To date, after receiving the first month of reporting, TFN has reached 83.5% of their guaranteed ratio of \$150,000 over the six-month campaign, after just one month of airing. In January, TFN received a total of 5,139 TV/radio spots with an estimated value of \$125,250. If the same six-month schedule were to be purchased by direct placement (choosing individual stations and programming), it would have an estimated cost of \$751,500 for the same six-month campaign.
- Firespring has consistently delivered **more than 50% in bonus and value-added placement** for TFN, and our experience ensures that we will continue this practice.
- Up-front estimates on all billable projects prior to any work being done.
- A **solid understanding of the topic and relevant research**, meaning no initial research spending or learning curve.
- Firespring's intense media verification process confirms every placement using Strata/Freewheel software and manual verification to ensure accuracy. If a vendor fails to deliver on exactly what was ordered, we secure make-goods to account for the discrepancy.

# Technical Approach

**Strategic Approach** – We’ve established a proven approach that dedicates the bulk of the TFN budget to getting your message out statewide—even to the hard-to-reach corners of the state where there aren’t a lot of media options. Our strategy includes:

- Focusing on results and creating partnerships.
- Applying our knowledge of statewide media and your audience, including underserved populations.
- Using a mix of traditional media and proven tactics with new media and emerging trends.
- Utilizing key targeting, reaching your audience(s) strategically without wasted coverage.
- Leveraging your media schedules with any CDC schedules and/or coalition marketing.
- Leveraging existing creative resources through the MCRC and tagging for Nebraska when appropriate.

**Employing the strategies noted above provides a framework to meet or exceed all of the objectives outlined in the project scope and ensures that we will fulfill all business and project requirements of the RFP.**

Overall, our role as media contractor will support these efforts and objectives by assisting in the development and implementation of a statewide media campaign to raise awareness about the health effects of secondhand smoke, encourage tobacco cessation and promote the Quitline.



## PROPOSED PLAN

Each of the proposed elements of this plan will be developed and implemented with input and approval from TFN. An overview of the proposed advertising, marketing and media strategies are outlined below. Please refer the work plan starting on page 48 for more detail.

### Development

With the significant increase in the amount of exposure the cessation and secondhand smoke media assets are getting, we recommend continuing to leverage additional Tips campaign assets and other state developed materials available through the MCRC. Custom tagging these assets for Nebraska will allow us to stretch your production budget further and keep a rotating bank of assets fresh for the market at a fraction of the cost of creating these from scratch. Other campaign assets such as the Quitline materials and new chew campaign are current, relevant and fresh to continue using during this upcoming fiscal year.

Building upon the success of the Brighter Tomorrow's digital campaign, we recommend expanding this messaging into print assets to be targeted to behavioral health practitioners. Creating a brochure, poster, quitting checklist, print and radio ads for this campaign can help expand the reach of this message.

### Implementation

We know it's impossible to outspend the tobacco industry, but the key to success isn't necessarily how much budget you have to spend. It's how you spend it. Statewide exposure with enough reach and frequency is key—allowing the message to resonate with target audiences and

move them to action. To accomplish this, we recommend spending a majority of the budget on implementation.

We've achieved great success working with media vendors who understand and embrace the purpose behind Tobacco Free Nebraska. Since our initial implementation of the TFN campaign in 2001 as Snitily Carr, Firespring has established strong relationships with a multitude of media partners across Nebraska. These partnerships have allowed us to negotiate deeply discounted rates and opportunities while achieving enhanced exposure through bonus placements and value-added opportunities. We will continue to leverage these relationships as we achieve the best rates and added value on your behalf.

While the campaigns are defined as statewide, we will work with TFN to pinpoint any key geographic areas and demographics for specific messaging. We also understand that throughout the course of the campaign, there may be active efforts from the CDC or local county coalitions. We will work with TFN to coordinate schedules and leverage all complementary campaigns as well as activities such as the Great American Smokeout, New Year's resolutions, Campaign for Tobacco-Free Kids efforts, No Limits events and any state or local initiatives.

# Technical Approach

Our campaign includes comprehensive, strategic communication tactics that provide a combination of paid, bonus and value-added media; media advocacy; and promotional opportunities to efficiently and effectively connect with our audiences.

The media tactics include a mix of traditional mediums such as TV, radio, print and out-of-home, along with sponsorships, social media advertising and digital advertising that includes behavioral targeting, look-alike targeting, retargeting and click-to-call.

## Evaluation

We plan to leverage the wealth of research and evaluation that has been conducted—the latest data from the Nebraska Behavioral Risk Factor Surveillance System, Nebraska Youth Risk Behavior Survey Nebraska Adult Tobacco/Social Climate Survey and other resources such as the CDC and Campaign for Tobacco-Free Kids to shape and guide our recommendations and creative work.

According to recent research 5% of Nebraska Adults use e-cigarettes every day or some days. 76% of those users are dual users meaning they use them with other tobacco products as well. ENDS use is on the increase and we propose evaluation dollars be spent to help develop insights that can be used to establish effective messaging to combat this trend. Key focus groups paired with electronic surveys can help build a data set that will shape impactful messaging and creative.

To evaluate the digital campaigns we are recommending, it will be important that we are able to place retargeting pixels on various pages of the website. Retargeting helps ensure your ads are only being served to people who have previously visited your site, showing interest in your message. The most common goals for retargeting are to increase awareness of your brand and increase conversions.

Monitoring and reporting on social media efforts is another essential evaluation component. This ensures that your content engages the target audience. We will provide social media reporting and provide feedback to ensure TFN is creating content that engages the target audience.

## Campaign Development

Throughout the campaign, we will proactively and continually assess the environment, target audiences and identify new opportunities so we can adjust efforts as needed. While the core elements of the plan will remain unchanged, we anticipate shifts in social media trends and the evolution of new technologies. Our plan allows us the flexibility to adapt in this environment.

Current events may present further opportunities to tweak messages and consider new media. We will also keep an eye on national trends and the efforts of other states as we collaborate on ideas and evaluate new opportunities.

*Working collaboratively with the TFN team has been a cornerstone of our approach—a key to successful implementation of campaigns over the past 17 years—and this campaign will be no different. All elements of this plan will be developed and implemented with input and approval from TFN.*



## Technical Approach

We have a proven history of efficiency when it comes to implementing TFN campaigns. In the past, this has allowed us to apply unused funds to new opportunities or focus on specific demographics or geographies. This efficiency will continue, allowing TFN greater flexibility.

Our statewide media recommendations proposed in the following work plan will effectively deliver the Tobacco Free Nebraska message on a local and statewide level to achieve the goals outlined in the RFP.



## c. Technical considerations

This comprehensive work plan has been strategically developed to target statewide audiences for the specified campaigns. The overall approach includes opportunities to build on your current creative campaigns; a mix of mass media utilizing TV, radio, print, out-of-home and digital including social media; and evaluation of ongoing and new efforts.

## DEVELOPMENT

Overall, minimal production will be necessary because existing messaging and creative can be used. What we would like to focus on is expanding reach of Quitline/cessation materials to behavioral health services networks, and to further research and deploy messaging related to ENDS cessation and use prevention.

### Quitline Campaign

For cessation advertising efforts, we would continue using the Tips TV and radio spots as the baseline for creative and messaging in all media, along with promotion of the toll-free Quitline phone number and Quitnow website. The media placement will be scheduled so that we can switch out creative when needed to focus on a more specific target audience such as behavioral health or chew as well as any seasonal or specific timing needs. This emotional yet educational creative has reported greater intentions to quit within the following 30 days and following six months, and smokers who have seen the ads multiple times have even greater intentions to quit. With the recommended participation in the Nebraska Broadcasters' PEP program, there will be an increase in awareness and recall within the target audience due to the number of times the spots will air statewide. Additional materials could be designed—based on the approved media schedule—for a portion of the typical cost because much of the artwork and copy is existing.

Use of Electronic Nicotine Delivery Systems (ENDS) is on the rise. According to the FDA:

- More than 2 million middle and high school students were current users of e-cigarettes in 2016.
- 11% of high school and 4.3% of middle school students were current users of e-cigarettes in 2016.
- E-cigarette use rose from 1.5% to 16% among high school students and from 0.6% to 5.3% among middle school students from 2011 to 2015.
- In 2013–2014, 81% of current youth e-cigarette users cited the availability of appealing flavors as the primary reason for use.

Firespring recommends adding additional research and messaging related to ENDS starting this year. Some initial steps would include:

- Conduct primary (via online surveys) and secondary research on the usage of ENDS.
- Identify key audiences where usage adoption is most aggressive.
- Work with national partners to identify effective messaging and communication vehicles to reach prioritized target audiences.

# Technical Approach

## Secondhand Smoke Campaign

For secondhand smoke efforts, we would utilize the Apartment TV and Vehicle radio spots that are currently airing for the overall creative messaging in all media. Since we include multi-unit/public housing residents in our target audience (data shows those who live in rental properties are more likely to smoke than those who own their home), it's important we share this message statewide to encourage landlords, property owners and renters to understand the risks and choices they have as well as showing how secondhand smoke affects residents in multi-unit housing. As for the Vehicle creative, 47% of households with at least one smoker allow smoking inside their family vehicle. Another important message to reach those parents of young children, smokers and nonsmokers, with a focus on multi-unit housing residents with low socioeconomic status. All creative will be used to create awareness of the dangers of secondhand smoke as well as direct the target audience to the secondhand smoke page of the TFN website to learn the dangerous facts about secondhand smoke.

### Production Budget Overview

July 1, 2018–June 30, 2019 Budget | \$48,750

July 1, 2019–June 30, 2020 Budget | \$37,500

**Total Production Budget | \$86,250**

*A credit equal to 5% of the current year's implementation budget will be added annually.*

## IMPLEMENTATION

The bulk of your budget will be allocated to implementation—getting your messages in front of the target audiences in the most impactful ways possible. We will leverage our statewide media knowledge and strong media partnerships to deliver maximum added value and bonus coverage throughout the campaign.

The primary target audience for the secondhand smoke campaign is adults 18–54 statewide, parents of young children (smokers and nonsmokers). The secondary audience includes all adults aged 19 and older (smokers and nonsmokers) statewide. For cessation marketing efforts, the target audiences include adult tobacco users aged 25–54 and young adult social smokers and tobacco users aged 18–24 statewide. Both campaigns will also target low socioeconomic status and disparity populations.

## Media Placement

Media placement has been divided into two separate campaigns: secondhand smoke and cessation.

### SECONDHAND SMOKE CAMPAIGN »

July 1, 2018–June 30, 2019

TV/RADIO: 31%  
PRINT: 12%  
DIGITAL: 32%  
THEATER: 25%



July 1, 2019–June 30, 2020

TV/RADIO: 31%  
PRINT: 12%  
DIGITAL: 32%  
THEATER: 25%



### Secondhand Smoke Media Budget Overview

July 1, 2018–June 30, 2019 | \$120,000

July 1, 2019–June 30, 2020 | \$123,000

**Total Secondhand Smoke Media | \$243,000**

### CESSATION CAMPAIGN »

July 1, 2018–June 30, 2019

TV/RADIO: 31%  
PRINT: 9%  
DIGITAL: 37%  
TRANSIT: 18%  
SPONSORSHIPS/RODEOS: 5%



July 1, 2019–June 30, 2020

TV/RADIO: 31%  
PRINT: 9%  
DIGITAL: 37%  
TRANSIT: 18%  
SPONSORSHIPS/RODEOS: 5%



### Cessation Media Budget Overview

July 1, 2018–June 30, 2019 | \$176,250

July 1, 2019–June 30, 2020 | \$184,500

**Total Cessation Media | \$360,750**



# Technical Approach

## Media Recommendations:



**TV/Radio** – Network TV and radio placements will air via participation in the Nebraska Broadcasters Association PEP program which is only available to government agencies and nonprofit organizations. Your message will be distributed to all 120 member radio stations and all 25 member television stations statewide. Participation in the program guarantees a minimum return of \$4 for every \$1 invested and will increase your reach and frequency over purchasing stations and programs individually. Secondhand smoke efforts will continue with the Apartment TV and Vehicle radio spots that just started airing in early 2018. These spots promote the harmful effects of secondhand smoke in multi-unit housing and cars. Schedules for cessation will continue to rotate the current Tips creative which has reported greater intentions to quit when smokers see the ads multiple times.



**Print** – Schedules utilizing both cessation and secondhand smoke creative will be placed statewide. The ads will run in 157 newspapers throughout the state, targeting the older demographic and smaller markets while complementing television, radio and digital efforts. These local newspapers are highly valued and respected publications that build a sense of community among local residents and offer very high readership. Cessation ads will also be placed in local, event-specific publications across the state.



**Digital** – All digital campaigns will consist of site retargeting, behavioral targeting and look-alike targeting while utilizing display ads, video and audio as available. The three cessation campaigns will target different audiences, yet run concurrently statewide. The proposed campaigns would target women and behavioral health, men and chew, and a generic campaign pushing the Quitline phone number. All cessation campaigns include mobile and would implement a click-to-call feature. The secondhand smoke campaign will target parents of young children, smokers and nonsmokers, public housing residents and multi-unit housing renters as well as low socioeconomic and disparity populations. We will use existing creative for all digital campaigns. In addition, we will boost specific social media posts as directed by TFN. These boosts allow us to choose a specific audience based on location, demographics and interests. This guarantees your posts are getting in front of specific target audiences throughout the state.



**Theater** – Secondhand smoke messaging would be placed on 80 screens in 15 theaters across the state. The theaters were chosen based on their location in the health districts that showed a high prevalence of cigarette smoking based on the Behavioral Risk Factor Surveillance System, 2016. We would recommend utilizing the same creative as network television, which is the Apartment spot. Using a consistent message helps maintain and build awareness. The diverse audience at theaters continues to grow and provides an opportunity for your message to be seen in an uncluttered environment. Your ad is shown in front of a very excited, receptive and captive

# Technical Approach

audience with an 80% ad recall for PSA ads. Cinema reaches low income groups across all ethnicities. In households with income of \$35K or less, 85% of African Americans are more likely to go to the movies once a week or more than the average U.S. adult; Hispanics are 79% more likely; and Asians are 69% more likely.



**Transit** – King boards would be placed on 17 total buses (five in Lincoln and 12 in Omaha). King boards are the signs that run along the driver’s side of the bus. In addition to the signs on the outside of the bus that are reaching the cessation audience with the Quitline message and phone number, there are also 90 interior signs (30 in Lincoln and 60 in Omaha), that put the message in front of those who ride the bus. Transit is an important medium as it reaches audiences of all ages, backgrounds and incomes. Its mobility provides solid coverage throughout the city, placing your message in your targets sightline where they live, work and travel on a daily basis. Transit advertising has the lowest average cost per impression of any other media and its larger-than-life impact leads to high recall.



**Sponsorships/Rodeos** – Taking advantage of sponsorship opportunities statewide at rodeos and targeted events is a great way to reach the younger and rural audiences with both a chew and Quitline message. Rodeos are a big part of rural communities. Placing the You Control the Can messaging in front of this audience is a perfect fit and allows TFN to show community involvement and support. Sponsorship opportunities include scoreboard logos, program ads and banner placement at the events.

These media recommendations will enable the secondhand smoke and cessation campaigns to convey a strong, consistent message throughout the year. Having the media work together and run concurrently will build awareness and force recall.

We have a proven track record of maximizing exposure for TFN’s messaging, and our media recommendations will again include extensive bonus and value-added opportunities to further enhance your budget. Each quarter, our media tactics and demographic targeting will reach at least 85% of your audience. We won’t be able to determine or provide specific TRPs for the TV and radio placements since we are shifting those dollars to the NBA’s PEP program to get you a much higher reach and frequency. However, we do know you will be guaranteed a minimum 4:1 return on a 12-month campaign. If the same schedule were to be purchased by choosing individual stations and programming, it would have an approximate cost of \$1.2 million for the same 12-month campaign.

## Implementation Budget Overview

Secondhand Smoke Implementation | \$243,000

Cessation Implementation | \$360,750

**Total Implementation | \$603,750**

## EVALUATION

We plan to leverage the wealth of research and evaluation that has been conducted. The latest data from the Nebraska Behavioral Risk Factor Surveillance System, Nebraska Youth Risk Behavior Survey, Nebraska Adult Tobacco/Social Climate Survey and other resources such as the CDC and Campaign for Tobacco-Free Kids to shape and guide our recommendations and creative work.

Firespring recommends conducting additional research around Electronic Nicotine Delivery Systems (ENDS), ex: e-cigarettes. Some initial steps would include: Conduct primary (via select focus groups and online surveys) and secondary research on the usage of ENDS and identify key audiences where usage adoption is most aggressive. Work with national partners to identify effective messaging and communication vehicles to reach prioritized target audiences.

In addition, social media monitoring will remain a key component of evaluation. We will monitor social media activity to make sure TFN is creating content that engages the target audience. A benefit of digital advertising is the wealth of analytics that are readily available throughout the campaign. Evaluation dollars will be allocated to monitoring campaign performance and making adjustments to maximize delivery.

### **Evaluation Budget Overview**

July 1, 2018–June 30, 2019 Budget | \$15,000

July 1, 2019–June 30, 2020 Budget | \$15,000

**Total Evaluation Budget | \$30,000**



## d. Deliverables and due dates

### PLANNING

Planning deliverables include ongoing consultation and meeting times with TFN including quarterly brainstorming meetings, development of all necessary reports and documentation and communication to TFN. Client communications, regular meetings and documentation will be conducted on an ongoing basis throughout the campaign.

### PRODUCTION

Production deliverables include copywriting, design, photography, video and creative development of all communication tactics associated with the campaign. This includes the creation of new campaign materials and tagging, customizing or updating existing materials as needed or requested by TFN. Cost estimates, creative briefs and proposed timelines will be provided on all production projects for TFN approval.

Firespring will provide a proposed timeline to TFN for all newly proposed production elements—such as creation of additional materials using the Tips creative. The use of existing creative provides the opportunity to begin the campaign as early as July 2018, and new materials will be created based on timelines agreed upon by TFN.

### IMPLEMENTATION AND PLACEMENT

Implementation deliverables include social media boosting and media services such as placement, trafficking, invoicing, schedule verification and ongoing communication and coordination with media vendors.

Upon approval of the plan, Firespring will begin implementing media, social media as requested and other campaign tactics. This will be an ongoing process, and constant evaluation and verification will be conducted throughout the campaign. Implementation of the campaign will begin within two weeks of TFN's approval of the plan and will occur approximately from July 2018 through June 30, 2020.

### EVALUATION

Evaluation deliverables include tracking and reporting on the various social media boosts, providing monthly reporting on the digital campaign(s) as available, as well as monthly reporting from the NBA that shows numbers of spots, stations and the estimated value of spots ran. Firespring will confirm the evaluation scope and methodology with the TFN team in the planning process. Once this process is agreed upon, evaluation findings and reports will be shared with TFN throughout the length of the campaign.

**See pages 78-120 for answers to project description and scope of work that include bidder requirement questions and scenarios per RFP instructions.**

# Terms and Conditions

## II. TERMS AND CONDITIONS

Bidders should complete Sections II through VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the RFP, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this RFP. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this RFP.

The bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award has been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause then that clause shall control;
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together;
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

### A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The contract resulting from this RFP shall incorporate the following documents:

1. Request for Proposal and Addenda;
2. Amendments to the RFP;
3. Questions and Answers;
4. Contractor's proposal (RFP and properly submitted documents);
5. The executed contract and Addendum One to Contract, if applicable; and,
6. Amendments/Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendment to the executed contract with the most recent dated amendment having the highest priority, 2) executed contract and any attached Addenda, 3) Amendments to RFP and any Questions and Answers, 4) the original RFP document and any Addenda, and 5) the Contractor's submitted Proposal.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

# Terms and Conditions

## B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Contractor and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

## C. GOVERNING LAW (Statutory)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third-party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state and federal laws, ordinances, rules, orders, and regulations.

## D. BEGINNING OF WORK

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the successful Contractor. The Contractor will be notified in writing when work may begin.

## E. CHANGE ORDERS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the RFP. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State



# Terms and Conditions

shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

## F. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

If Contractor breaches the contract or anticipates breaching the contract the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

## G. BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections.

## H. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

# Terms and Conditions

## I. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
AM			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

## J. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
AM			

### 1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, subcontractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

### 2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor's sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this RFP.

### 3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including subcontractor's and their employees, provided by the Contractor.

# Terms and Conditions

**4. SELF-INSURANCE**

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (Section 81-8,294), Tort (Section 81-8,209), and Contract Claim Acts (Section 81-8,302), as outlined in Neb. Rev. Stat. § 81-8,209 et seq. and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

5. The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

**K. ATTORNEY'S FEES**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if order by the court, including attorney's fees and costs, if the other party prevails.

**L. ASSIGNMENT, SALE, OR MERGER**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Either party may assign the contract upon mutual written agreement of the other party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

**M. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. §81-145, to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.



# Terms and Conditions

## N. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Neither party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected party ("Force Majeure Event"). The Party so affected shall immediately make a written request for relief to the other party, and shall have the burden of proof to justify the request. The other Party may be granted the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted party's own employees will not be considered a Force Majeure Event.

## O. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (b)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.

## P. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract at any time.
2. The State, in its sole discretion, may terminate the contract for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract immediately for the following reasons:
  - a. if directed to do so by statute;
  - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;

# Terms and Conditions

- c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court;
- d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders;
- e. an involuntary proceeding has been commenced by any party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor;
- f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code;
- g. Contractor intentionally discloses confidential information;
- h. Contractor has or announces it will discontinue support of the deliverable; and,
- i. In the event funding is no longer available.

## Q. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State;
2. Transfer ownership and title to all completed or partially completed deliverables to the State;
3. Return to the State all information and data, unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures;
4. Cooperate with any successor contractor, person or entity in the assumption of any or all of the obligations of this contract;
5. Cooperate with any successor Contractor, person or entity with the transfer of information or data related to this contract;
6. Return or vacate any state owned real or personal property; and,
7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or person property, or information or data owned by the Contractor for which the State has no legal claim.

## R. TOBACCO COMPANY AFFILIATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Contractor shall not have a current, or within the past five (5) years, contract or affiliation with a tobacco company. In addition, the contractor, or any proposed subcontractors, shall not conduct any business with any entity either wholly or partially owned, controlled, and/or managed by a company manufacturing, making, or marketing tobacco or tobacco-related products. Contractor certifies that it will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, parent company, or any other organizations funded by tobacco companies during the term of the contract from the Nebraska Department of Health and Human Services/Tobacco Free Nebraska Program.

# Contractor Duties

## III. CONTRACTOR DUTIES

### A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
AM			

It is agreed that the Contractor is an independent Contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor, and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and employment taxes and/or other payroll withholding;
2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law;
3. Damages incurred by Contractor's employees within the scope of their duties under the contract;
4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law; and
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees.
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees)

If the Contractor intends to utilize any subcontractor, the subcontractor's level of effort, tasks, and time allocation should be clearly defined in the Contractor's proposal. The Contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or subcontractor employee.

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any subcontractor engaged to perform work on this contract.



# Contractor Duties

## B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
AM			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.html>  
The completed United States Attestation Form should be submitted with the RFP response.
2. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
3. The Contractor understands and agrees that lawful presence in the United States is required and the Contractor may be disqualified or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

## C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (Statutory)

The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for services to be covered by any contract resulting from this RFP.

## D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
AM			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals, and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

# Contractor Duties

## E. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.

## F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

## G. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor;
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any subcontractor to commence work until the subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or with in one (1) year of termination or expiration of the contract, the Contractor shall obtain an extended discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and one (1) year following termination or expiration of the contract.

# Contractor Duties

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

1. **WORKERS' COMPENSATION INSURANCE**

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractor's employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

2. **COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE**

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an **occurrence basis**, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. **The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.



# Contractor Duties

<b>REQUIRED INSURANCE COVERAGE</b>	
<b>COMMERCIAL GENERAL LIABILITY</b>	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Damage to Rented Premises	\$300,000 each occurrence
Contractual	Included
Independent Contractors	Included
<b>WORKER'S COMPENSATION</b>	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
Voluntary Compensation	Statutory
<b>COMMERCIAL AUTOMOBILE LIABILITY</b>	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
Motor Carrier Act Endorsement	Where Applicable
<b>UMBRELLA/EXCESS LIABILITY</b>	
Over Primary Insurance	\$5,000,000 per occurrence
<b>PROFESSIONAL LIABILITY</b>	
All Other Professional Liability (Errors & Omissions)	\$1,000,000 Per Claim / Aggregate
<b>MANDATORY COI SUBROGATION WAIVER LANGUAGE</b>	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
<b>MANDATORY COI LIABILITY WAIVER LANGUAGE</b>	
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."	

If the mandatory COI subrogation waiver language or mandatory COI liability waiver language on the COI states that the waiver is subject to, condition upon, or otherwise limit by the insurance policy a copy of the relevant sections of the policy must be submitted with the COI so the State can review the limitations imposed by the insurance policy.

### 3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

Send To:  
Tobacco Free Nebraska  
Department of Health and Human Services  
301 Centennial Mall South, 3<sup>rd</sup> Floor  
Lincoln, NE 68509

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

# Contractor Duties

## 4. DEVIATIONS

The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

## H. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

## I. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

By submitting a proposal, bidder certifies that there does not now exist a relationship between the bidder and any person or entity which is or gives the appearance of a conflict of interest related to this RFP or project.

The bidder certifies that it shall not take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its services hereunder or which creates an actual or an appearance of conflict of interest.

The bidder certifies that it will not knowingly employ any individual known by bidder to have a conflict of interest.

The Parties shall not knowingly, for a period of two years after execution of the contract, recruit or employ any employee or agent of the other Party who has worked on the RFP or project, or who had any influence on decisions affecting the RFP or project.

## J. ADVERTISING

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

## K. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Statutory)

Contractor shall review the Nebraska Technology Access Standards, found at <http://nitc.nebraska.gov/standards/2-201.html> and ensure that products and/or services provided under the contract are in compliance or will comply with the applicable standards to the greatest degree possible. In the event such standards change during the Contractor's performance, the State may create an amendment to the contract to request the contract comply with the changed standard at a cost mutually acceptable to the parties.

# Contractor Duties

## L. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue services as specified under the specifications in the contract in the event of a disaster.

## M. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Contractor certifies it maintains a drug free work place environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.



## IV. PAYMENT

### A. PROHIBITION AGAINST ADVANCE PAYMENT (Statutory)

Payments shall not be made until contractual deliverable(s) are received and accepted by the State.

### B. TAXES (Statutory)

The State is not required to pay taxes and assumes no such liability as a result of this solicitation. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor.

### C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment. The Contractor shall provide quarterly invoices/reports to TFN, no later than 30 days after the end of each quarter in which the work is performed except media placement may be billed monthly. The invoices/reports shall include the following information:

1. Breakdown of hours per task/project spent completing the work, hourly rate charged, and description of task/project.
2. Narrative summary of campaign activities that the Contractor developed or initiated, including earned media, paid media, and pro bono work for the quarter just completed.

TFN reserves the right to modify any quarterly reporting requirement.

Invoices should be sent to Tobacco Free Nebraska, Department of Health and Human Services, 301 Centennial Mall South, 3<sup>rd</sup> Floor, Lincoln NE 68509. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

### D. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

# Payment

**E. PAYMENT**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

State will render payment to Contractor when the terms and conditions of the contract and specifications have been satisfactorily completed on the part of the Contractor as solely determined by the State. (Neb. Rev. Stat. Section 73-506(1)) Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §81-2401 through 81-2408). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

**F. LATE PAYMENT (Statutory)**

The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. § 81-2401 through 81-2408).

**G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The State's obligation to pay amounts due on the Contract for a fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

**H. RIGHT TO AUDIT (First paragraph is statutory)**

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within RFP Response (Initial)	NOTES/COMMENTS:
KM			

The State shall have the right to audit the Contractor's performance of this contract upon a 30 days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract (Information) to enable the State to audit the contract. The State may audit and the Contractor shall maintain, the information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of Contractor's business operations, nor

## Payment

will Contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to Contractor.

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.



# Project Description and Scope of Work

## V. PROJECT DESCRIPTION AND SCOPE OF WORK

We have a firm understanding of the project description and scope of work, which is identified throughout the subdivisions of this RFP to specifically meet the requirements bidders must meet in the Technical and Cost Proposal sections, including:

### A. Project Overview

We acknowledge and confirm the requirements in the subdivisions of the RFP.

### B. Project Environment

We acknowledge and confirm the requirements in the subdivisions of the RFP.

### C. Project Requirements

We acknowledge and confirm the requirements in the subdivisions of the RFP.

### D. Business Requirements

We acknowledge and confirm the requirements in the subdivisions of the RFP.

### E. Project Planning and Management

We acknowledge and confirm the requirements in the subdivisions of the RFP.

### F. Change Management

We acknowledge and confirm the requirements in the subdivisions of the RFP.  
The Project Rates worksheet is included on page 59.

### G. Deliverables

We acknowledge and confirm the requirements in the subdivisions of the RFP.

# Project Description and Scope of Work

## H. Bidder Requirements

Bidders should provide a response to each of the following contractor requirements in the space provided below.

1. Outline comprehensive media/marketing plans campaigns that focus on the goals identified in this RFP. The suggested media allocation and rationale for each target audience shall be included.
  - a. How will the proposed plans/campaigns meet the objectives of the Tobacco Free Nebraska program as outlined in the Scope of the Request for Proposal?
  - b. What types of advertising, marketing, media advocacy, and earned media do the proposed plans/campaigns include?
  - c. Describe in detail how the plans/campaigns will develop over time and what role the Contractor will play in the development.

Snitily Carr merged with Firespring in 2015, and has had the privilege of serving as Tobacco Free Nebraska's agency since 2001. During this time, we have partnered with TFN to reduce exposure to secondhand smoke and encourage tobacco users to quit.

We've also worked with many other tobacco prevention and public health organizations over the last 17 years, and this combination has given us a tremendous amount of experience as well as a comprehensive understanding of what it takes to successfully implement all facets of this RFP. We believe we are ideally suited to help TFN continue to achieve its goals.

## Understanding of Issues/Problems, Objectives, Intended Results and Scope

Tobacco use remains the leading cause of preventable death in Nebraska. Sadly, over 2,700 Nebraskans died from smoking-attributable causes in 2014, while an additional 75,000 Nebraskans suffered from smoking-attributable illnesses that same year. But it's not just tobacco users who are affected, as secondhand smoke also contributes significantly to the illness and death of nonsmokers. Tobacco causes economic burdens as well. In Nebraska the healthcare costs directly caused by smoking are estimated to be \$795 million annually. Additional productivity losses caused by smoking are estimated at \$605.5 million. Meanwhile, the tobacco industry continues to aggressively target Nebraskans with its deadly products. The Campaign for Tobacco-Free Kids estimates that the tobacco industry spends \$58.8 million annually in marketing to our state alone.

These statistics underscore the importance of the TFN program, which has been funded through the CDC Office on Smoking and Health since the early 1990s. In 2001, TFN began to receive funding through the Tobacco Master Settlement Agreement, helping the program model the CDC Best Practices for Comprehensive Tobacco Control Programs. Over the years, funding has varied—requiring flexibility and efficiency with media budgets. And while the current Nebraska Unicameral annual allocation is \$2.6 million for the entire program, this amount is only 12.4% percent of the CDC recommended level.

# Project Description and Scope of Work

Despite the challenges, TFN continues to maintain a very successful program which has led to lower tobacco prevalence rates and decreased secondhand smoke exposure. The overall goals of the program are to:

- **Help people quit tobacco use (cessation).**
- **Eliminate exposure to secondhand smoke.**
- **Keep youth from starting.**
- **Reach underserved populations.**

This RFP specifically addresses the cessation and secondhand smoke goals, and reaching underserved populations is a consideration throughout all campaigns as well as specific targeted sub-campaigns. The measurable program goals and objectives relevant to the media campaign can be found below.

## **GOAL 1: Cessation - Promote quitting among tobacco users.**

- Reduce the percentage of adults who reported smoking cigarettes every day or some days (current smokers) from 17.3% (2014) to 15.3% by 2020.
- Reduce the percentage of male adults who reported using smokeless tobacco every day or some days from 8.5% (2014) to 7% by 2020.

## **GOAL 2: Eliminate exposure to secondhand smoke.**

- Reduce the percentage of Nebraska workers who are exposed to secondhand smoke at work in the past week from 21.3% to 18% by 2020.
- Decrease the percentage of Nebraskans who are exposed to secondhand smoke in their private residence from 10.1% to 8% by 2020.
- Increase the number of jurisdictions with comprehensive public policies for tobacco-free outdoor public places from 1 to 10 by 2020.

## **GOAL 3: Keep youth from starting.**

- We understand this goal, but it's not a focus of this RFP so is not included in the media campaign.

## **GOAL 4: Reach underserved populations.**

- Reduce the percentage of tobacco-using adults in mental health service facilities from 43.3% (2014) to 40% by 2020.
- Reduce the percentage of low income (less than \$35,000 annual income) adults that currently smoke from 25.5% (2014 BRFSS) to 21% by 2020.
- Reduce the percentage of tobacco users among at least two of the identified priority audiences.



# Project Description and Scope of Work

Our role as contractor will be to support these efforts and objectives by assisting in the development and implementation of a statewide media campaign to raise awareness about the health effects of secondhand smoke, encourage tobacco cessation and promote the Quitline.

## **Solution Highlights**

TFN has made great progress, but the tobacco industry continues to target Nebraskans. We simply can't afford to lose momentum. Any increase in tobacco use directly affects the health and pocketbooks of people across the state.

This is where Firespring's experience and approach become crucial. We can hit the ground running with the seamless implementation of a plan to address key tobacco issues and accomplish the goals of the program.

### **Our approach includes three overarching strategies:**

- 1. Collaboration** – We know firsthand that collaboratively working with TFN is the best way to achieve results. We will continue to build on the strong working relationships we have developed over the past 17 years, providing constant communication and sharing of knowledge.
- 2. Maximized Value** – We can't outspend the tobacco industry, but we can stretch your budget and maximize the value of every marketing tactic. Our technical proposal includes multiple strategies for maximizing value such as achieving extensive bonus and value-added opportunities and leveraging national partnerships to gain efficiencies in developing research-based content and resources.
- 3. Strategic Planning and Implementation** – Our experience in tobacco prevention and control, knowledge of Nebraska and strong industry relationships allow us to design a plan that offers the greatest impact for your budget. To accomplish this, we'll dedicate the bulk of available dollars to the category with the highest payoff. Higher spending in the media placement portion of the implementation budget will ensure that you get your message to the intended target audience(s).

# Project Description and Scope of Work

Our plan includes multiple strategies tailored to achieve maximum impact—including a mix of traditional media, digital marketing and social media.

The cessation campaign targets adult tobacco users aged 25–54 and young adult social smokers and tobacco users aged 18–24 statewide with a focus on low socioeconomic status and disparity populations. Specific tactics include sponsorships, TV and radio, print, transit and digital marketing. Our plan also includes recommendations for promoting the Quitline through a behavioral health digital campaign targeted towards women aged 25–54 statewide and a digital chew campaign targeted specifically to men aged 18–54 in select counties with a high prevalence of smokeless tobacco use.

The secondhand smoke campaign targets parents of young children (smokers and nonsmokers) along with a general adult audience of smokers and nonsmokers aged 19 and over statewide with a focus on residents of multi-family housing and low socioeconomic status and disparity populations. Recommended campaign tactics include TV and radio, print, theatre and digital marketing.

Materials for both the cessation and secondhand smoke campaigns were just updated for January–June of 2018, and we feel it's best to continue utilizing these materials for this campaign. With those cost-savings in production, we recommend developing new materials for other recommended media as needed in fiscal 2018–19 should issues arise such as Electronic Nicotine Delivery Systems

(ENDS), a tax increase on cigarettes and other tobacco products or promoting the benefits of raising the age to 21.

We will also use evaluation methods to measure the effectiveness of specific campaign elements. This includes social media monitoring, digital campaign reporting and Quitline call monitoring. In addition, constant monitoring of the TFN media schedules will ensure your message is being delivered to the right audience at the right time.

*Our plan is flexible, allowing for future messaging adjustments and the ability to take advantage of opportunities that arise over the course of the campaign.*

Although we included recommendations for year two, they too are flexible and may evolve based on the results of the year 1 campaign and any new tactics or change of scope requested by TFN. There may also be new media trends and opportunities to take advantage of that could be used to hyper-focus in on your target audience(s).

Our role as contractor will be to stay on top of these emerging media trends and to analyze monthly reporting to make sure we are maximizing the value of every media tactic dollar to ensure your budget is being used in the most efficient way possible, while still achieving your goals.

# Project Description and Scope of Work

## Summary of How the Technical Proposal Meets the RFP Requirements

Our plan fulfills the project scope and all of the business and project requirements outlined in this RFP. Specifically, we provide a comprehensive, statewide media campaign that is strategic and offers high-impact marketing tactics, while utilizing your budget to take advantage of efficiencies that were negotiated for TFN by Firespring. It applies proven methods of social marketing and utilizes traditional and new media tactics to address the specific goals of the project.

We have a proven track record of maximizing exposure for TFN's messaging, and our campaign plan will again deliver extensive bonus and value-added opportunities to further enhance your budget. Each quarter, our media tactics and demographic targeting will reach 85% of your audience. Since part of our recommendations include shifting dollars for TV and radio placement to the Nebraska Broadcaster's PEP Program, we aren't able to determine specific TRPs. However, we do know you will be increasing your reach while decreasing your budget and will be guaranteed a minimum 4:1 return on a 12-month campaign. If the same schedule were to be purchased by choosing individual stations and programming, it would have an approximate cost of \$1.2 million for the same 12-month campaign.



# Project Description and Scope of Work

2. Summarize in three pages or less the bidder's understanding of the relevant tobacco issues in Nebraska and how the proposed plans/campaigns and components will impact the issues.

Firespring has served as Tobacco Free Nebraska's agency since 2001 and has worked with numerous other tobacco prevention and public health organizations. We have a very sound understanding of the relevant tobacco issues in the state—the foremost being that tobacco use is the leading cause of preventable death in Nebraska as well as in the United States.

The facts of what tobacco is costing Nebraskans in terms of health and economic burdens are startling.

- Over 2,500 Nebraskans die each year from smoking-attributable causes, while another 75,000 are suffering from at least one serious smoking-attributable disease.
- Smoking-related healthcare costs total \$795 million annually in Nebraska.
- The annual cost of smoking-related lost productivity in Nebraska is approximately \$605.5 million.

The bottom line is that the deaths, illnesses and increased **healthcare costs caused by tobacco use are preventable**. That being said, we believe the relevant tobacco issues in Nebraska directly coincide with the comprehensive goals of the TFN program:

**Helping people quit tobacco (cessation):** Since 2011, the adult smoking rate in Nebraska has decreased from 20% to 17% in 2014. The youth rate in Nebraska was 13% in 2015, down from 15% in 2011. In 2017, preliminary analysis indicates that the youth rate is below 8%, though that research has not been finalized. The adult smokeless tobacco use rate also decreased from 5.6% in 2011 to 4.7% in 2014.

**Eliminating exposure to secondhand smoke:** Huge progress was made when the Nebraska Clean Indoor Air Act went into effect June 1, 2009, however, 5.5% of nonsmokers are still exposed to secondhand smoke at home—causing illnesses, asthma and even deaths. Yet 97% of Nebraskans agree that inhaling secondhand smoke is harmful to children and adults.

**Keeping youth from starting tobacco use:** There are 1,800 kids under the age of 18 who become new daily smokers each year in Nebraska. Preventing youth from ever trying tobacco substantially increases their chances of living a tobacco-free life. Although this goal is not a focus of the RFP, we understand the Youth Empowerment Movement, No Limits, along with event-based activities via Blacklist, compliance checks and other efforts are actively addressing youth tobacco issues and in line with TFN's overarching goals.

# Project Description and Scope of Work

Our long-standing efforts to support youth empowerment in this arena has given us the privilege to work directly with leaders in the youth tobacco-prevention movement, including:

- Campaign for Tobacco-Free Kids and Youth Advocates of the Year in addition to National Youth Ambassadors.
- Youth Engagement Alliance and members of its National Leadership Team
- Truth Initiative and its Truth Ambassadors
- Youth Engagement Alliance and members of its National Leadership Team

**Reaching underserved populations:** The tobacco industry specifically targets minorities and lower socioeconomic populations. Income level and education are linked, which means individuals with less education are more likely to be cigarette smokers. In 2014, Nebraska showed that the smoking rate of adults earning less than \$15,000 per year was 32%. These groups often lack access to adequate healthcare, which magnifies health disparities.

While Tobacco Free Nebraska's comprehensive efforts have made great strides in reducing smoking prevalence and exposure to secondhand smoke, the forces of addiction and the ongoing efforts of the well-funded tobacco industry mean our work is not done. Considering the issues and goals at hand, Nebraska can't afford to lose momentum. Any increase in tobacco use leads to added healthcare costs and lives cut short.

The tobacco industry continues to aggressively target Nebraskans with marketing, spending \$58.8 million annually. Meanwhile, the TFN program is funded at 12.4% of the CDC's recommendation (ranking our state 27th in tobacco prevention spending). It's clear we can't outspend the tobacco industry. Nobody can. However, we can strategically maximize every dollar and tactic to efficiently and effectively reach our target audiences.

While it's only one piece of the comprehensive tobacco prevention and control program, the media campaign is critical to successfully combating tobacco use. Firespring's experience and knowledge enables us to hit the ground running with a communications plan that will help people quit tobacco use, reduce exposure to secondhand smoke and strategically reach out to underserved populations.

***We will work collaboratively with TFN to develop and implement a strategic, high-impact media campaign. By leveraging our experience, knowledge of Nebraska media and long-standing media relationships, we can gain earned media and value-added opportunities to enhance your media buy and stretch the marketing budget.***

## Project Description and Scope of Work

The cessation campaign targets adult tobacco users aged 25–54 and young adult social smokers and tobacco users aged 18–24 statewide with a focus on low socioeconomic status and disparity populations. Specific tactics include sponsorships, TV and radio, print, transit and digital marketing. Our plan also includes recommendations for promoting the Quitline through a behavioral health digital campaign targeted towards women aged 25–54 statewide and a digital chew campaign targeted specifically to men aged 18–54 in select counties with a high prevalence of smokeless tobacco use.

To reduce exposure to secondhand smoke, our plan targets parents of young children (smokers and nonsmokers) along with a general adult audience of smokers and nonsmokers aged 19 and over statewide with a focus on residents of multi-family housing and low socioeconomic status and disparity populations. Recommended campaign tactics include TV and radio, print, theater and digital marketing.

Overall, we understand that changing behaviors, especially those rooted in addiction, does not happen overnight. But through our experience, collaborative approach and ability to maximize your marketing dollars, we can directly impact these issues and achieve the goals of this program.

Please refer to the Technical Approach beginning on page 39 for the details of our proposed plan.



# Project Description and Scope of Work

3. Provide a detailed work plan that describes the development, implementation, and evaluation of the proposed media plans/campaigns. The media plans must include the specific media properties and markets proposed with recommended allocations (identified as a percentage of the overall campaign budget) and rational per medium. Campaign specifics (e.g., TV and radio stations, publications, websites, etc. to utilize) will be determined after the contract has been awarded.

This comprehensive work plan has been strategically developed to target statewide audiences for the specified campaigns. The overall approach includes opportunities to build on your current creative campaigns; a mix of mass media utilizing TV, radio, print, out-of-home and digital including social media; and evaluation of ongoing and new efforts.

## **DEVELOPMENT**

Overall, minimal production will be necessary because existing messaging and creative can be used. What we would like to focus on is expanding reach of Quitline/cessation materials to behavioral health services networks, and to further research and deploy messaging related to ENDS cessation and use prevention.

### **Quitline Campaign**

For cessation advertising efforts, we would continue using the Tips TV and radio spots as the baseline for creative and messaging in all media, along with promotion of the toll-free Quitline phone number and Quitnow website. The media placement will be scheduled so that we can switch out creative when needed to focus on a more specific target audience such as behavioral health or chew as well as any seasonal or specific timing needs. This emotional yet educational creative has reported greater intentions to quit within the next 30 days and next six months, and smokers who have seen the ads multiple times have even greater intentions to quit. With the recommended participation in the Nebraska Broadcaster's PEP program, there will be an increase in awareness and recall within the target audience due to the number of times the spots will air statewide. Additional materials could be designed—based on the approved media schedule—for a portion of the typical cost because much of the artwork and copy is existing.

### **Secondhand Smoke Campaign**

For secondhand smoke efforts, we would utilize the Apartment TV and Vehicle radio spots that are currently airing for the overall creative messaging in all media. Since we include multi-unit/public housing residents in our target audience (data shows those who live in rental properties are more likely to smoke than those who own their home), it's important we share this message statewide to encourage landlords, property owners and renters to understand the risks and choices they have as well as showing how secondhand smoke affects residents in multi-unit housing. As for the Vehicle

# Project Description and Scope of Work

creative, 47% of households with at least one smoker, allow smoking inside their family vehicle. Another important message to reach those parents of young children, smokers and nonsmokers, with a focus on multi-unit housing residents with low socioeconomic status. All creative will be used to create awareness of the dangers of secondhand smoke as well as direct the target audience to the secondhand smoke page of the TFN website to learn the dangerous facts about secondhand smoke.

Use of Electronic Nicotine Delivery Systems (ENDS) is on the rise. According to the FDA:

- More than 2 million middle and high school students were current users of e-cigarettes in 2016.
- 11% of high school and 4.3% of middle school students were current users of e-cigarettes in 2016.
- E-cigarette use rose from 1.5% to 16% among high school students and from 0.6% to 5.3% among middle school students from 2011 to 2015.
- In 2013–2014, 81% of current youth e-cigarette users cited the availability of appealing flavors as the primary reason for use.

Firespring recommends adding additional research and messaging related to ENDS starting this year. Some initial steps would include:

- Conduct primary (via online surveys) and secondary research on the usage of ENDS.
- Identify key audiences where usage adoption is most aggressive.
- Work with national partners to identify effective messaging and communication vehicles to reach prioritized target audiences.

## Production Budget Overview

July 1, 2018–June 30, 2019 Budget | \$48,750

July 1, 2019–June 30, 2020 Budget | \$37,500

**Total Production Budget | \$86,250**

*A credit equal to 5% of the current year's implementation budget will be added annually.*

## IMPLEMENTATION

The bulk of your budget will be allocated to implementation—getting your messages in front of the target audiences in the most impactful ways possible. We will leverage our statewide media knowledge and strong media partnerships to deliver maximum added value and bonus coverage throughout the campaign.

The primary target audience for the secondhand smoke campaign is adults 18–54 statewide, parents of young children (smokers and nonsmokers). The secondary audience includes all adults aged 19 and older (smokers and nonsmokers) statewide. For cessation marketing efforts, the target audiences include adult tobacco users aged 25–54 and young adult social smokers and tobacco users aged 18–24 statewide. Both campaigns will also target low socioeconomic status and disparity populations.

# Project Description and Scope of Work

## Media Placement

Media placement has been divided into two separate campaigns: secondhand smoke and cessation.

### SECONDHAND SMOKE CAMPAIGN »

July 1, 2018–June 30, 2019

TV/RADIO: 31%  
PRINT: 12%  
DIGITAL: 32%  
THEATER: 25%



July 1, 2019–June 30, 2020

TV/RADIO: 31%  
PRINT: 12%  
DIGITAL: 32%  
THEATER: 25%



### Secondhand Smoke Media Budget Overview

July 1, 2018–June 30, 2019 | \$120,000

July 1, 2019–June 30, 2020 | \$123,000

**Total Secondhand Smoke Media | \$243,000**

### CESSATION CAMPAIGN »

July 1, 2018–June 30, 2019

TV/RADIO: 31%  
PRINT: 9%  
DIGITAL: 37%  
TRANSIT: 18%  
SPONSORSHIPS/RODEOS: 5%



July 1, 2019–June 30, 2020

TV/RADIO: 31%  
PRINT: 9%  
DIGITAL: 37%  
TRANSIT: 18%  
SPONSORSHIPS/RODEOS: 5%



### Cessation Media Budget Overview

July 1, 2018–June 30, 2019 | \$176,250

July 1, 2019–June 30, 2020 | \$184,500

**Total Cessation Media | \$360,750**



# Project Description and Scope of Work

## Media Recommendations:



**TV/Radio** – Network TV and radio placements will air via participation in the Nebraska Broadcasters Association PEP program which is only available to government agencies and nonprofit organizations. Your message will be distributed to all 120 member radio stations and all 25 member tv stations statewide. Participation in the program guarantees a minimum return of \$4 for every \$1 invested and will increase your reach and frequency over purchasing stations and programs individually. Secondhand smoke efforts will continue with the Apartment TV and Vehicle radio spots that just started airing in early 2018. These spots promote the harmful effects of secondhand smoke in multi-unit housing and cars. Schedules for cessation will continue to rotate the current Tips creative which has reported greater intentions to quit when smokers see the ads multiple times.



**Print** – Schedules utilizing both cessation and secondhand smoke creative will be placed statewide. The ads will run in 157 newspapers throughout the state, targeting the older demographic and smaller markets while complementing TV, radio, and digital efforts. These local newspapers are highly valued and respected publications that build a sense of community among local residents and offer very high readership. Cessation ads will also be placed in local, event-specific publications across the state.



**Digital** – All digital campaigns will consist of site retargeting, behavioral targeting and look-alike targeting while utilizing display ads, video and audio as available. The three cessation campaigns will target different audiences, yet run concurrently statewide. The proposed campaigns would target women and behavioral health, men and chew, and a generic campaign pushing the Quitline phone number. All cessation campaigns include mobile and would implement a click-to-call feature. The secondhand smoke campaign will target parents of young children, smokers and nonsmokers, public housing residents and multi-unit housing renters as well as low socioeconomic and disparity populations. We will use existing creative for all digital campaigns. In addition, we will boost specific social media posts as directed by TFN. These boosts allow us to choose a specific audience based on location, demographics and interests. This guarantees your posts are getting in front of specific target audiences throughout the state.



**Theater** – Secondhand smoke messaging would be placed on 80 screens in 15 theaters across the state. The theaters were chosen based on their location in the health districts that showed a high prevalence of cigarette smoking based on the Behavioral Risk Factor Surveillance System, 2016. We would recommend utilizing the same creative as network TV, which is the Apartment spot. Using a consistent message helps maintain and build awareness. The diverse audience at theaters continues to grow and provides an opportunity for your message to be seen in an

# Project Description and Scope of Work

uncluttered environment. Your ad is shown in front of a very excited, receptive and captive audience with an 80% ad recall for PSA ads. Cinema reaches low income groups across all ethnicities. In households with income of \$35K or less, 85% of African Americans are more likely to go to the movies once a week or more than the average U.S. adult; Hispanics are 79% more likely; and Asians are 69% more likely.



**Transit** – King boards would be placed on 17 total buses (five in Lincoln and 12 in Omaha). King boards are the signs that run along the driver’s side of the bus. In addition to the signs on the outside of the bus that are reaching the cessation audience with the Quitline message and phone number, there are also 90 interior signs (30 in Lincoln and 60 in Omaha), that put the message in front of those who ride the bus. Transit is an important medium as it reaches audiences of all ages, backgrounds and incomes. Its mobility provides solid coverage throughout the city, placing your message in your targets sightline where they live, work and travel on a daily basis. Transit advertising has the lowest average cost per impression of any other media and its larger-than-life impact leads to high recall.



**Sponsorships/Rodeos** – Taking advantage of sponsorship opportunities statewide at rodeos and targeted events is a great way to reach the younger and rural audiences with both a chew and Quitline message. Rodeos are a big part of rural communities. Placing the “You Control the Can” messaging in front of this audience is a perfect fit and allows TFN to show community involvement and support. Sponsorship opportunities include scoreboard logos, program ads and banner placement at the events.

These media recommendations will enable the secondhand smoke and cessation campaigns to convey a strong, consistent message throughout the year. Having the media work together and run concurrently will build awareness and force recall.

We have a proven track record of maximizing exposure for TFN’s messaging, and our media recommendations will again include extensive bonus and value-added opportunities to further enhance your budget. Each quarter, our media tactics and demographic targeting will reach at least 85% of your audience. As mentioned previously, we won’t be able to determine or provide specific TRPs for the TV and radio placements since we are shifting those dollars to the NBA’s PEP program to get you a much higher reach and frequency. However, we do know you will be guaranteed a minimum 4:1 return on a 12-month campaign. If the same schedule were to be purchased by choosing individual stations and programming, it would have an approximate cost of \$1.2 million for the same 12-month campaign.

## Implementation Budget Overview

Secondhand Smoke Implementation | \$243,000

Cessation Implementation | \$360,750

**Total Implementation | \$603,750**

# Project Description and Scope of Work

## EVALUATION

We plan to leverage the wealth of research and evaluation that has been conducted. The latest data from the Nebraska Behavioral Risk Factor Surveillance System, Nebraska Youth Risk Behavior Survey, Nebraska Adult Tobacco/Social Climate Survey and other resources such as the CDC and Campaign for Tobacco-Free Kids to shape and guide our recommendations and creative work.

Firespring recommends conducting additional research around Electronic Nicotine Delivery Systems (ENDS), ex: e-cigarettes. Some initial steps would include: Conduct primary (via select focus groups and online surveys) and secondary research on the usage of ENDS and identify key audiences where usage adoption is most aggressive. Work with national partners to identify effective messaging and communication vehicles to reach prioritized target audiences.

In addition, social media monitoring will remain a key component of evaluation. We will monitor social media activity to make sure TFN is creating content that engages the target audience. A benefit of digital advertising is the wealth of analytics that are readily available throughout the campaign. Evaluation dollars will be allocated to monitoring campaign performance and making adjustments to maximize delivery.

### Evaluation Budget Overview

July 1, 2018–June 30, 2019 Budget | \$15,000

July 1, 2019–June 30, 2020 Budget | \$15,000

**Total Evaluation Budget | \$30,000**



# Project Description and Scope of Work

4. Provide detailed media plans that include opportunities to reach 75% to 85% of the target audience each quarter of the year during a campaign, with a minimum average of 1,200 gross rating points (GRPs) per quarter during the introduction of a campaign and 800 targeted rating points (TRPs) per quarter thereafter. Both campaigns—cessation (all tobacco products) and eliminating exposure to secondhand smoke—will be statewide. The media plans must include the specific media properties and markets proposed with recommended allocations (identified as a percentage of the overall campaign budget) and rationale per medium. Campaign specifics (e.g., TV and radio stations, publications, websites, etc. to utilize) will be determined after the contract has been awarded.

## Total Media Budget | 79%

**Objective** | Deliver messaging for two Tobacco Free Nebraska campaigns. The media recommendations for the 2018–19 and 2019–20 years are the same and include a split of 60/40 between cessation and secondhand smoke. Targeting for cessation will be ages 25–54 statewide with an emphasis on public housing residents, and secondhand smoke will target ages 18–54 statewide, including parents of young children, smokers and nonsmokers. Both will focus on low socioeconomic status and disparity populations.

## CESSATION | 60%



### TELEVISION/RADIO | 31%

**Markets** | Statewide

**Timing** | 12 months

**Recommendation** | Nebraska Broadcasters (split 60/40 with SHS)

**Rationale** | 96% of Nebraskans use local radio and television every week; in fact adults 18+ spend 44 hours with television and radio each week, and AM/FM radio remains the #1 source of audio for Nebraskans: 86% 18–34, 89% 25–54, 90% 35–64. With the NBA, you are able to purchase a schedule that is 12x longer than buying the stations direct (12 months vs. 1). Their PEP program (Public Education Program) is designed specifically for nonprofit agencies to air messages effectively and affordably. PEP guarantees your message gets airtime and provides monthly reports showing the estimated value of airtime given, the number of times spots were aired and a listing of stations and markets that aired the spots. Your message will air on over 95% of the stations in the state, 7 days a week, across all dayparts. You will receive a ROI of at least \$4 for every \$1 invested with a 12-month campaign.

# Project Description and Scope of Work



## PRINT | 9%

*Markets* | Statewide (not Lincoln and Omaha)

*Timing* | 6 weeks (1 week per month for 6 months)

*Recommendation* | NE Press Association, NE State Fair Gate Book (August/September)

*Rationale* | The NPA covers 157 newspapers throughout Nebraska with a total circulation of 304,274. These local newspapers are highly valued and respected publications that build a sense of community among local residents and have very high readership. In fact, newspapers reach 69% of the U.S. population in a given month.



## DIGITAL | 37%

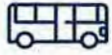
*Markets* | Statewide

*Timing* | 6 months

*Recommendation* | The cessation digital campaigns will consist of site retargeting, behavioral targeting and look-alike targeting while utilizing display ads, video and audio as available. We are recommending three different campaigns, each targeting different audiences, yet running concurrently statewide. The proposed campaigns would target women with behavioral health issues, men who chew and a generic campaign pushing the Quitline phone number. All cessation campaigns include mobile and would implement a click-to-call feature. In addition to the digital campaigns, we will boost specific social media posts on Facebook as directed by TFN. These boosts allow us to choose a specific audience based on location, demographics and interests. This guarantees your posts are getting in front of the correct audiences throughout the state.

*Rationale* | Digital allows us to deliver a highly targeted message geographically, behaviorally and contextually, when people are looking for content. People use the internet to find information quickly and oftentimes are multitasking while utilizing traditional media as well. We can track the user and provide a lot of data, allowing us to analyze your audience and make adjustments as needed throughout the campaign. Nebraska adults aged 18+ spend 4.5 hours per day online and consume over 30 hours of online content each week. In addition, 85% of adults aged 18-49 use multiple devices at the same time. These include phone, tablet, laptop and TV.

# Project Description and Scope of Work



## **TRANSIT | 18%**

*Markets* | Lincoln and Omaha

*Timing* | 6 months

*Recommendation* | 17 king boards (driver's side)—5 Lincoln, 12 Omaha; 90 interior signs—30 Lincoln, 60 Omaha

*Rationale* | Transit advertising is an important medium for reaching audiences of all ages, backgrounds and incomes. Its mobility provides great coverage throughout the city, placing your message in your target's sightline where they live, work and travel on a daily basis. Transit advertising has the lowest average cost per impression of any other media and its larger-than-life impact leads to exceptional recall.



## **SPONSORSHIPS/RODEOS | 5%**

*Markets* | Burwell, North Platte

*Timing* | June and July

*Recommendation* | Sponsorships of Burwell's BIG Rodeo, NEBRASKA! and Days Rodeo and Rodeo Nebraska Magazine, which covers most of the state and supports many of the smaller rodeos in Nebraska.

*Rationale* | The rodeo circuit in Nebraska is very popular with the younger, rural audience. Continuing the sponsorships with these larger rodeos is an efficient way to maximize exposure to this exclusive audience and allows TFN to show community support and involvement.



# Project Description and Scope of Work

## SECONDHAND SMOKE | 40%



### TELEVISION/RADIO | 31%

*Markets* | Statewide

*Timing* | 12 months

*Recommendation* | Nebraska Broadcasters (split 60/40 with cessation)

*Rationale* | 96% of Nebraskans use local radio and television every week, in fact adults aged 18+ spend 44 hours with television and radio each week; and AM/FM radio remains the #1 source of audio for Nebraskans: 86% aged 18-34, 89% aged 25-54, 90% aged 35-64. With the NBA, you are able to purchase a schedule that is 12x longer than buying the stations direct (12 months vs. 1). Their Public Education Program (PEP) is designed specifically for nonprofit agencies to air messages effectively and affordably. PEP guarantees your message gets airtime and provides monthly reports showing the estimated value of airtime given, the number of times spots were aired and a listing of stations and markets that aired the spots. Your message will air on over 95% of the stations in the state, 7 days a week, across all dayparts. You will receive a ROI of at least \$4 for every \$1 invested with a 12-month campaign.



### PRINT | 12%

*Markets* | Statewide (not Lincoln and Omaha)

*Timing* | 6 weeks (1 week per month for 6 months)

*Recommendation* | NE Press Association

*Rationale* | The NPA covers 157 newspapers throughout Nebraska with a total circulation of 304,274. These local newspapers are highly valued and respected publications that build a sense of community among local residents and have very high readership. In fact, newspapers reach 69% of the U.S. population in a given month.



### DIGITAL | 32%

*Markets* | Statewide

*Timing* | 6 months

*Recommendation* | The secondhand smoke digital campaign will consist of site retargeting, behavioral targeting and look-alike targeting while utilizing display ads, video and audio as available. It will target parents of young children, smokers and nonsmokers, public housing residents and multi-unit housing renters as well as low socioeconomic and disparity populations. We will use existing creative for all digital campaigns. In addition, we will boost specific social media posts as directed by TFN. These boosts allow us to choose a specific audience based on location, demographics and interests. This guarantees your posts are getting in front of specific target audiences throughout the state.

# Project Description and Scope of Work

*Rationale* | Digital allows us to deliver a highly targeted message geographically, behaviorally and contextually, when people are looking for content. People use online to find information quickly and often times are multi-tasking while utilizing traditional media as well. We can track the user and provide a lot of data allowing us to analyze your audience and make adjustments as needed throughout the campaign. Nebraska adults aged 18+ spend 4.5 hours per day online and consume over 30 hours of online content each week. In addition, 85% of adults aged 18–49 use multiple devices at the same time. These include phone, tablet, laptop and TV.



## **THEATER | 25%**

*Markets* | The cities/towns in Nebraska, including Lincoln and Omaha, with the highest prevalence of smoking by health district.

*Timing* | 13 weeks

*Recommendation* | Secondhand smoke messaging would be placed on 80 screens in 15 theaters across the state. The theaters were chosen based on their location in the health districts that showed a high prevalence of cigarette smoking based on the Behavioral Risk Factor Surveillance System, 2016. We would recommend utilizing the same creative as network television, which is the Apartment spot. Using a consistent message helps maintain and build awareness.

*Rationale* | The diverse audience at theaters continues to grow and provides a great opportunity for your message to be seen in an uncluttered environment. Your ad is shown in front of a very excited, receptive and captive audience with an 80% ad recall for PSA ads. Cinema reaches low income groups across all ethnicities. In households with income of \$35,000 or less, 85% of African Americans are more likely to go to the movies once a week or more than the average U.S. adult; Hispanics are 79% more likely and Asians are 69% more likely. 49% of the movie going audience are aged 18–49, with 24% being 50+.

*NOTE: All costs included in these detailed media plans are estimated. Upon approval of this plan, final costs and placements will be determined and presented for approval before any media is purchased, not to exceed the allocated budget.*

# Project Description and Scope of Work

5. Describe your staff who have expertise in public health and targeting diverse populations.

As a Certified B Corporation, Firespring attracts talented staff who have extensive experience in developing strategic communications and marketing campaigns for public benefit and working with national, state and local government, coalitions and nonprofit organizations.

## **Kelly Medwick**

Kelly works closely with Firespring clients to ensure they benefit from our full suite of strategic marketing solutions and serves as a consultant to a select list of Firespring's nonprofit and government clients.

Prior to joining Firespring, Kelly oversaw statewide social marketing efforts for a Nebraska public-private partnership called Nebraska Children and Families Foundation. In this role, she worked with Nebraska state and national partners to launch collaborative communications on topics related to foster care, early childhood development, youth substance abuse prevention, behavioral health for system-involved youth, child abuse prevention, prevention of unplanned/early pregnancy and access to health care services and housing for rural youth and families. Target audiences for these campaigns included current and former system-involved youth, participants in-state behavioral health services, vulnerable segments of Native American tribes, immigrant populations, Nebraskans living below federal poverty levels, victims of abuse and neglect and rural homeless youth.

She partnered on several public relations initiatives with DHHS Department of Communications and the Office of the Governor, collaborating with the administrations of Gov. Mike Johanns, Gov. Heineman and Gov. Ricketts. She also worked closely with news media to promote coverage of issues while protecting privacy and identity of vulnerable subjects, including former system-involved youth and families enrolled in state-funded behavioral health programs.

## **Christopher Kingsley**

Christopher's social marketing work and experience includes a strong focus on entrepreneurship and technology. A member of Rotary International and Paul Harris Fellow, Christopher is active in the Lincoln community as a volunteer and donor to social causes.

He has contributed to communication efforts for nonprofit and government organizations such as Lincoln Public Schools (Technology Think Tank), UNL's Center for Entrepreneurship and NMotion (mentor-driven, education-focused, startup accelerator) and Nonprofit Hub (national resource for nonprofit organizations and startups.)

Christopher provides creative review and direction for all of Firespring's creative service projects and accounts. His social change marketing work includes strategy for St. Baldrick's Foundation, Lincoln Arts Council, Foundry, Nebraska Department of Economic Development (State Economic Development brand creation), STEC CAP, and Tobacco Free Nebraska.



# Project Description and Scope of Work

## **Maellyn Hain**

Social change marketing is Maellyn's passion, and she has been a member of the Tobacco Free community since 2005. During her career she has served the Nebraska community in her role as the Assistant Director of Resource Development for the United Way of Lincoln and Lancaster County and as the External Relations Manager for the Nebraska Children and Families Foundation.

While at Firespring, she has directed several social marketing accounts such as Tobacco Free Nebraska, Tobacco Free Nebraska–Youth Empowerment Movement (No Limits Nebraska), Tobacco Free Lincoln, Loveland Products—Social Giveback Program and United Way of Lincoln and Lancaster County.

## **Lori Koepke**

Since 2004, Lori Koepke has handled media placement, planning and strategy for a large number of local and state accounts. She has a vast knowledge of Nebraska's statewide media landscape and the nuances associated with it and has built strong relationships with vendors throughout the state.

Lori has worked with the Nebraska Collegiate Consortium to assist member colleges in the Omaha community in implementing a strategic digital media plan to reduce high-risk drinking among college students. We implemented a nine-week campaign, targeting ages 18–24 in Douglas County, which generated over 7.5 million impressions using a digital ad network and Pandora.

She has also been involved with the Douglas County Health Department in implementing a Lead Poisoning Prevention Program targeting residents aged 18+, living in specific zip codes that were known to have a high prevalence of lead paint in their homes. The goals were to raise awareness of the opportunities available for home testing, along with the dangers of having lead paint in the home. The message was delivered in both English and Spanish languages via a digital ad campaign, outdoor and theatre in those specific south Omaha zip codes. The campaign ran for eight weeks and delivered over three million impressions.

Lori has also been involved with the TFN account since 2004 and is aware of the public health issues created by using tobacco products as well as the importance of reaching the specific, disparity target audiences for both Cessation and Secondhand Smoke statewide. With her experience in buying statewide media in Nebraska, taking over the buying duties will help to assure your goals are met, while utilizing the budget to achieve the most efficient placement possible. She will also work to make sure bonus and added-value opportunities are secured at or above the levels of past plans.

In addition to the above campaigns, Lori has also worked with Nebraska Organ & Tissue, Gamblers Assistance Program (GAP), St. Baldricks Foundation, Lincoln Council on Alcohol and Drugs (LCAD), Every Women Matters, NE Children and Families Foundation and the NE Safety Council, to name a few.

# Project Description and Scope of Work

## **Angie Kubicek**

Angie's experience in social marketing has included nonprofits, government and education. She has implemented outreach campaigns for adult learners via her work with Bellevue University. She has recently worked on campaigns for the National Safety Council of Nebraska, Papillion Sanitation and Nonprofit Hub, and she is designing campaigns for several national Omaha-based nonprofits focused on vulnerable populations.

Notably, she serves on the board of directors and has been president of the board for Angels Among Us, a 501(c)(3), nonprofit organization that financially assists families with children battling cancer. Angels Among Us works with the families of children being treated for cancer at hospitals in Nebraska (even if these families reside in other states). The organization aims to assist with co-pays, housing payments, medical expenses (above what insurance does not cover), prescription costs, travel expenses, utility bills (electric, gas, phone, water) and other expenses along these lines.

## **Melissa Ward**

While at Firespring, Melissa has been lead art director for Tobacco Free Nebraska, Nebraska Organ & Tissue, Nebraska Department of Economic Development, Nebraska State Historical Society, Nonprofit Hub and Prairie Health Ventures. In addition, Melissa has won several local, regional and national design awards for logo design, illustration, print design and website user experience.

Melissa has served as President, Secretary, and Publicity Chair for the Nebraska Dressage Association. She is responsible for all aspects of marketing and communications, including trade show presence, advertising, email blasts and marketing material design. Melissa volunteers at educational and show events, and she has designed many unique materials for the Association, including a 16-page full-size coloring book with unique illustrations. In 2014, she was awarded the Volunteer of the Year Award for this organization.

She has also served in publicity, marketing and communications roles for the United States Dressage Federation Region 4, which includes Nebraska, Iowa, Kansas, Missouri, Minnesota, North Dakota and South Dakota. She was responsible for the design and creation of the USDF R4 website ([usdfregion4.org](http://usdfregion4.org)) and its ongoing maintenance.

## **Dana Cotter**

Dana's experience as a graphic designer has provided many opportunities for her to contribute her talents to social marketing campaigns, especially in her role at Firespring. She has developed logo/identity, digital ads and infographics for hundreds of Firespring's nonprofit print and direct mail clients, including the Nebraska Bankers Association. Most recently, Dana has worked on social change marketing projects for Tobacco Free Nebraska.



# Project Description and Scope of Work

## **Angie Nelson**

As a member of the tobacco quit community, Angie understand Big Tobacco's marketing lures and quit pain points firsthand. She applies her real-world experience quitting tobacco to her work for Tobacco Free Nebraska, No Limits Nebraska and similar organizations.

Angie has been on the board of a local 501(c)(3) nonprofit, Mystic Rhoads Productions (MRP), for seven years. MRP's focus areas include education, healthy lifestyles and community service—with a special emphasis on youth and underserved populations.

She also worked with Lori on the Douglas County Health Department's Lead Poisoning Prevention Program efforts, providing campaign concepting and messaging set to resonate with diverse populations in specific Omaha areas.

With nearly a decade of experience in social marketing, Angie has partnered with companies such as Tobacco Free Nebraska, No Limits Nebraska, Nebraska Department of Health and Human Services, Douglas County Health Department and St. Baldrick's Foundation.

## **Nolan Tredway**

Nolan's artistic talent and experience includes serving as co-director of Tugboat Gallery and running his own studio/gallery in Lincoln. His work has earned the Ida M. Vreeland Award and a Nebraska Arts Council Individual Fellowship Award.

He has worked on a number of social change marketing accounts including Tobacco Free Nebraska, NIRMA and Nonprofit Hub.



# Project Description and Scope of Work

6. Describe your experience working on social marketing campaigns with government agencies and/or non-profit sector.

As one of the Midwest's largest communications firms with a nonprofit and purpose-driven focus, Firespring has extensive social marketing campaign experience across the board.

The majority of our nonprofit and government web, print and marketing clients are health and human service focused. Our ability to support these organizations' social efforts on various levels, listed below, helps them maximize allocated dollars and collaborative efforts to achieve desired results such as awareness, activism and/or taking a specific call to action.

Firespring understands government agencies and those working in the nonprofit sector must remain budget conscious while activating audience members to engage in social change. Often, these government agencies and nonprofits are promoting messages that competitive against entities with more dollars to allocate toward opposition messaging.

That is why Firespring recommends leading with strategy to ensure the monies directed toward social marketing campaigning is money well spent. From there, we are able to determine which tactics will make the most impact based on goals, budget and timeline. Our range of strategic, creative and tactical capabilities are outlined below.

- **Strategy** – research, account planning, marketing plan development and analysis
- **Creative** – branding, identity, campaign development, copywriting and design
- **Public Relations** – corporate communications, press releases, event planning, media training, guerilla marketing, social media planning, content development, managing and/or reporting, media tours, media relations, crisis management and reporting
- **Media** – planning, placement, trafficking, management and reporting
- **Digital** – web, 2-D & 3-D animation, application development, podcasts, online games, mobile and email marketing, social media, SEO and SEM
- **Traditional Marketing** – broadcast, photography, direct mail, specialty products, print ads, newsletters, brochures, billboards and theater
- **Print** – offset, digital, variable data, large-format and digital print on demand
- **Mailing** – mail preparation, shipping and bulk mail handling and variable-data mailing
- **Trade Show** – modular, pop-up and tabletop displays, retractable banners and stands, workstations, signage, islands and trade show management

# Project Description and Scope of Work

Here are a few nonprofit and government agencies partnering with Firespring on social media servicing:

- Douglas County Health Department, Omaha, NE
- Nebraska Soybean Board, Lincoln, NE
- No Limits Nebraska, Lincoln, NE
- STEC CAP, Lincoln, NE
- Tobacco Free Nebraska, Lincoln, NE

Our most recent and ongoing social marketing campaign efforts have been with the **City of Bellevue** (COB). In partnership with **Papillion Sanitation**, COB is rolling out a new trash, recycling and yard waste program to its residents.

A major social media component, including 24/7 social campaign management and monitoring via COB social platforms, accompanied the social marketing campaign efforts that included campaign concepting and pitching, website creation with a unique URL, print, digital, out-of-home, preroll video, radio, truck wraps and public relations (including town hall meetings).

The campaign concept was titled **Your Cart Plays a Part**, and social media examples and stats from this ongoing effort can be reviewed on the following pages.

# Project Description and Scope of Work

**Bellevue, it's time to choose.**

When it comes to your trash bill, your cart plays a part. Cart selection ends **February 14**.

**choose now** 

**We're rolling out a new trash and recycling program in 2018.**

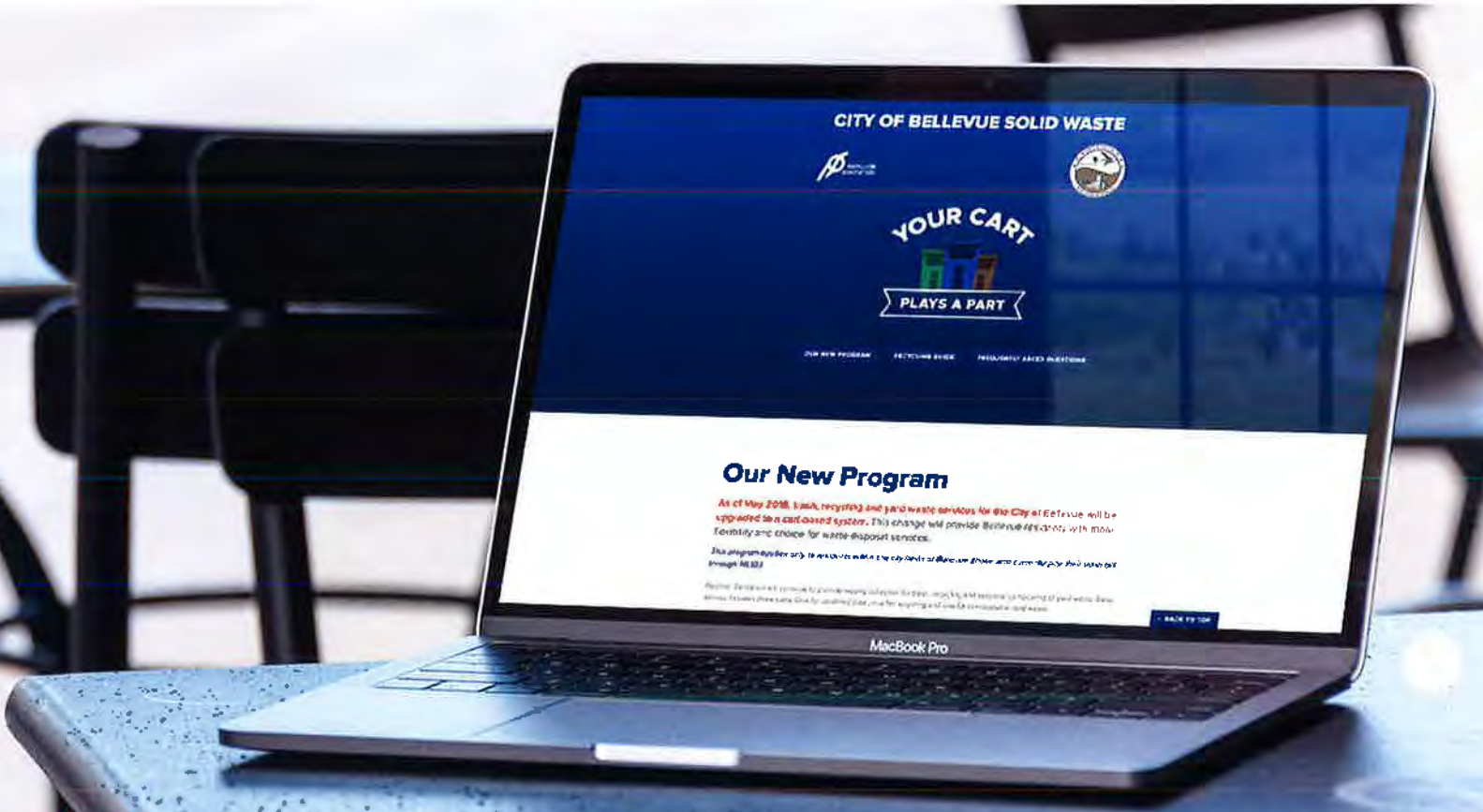
Learn more and select trash cart sizes at **[yourcartplaysapart.com](http://yourcartplaysapart.com)**.



**Bellevue, it's time to choose.**

When it comes to your trash bill, your cart plays a part. Cart selection ends **February 14**.

**choose now** 





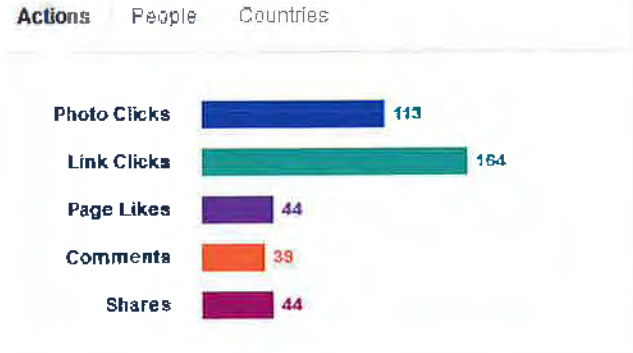
# Project Description and Scope of Work

## Boosted Facebook Ad Examples

**City of Bellevue, Nebraska** Sponsored · Like Page

If you live in Bellevue, you have a big opportunity ahead. A new trash and recycling program allows you to select a new garbage cart and recycling options that fit your lifestyle. Learn how you can do your part to help make a better Bellevue. Get the details at our next town hall meetings, Tuesday, Jan. 9 at St. Bernadette Church or Wednesday, Jan. 10 at Avery Elementary School. Both are at 7 p.m. Learn more at [YourCartPlaysAPart.com](http://YourCartPlaysAPart.com).

202 Reactions 48 Comments 47 Shares

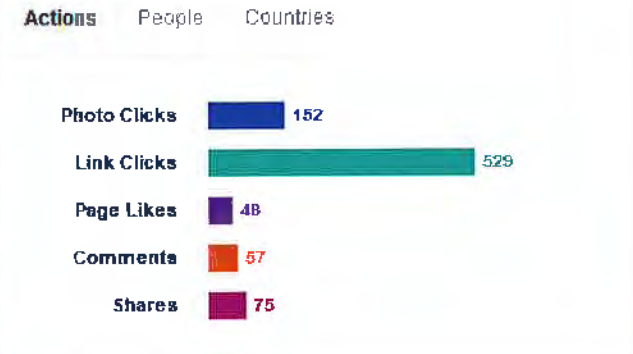


People Reached: 17,930  
Engagements: 1,020

**City of Bellevue, Nebraska** Sponsored · Like Page

If you live in Bellevue, you have a big opportunity ahead. A new trash and recycling program allows you to select a new garbage cart and recycling options that fit your lifestyle. Learn how you can do your part to help make a better Bellevue. Get the details at our next town hall meeting on Wednesday, Jan. 17 at 7 p.m. at Bellevue West H.S. or visit [YourCartPlaysAPart.com](http://YourCartPlaysAPart.com).

180 Reactions 19 Comments 23 Shares



People Reached: 11,278  
Engagements: 407

# Project Description and Scope of Work

## Facebook Post Creation and Engagement

**City of Bellevue, Nebraska**  
February 8 at 9:44am · 🌐

Time is running out for Bellevue residents to order a shiny new trash cart at [yourcartplaysapart.com](http://yourcartplaysapart.com). The deadline is Feb. 14 and you don't want to miss it. You select the cart, and the monthly fee, that best fits your needs. Yard waste and recycling carts are included too. It's all part of our new trash and recycling program. Don't wait!



**choose now**

Like Comment Share

47

17 Shares

View 12 more comments

**Jyssica Perez Lesley Eldridge** if you haven't done yet  
Like · Reply · 18h

**Mark White** When do they deliver the cans?  
Like · Reply · 16h

**City of Bellevue, Nebraska** Hi Mark! The cans will be delivered in April. Thank you.  
Like · Reply · 16h

**City of Bellevue, Nebraska**  
January 12 · 🌐

If you live in Bellevue, you have a big opportunity ahead. A new trash and recycling program allows you to select a new garbage cart and recycling options that fit your lifestyle. Learn how you can do your part to help make a better Bellevue. Get the details at our next town hall meeting on Wednesday, Jan. 17 at 7 p.m. at Bellevue West H.S. or visit [YourCartPlaysAPart.com](http://YourCartPlaysAPart.com).



**YOUR CART PLAYS A PART**

Like Comment Share

180

23 Shares

View 17 more comments

**Heather Thompson Ronayne** Will recycling pickup still be EVERY OTHER WEEK in the Golden Hills Neighborhood after the changes take place in May?  
Like · Reply · 4w

View previous replies

**City of Bellevue, Nebraska** You will have an opportunity to change the size of carts at no charge if you determine your original selection does not fit your needs.  
Like · Reply · 4w


View more replies

**Traci Fullerton** City of Bellevue, Nebraska, please work with the glass recycling company to re-tool the glass drop off at haworth park. It's a PITA (google it) to recycle glass having to drop one-stinking-glass-at-a-time in the bin. There needs to be a hole to actually dump glass. It's safer and time saver if you did!  
Like · Reply · 3w




# Project Description and Scope of Work

## Twitter Post Creation and Engagement

 **City of Bellevue** @CityofBellevue · Feb 2

Don't delay, it's time to say, what size of cart, you need to start!

Bellevue residents, select the trash cart that best fits your needs by February 14. Choose your cart and monthly fee at [yourcartplaysapart.com](http://yourcartplaysapart.com). Recycling and yard waste carts come with the deal.



City of Bellevue Retweeted

 **Sgt Larry Lampman** @SgtLampman · Jan 26

This is a good example of why the @CityofBellevue sanitation plan is a good idea!! #nebraskawinds



2   8   35

 **City of Bellevue** @CityofBellevue · Jan 22

The Town Hall meeting regarding the City of Bellevue's new trash and recycling program will still be held as scheduled this evening at Mission Middle School starting at 7pm. The meeting will be held in the gymnasium.



## LinkedIn Earned Media Post

 **City of Bellevue Nebraska**  
1mo



**City of Bellevue Releases Additional Information Regarding the New Sol...**  
[bellevue.net](http://bellevue.net)

2 Likes

Like Comment Share



# Project Description and Scope of Work

**St. Baldrick's Foundation** (SBF) partners with Firespring on all of its strategic communications, which includes branding, education/toolkit support, digital strategy and complete buildout of their technology platform. During the 10-year partnership, St. Baldrick's has grown to become the largest private funder of childhood cancer research, second only to the U.S. Government.

SBF is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers and give survivors long, healthy lives. It does this through signature head-shaving events, strategic partnerships and advocacy initiatives.

A key discovery in this process from analysis of donor and volunteer engagement measures is that storytelling is the primary reason volunteers get involved and take action. Though the numbers backing cancer research are impressive, statistics are forgettable and don't connect donors with a cause. Stories connect. People remember and emotionally engage with stories.

As a nonprofit "brand awareness" can be a soft science and sometimes difficult to measure. Firespring identified KPIs to ensure proper tracking, including new donor count and recurring donor count. In 2007, SBF claimed 214,299 new donors and 57,586 recurring donors. **Last year, they boasted 351,660 new donors (64% increase) and 267,801 recurring donors (365% increase).** This tells us that marketing efforts have successfully gained new donors as well as, and even more importantly, created an ongoing relationship with those new donors, converting them into recurring donors.

In 2013, we introduced another brand awareness solution: "Do What You Want" fundraisers. This concept invites anyone to create their own campaign (e.g., you could create a campaign where friends and family are encouraged to donate instead of giving you presents for your birthday).

One person gets his or her social media friends involved, then those friends get their followers involved and so on. The first year, we had 84 people create fundraisers. Last year there were 665, a 692% increase.



# Project Description and Scope of Work

7. *Describe the methodologies used to monitor the accuracy of media placements.*

Firespring is a licensee of two media and accounting software programs—Strata (now called Freewheel) and Advantage. We use these software programs, in addition to a structured internal process, to manage and verify our clients' media buys.

Our process consists of the following steps.

1. Once the media plan is approved, we submit a media agreement for the client to sign. This confirms the media we will be placing, when and where we are placing it and the total cost of the campaign.
2. We then issue the orders to vendors using Strata/Freewheel, our media buying software. The vendors are required to sign and return the orders. This acts as a contract and verifies we are in agreement on rates, dates and times.
3. After the orders are placed and have been confirmed by the vendors, we send out all file/artwork specifications to the account manager.
4. We then provide traffic instructions to our vendors. These are generated from our software and also require a vendor signature.
5. The approved assets are sent to the vendor.
6. We maintain close contact with vendors throughout the campaign, staying on top of any make-goods or placement issues that may arise.
7. The next step is receiving the invoices from the vendor. They are either imported and verified electronically through our software or entered manually depending on the vendor and type of media purchased.
8. We verify every invoice including a line-by-line check of date, time, spot length, ad size, rate and ISCI code.
9. If we detect any discrepancies, we work with vendors to correct them, making sure our clients receive equal or higher value with the make-good.
10. Once the invoices are approved by the media buyer, they are imported into Advantage, our media accounting software, for vendor payment.

# Project Description and Scope of Work

8. Provide an example of a blank creative brief template.

**Firespring Creative Brief**

*Firespring Use Only*

Project/Campaign

Company

Budget

Final Delivery Due Date

Teams on Project

- Content
- Design
- MoSo
- Interactive
- 
- 

*Internal Team*

**Company Overview**  
*Provide context and background information on your company to help or creative team better understand your business. Who are you, and what services and/or products do you offer? Include links to your website and any other background material that might be helpful.*

**Project Objective**  
*What are we being asked to do? What problem do we need to solve? Why do we need to do this? What has been tried before? What were the results?*

**Target Audience**  
*Who are we talking to? What do we know about them? What do we want them to think/feel?*

**Competitors**  
*Who are your competitors? Consider including an overview of the competitive landscape and any trends or market conditions impacting your industry. These details can greatly affect the direction the team will go. If available, include a few examples you like or don't like.*



# Project Description and Scope of Work

*back side of the creative brief*

## Deliverables

*Do you need a one-page brochure? A batch of 10 banner ads? A logo for print, just web or both? Be sure to include the file formats you need (i.e., JPG, PNG, PSD), size information (i.e., 300x250 pixels) and other important details needed to deliver the right assets.*

## Look/Feel/Voice

*Do you have a current brand style guide? If so, please share. If not, what's your brand's style, voice and tone sound/look like? Please share any key messaging or strategic positioning elements that should be considered for this project. Sharing past campaign examples or related projects and what you liked/didn't like about them could be helpful as well. Also provide any other factors or requirements that might affect the creative direction (i.e., photography).*

## Key Message

*What is the ONE, single most important thing we need to say?*

## Copy Points

*How do we know the key message is true? Are there mandatory or optional points we should consider?*

## Call to Action

*What do we ultimately want the target audience to do?*

## Mandatory Elements

*What must be included—logos, photographs, fonts, etc.?*

## Coordinating Materials

*Should it match previous projects/campaigns? If so, please provide available samples.*

## Elements to Avoid

*Tell us some things you absolutely do not want.*

## Measurement and Tracking

*How are we going to measure and track success?*

## Account Services Checklist

- Do we have sufficient research material or reference sources: previous ads, brochures, competitor ads, videos or websites?
- Do we need a supplement to the brief with information on media production requirements or a content outline for a website or brochure or video?
- Is it clear, from the client, what must be in the communication and what might be in the communication? What are the client requirements versus client preferences?
- Do we address the client's issues/concerns/wishes?

## Project Description and Scope of Work

*9. Explain your working knowledge of SharePoint.*

Firespring's leadership team and IT team has experience working with SharePoint. In previous roles, Kelly Medwick has launched and managed a SharePoint intranet system that served as the central communications and file storage hub for her organization. Firespring's IT team can provide more technical insight on SharePoint if needed for this engagement.

# Project Description and Scope of Work

## I. Scenarios

Bidders must include a complete and thorough response to Scenarios 1–4. The scenarios shall not be included as part of the overall budget. The page limit for each scenario should be two pages.

1. E-cigarettes deliver nicotine, flavorings and other additives through inhaled aerosol. The 2016 “Surgeon General’s Report on E-cigarette Use Among Youth and Young Adults” stated that the aerosol is not harmless. TFN would like to develop resources to present the facts to the general public. Develop a plan that includes resources and outreach to get this information throughout the state. Budget is not to exceed \$50,000. List any barriers and/or potential issues faced with conducting this strategy and include any opportunities for evaluation.

Campaign Type

### Public Awareness and Prevention

Statewide Reach

#### Strategy

- **Distill fact from fiction** by presenting audience member with health-related statements backed by credible research findings.
- Keep the statements concise, well-branded, easy to digest and properly referenced.
- Consider paraphrasing statements, when appropriate, in a way that relates to the target audience vertical’s voice, tone and pain points.
- Activate micro- and/or peer-to-peer influencers to provide their take on the current e-cigarette climate and perceptions.
- **Leverage our relationship with No Limits** to effectively deliver the right message on the right channels using the most relatable branded look, feel and messaging to youth.
- Utilize CDC and MCRC’s most recent research findings to gain insights for planning and messaging.
- Review existing TFN e-cigarette awareness and prevention materials to determine what, if anything, can be repurposed paying particular attention to the target audience it’s being delivered to.
- Potentially receive value-added media placement by tapping into Firespring’s established vendor relationships.
- Track campaign success with predetermined expectations and measurables, providing reporting as available.

#### Target Audiences

- Youth and young adults.
- Parents of youth and young adults.
- General cessation advocates such as past tobacco users, healthcare providers, school administrators, government officials, etc.
- General public 19-plus.
- Multi-family housing unit residents.
- Underserved populations.



# Project Description and Scope of Work

## Tactics

- Digital ads, consider native display and retargeting.
- Rotate :30 e-cigarette radio spots into the NBA contract for a specific time period.
- Unique landing page located by a campaign-related URL to include more details related to the campaign efforts.
- Paid Facebook advertisements and boosted posts on your existing page.
- Reach specific target audience verticals by boosting relevant posts targeted specifically to them.
- Print materials such as posters, infographics and brochures.

## Barriers

- The number of variables researchers must take into consideration when conducting research to provide easy-to-understand facts on the health effects of e-cigarettes.
- E-cigarettes have been marketed to the masses as a socially acceptable, healthy alternative to other tobacco use for nearly a decade.
- Those conducting healthy-alternative marketing have large budgets and established tactics to effectively target youth and young adults, specifically.
- E-cigarettes are now the most commonly used tobacco product among youth in the United States.
- As this is one of TFN's first e-cigarette campaigning efforts, new materials will need to be strategically produced to remain on budget and talk to multiple target audiences via multiple channels.
- The limited budget allocated for a statewide, multi-targeted audience effort.
- TFN website is currently lacking in information specifically focused on e-cigarettes.
- TFN's current Facebook page is branded as a smoke-free counter calculator rather than Tobacco Free Nebraska, which could be confusing to the target audience and seem disjointed.
- Facebook's recent algorithm changes are hyper-evaluating posts for end-user value within the post and post link.
- The MCRC is lacking in resource materials on the topic of e-cigarettes.

## Evaluation

Evaluation of the campaign consists of doing some initial research to gain insights into messaging. Then evaluation will occur as we monitor and optimize the digital campaign and social media efforts.

## Budget | \$50,000

<b>Production</b>	\$10,000	Development of strategic messaging, a :30 radio spot, digital ads and landing page.
<b>Implementation</b>	\$35,000	Strategic media placement and social media.
<b>Evaluation</b>	\$5,000	Development and deployment of an online survey to gain insights into message development. Monitoring and optimizing digital and social media efforts.

# Project Description and Scope of Work

2. Research has shown raising the retail price on cigarettes to be one of the most effective tobacco control interventions. When the retail price significantly increases, smokers cut back, the number of quit attempts and successful quit attempts smokers make increases, and youth initiation decreases. Nebraska has the 9th lowest cigarette tax in the nation. Describe a public relations approach to educate about the policy impact of increasing the retail price of cigarettes. The budget is not to exceed \$10,000. List any barriers and/or potential issues faced with conducting this strategy and include any opportunities for evaluations.

## Campaign Type

### Public Relations Education

#### Statewide Reach

#### Strategy

- Conduct pre- and post-surveys to determine perceptions on the real cost of tobacco and feelings related to tobacco tax and tobacco policies in general as it relates to Nebraska values and Nebraskans well-being. Also, inquire on the level of interest in a statewide grassroots moment to draw community, government officials and community members' attention to the topic.
- Consult third-party experts passionate about tobacco cessation and non-tobacco use messages to re-analyze the climate and create stronger alliances.
- Use survey and consult findings to determine what type of public relations and/or grassroots efforts, if any, is likely to be well-received across the state.
- Consider repurposing the “what is tobacco costing” you and/or “tobacco, it hurts your bottom line” campaign assets and/or messaging.
- Generate shareable social ads and boosted posts and online and print materials utilizing stats and posing engaging statements or questions to promote activism.
- Ensure cohesive, consistent messaging behind the public relations/grassroots effort are readily available and include easily accessible talking points to share with staff, advocates and the media.
- Tap into the current political climate to foster an emotional alliance while promoting facts on what tobacco is costing Nebraskans.
- Keep the statements concise, well-branded, easy to digest and properly referenced.
- Consider paraphrasing statements, when appropriate, in a way that relates to the target audience vertical's voice, tone and pain points.
- Activate micro- and/or peer-to-peer influencers to provide their take on what tobacco is costing Nebraskans.
- Leverage our relationship with No Limits to effectively activate this vertical using a relatable branded look, feel and messaging.

#### Target Audiences

- Youth and young adults.
- General cessation advocates such as past tobacco users, healthcare providers, school administrators, government officials, etc.
- General public 19-plus.
- Multi-family housing unit residents.
- Underserved populations.

# Project Description and Scope of Work

- Utilize existing research findings.
- Potentially receive value-added media placement by tapping into Firespring's established vendor relationships.
- Track campaign success with predetermined expectations and measurables.

## Tactics

- Talking points to share with staff, advocates and the media.
- Press releases and media alerts, if newsworthy information and happening are deemed shareable.
- Arrange broadcast interviews with hand-selected experts.
- Ensure TFN has a page dedicated to finding more information and support.
- Paid Facebook advertisements and boosted posts on your existing page.
- Reach specific target audience verticals by boosting relevant posts targeted specifically to them.

## Barriers

- TFN must walk a fine line with messaging and political/policy opinion or backing.
- The limited budget able to be allocated to this statewide, multi-targeted audience effort.
- A TFN web page may need updated or revised.
- TFN's current Facebook page is branded as a smoke-free counter calculator rather than Tobacco Free Nebraska, which could be confusing to the target audience and seem less as an official page vs. specific campaign page.
- Similar messages are coming from other health advocacy groups. The audience may be desensitized to these messages, given their prevalence in the media over the years.
- This information would be coming from a government entity.
- Facebook's recent algorithm changes are hyper-evaluating posts for end-user value within the post and post link.

## Evaluation

Evaluation of this campaign consists of doing some pre- and post-surveys to establish a perception benchmark and show results.

## Budget | \$10,000

<b>Implementation</b>	\$9,000	Public Relations and social media.
<b>Evaluation</b>	\$1,000	Pre- and post-survey to establish a perception benchmark and show results.



# Project Description and Scope of Work

3. According to data more than a third of behavioral health consumers indicate they smoke every day, this is more than two times what is reported by the general population. TFN recognizes providers as a resource in addressing nicotine addiction, promoting the Quitline and connecting tobacco users with resources. Provide a proposal on how to engage Behavioral Health providers throughout the state and leverage existing Quitline marketing materials. Current Quitline materials are available at [QuitNow.ne.gov](http://QuitNow.ne.gov), under Healthcare Providers. The budget for this project is not to exceed \$20,000. List any barriers and/or potential issues faced with conducting this strategy and include any opportunities for evaluations.

## Campaign Type

### Resource Awareness

#### Statewide Reach

#### Strategy

- Leverage statewide health departments to share resources and create awareness of materials.
- Attend/present at conferences related to behavioral health issues in Nebraska.
- Leverage existing focus group research findings related to the target audience and their pain points.
- Ensure providers and districts are receiving consistent messaging and easily accessible resource materials to support efforts to promote tobacco cessation.
- Consider repurposing the “brighter tomorrow” and/or “doctor and patient” campaign assets and/or messaging.
- Generate shareable social ads and boosted posts and online materials to promote awareness and deliver on the promise of reliable support.
- Keep campaign and factual statements concise, well-branded, easy to digest and properly referenced.
- Consider paraphrasing statements, when appropriate, in a way that relates to the target audience vertical’s voice, tone and pain points.
- Identify interest, if any, in utilizing mini-case study testimonials offered by providers and end-users on the struggles and rewards of tobacco cessation from a partnership/teamwork perspective.
- Utilize existing research findings.
- Potentially receive value-added media placement by tapping into Firespring’s established vendor relationships.
- Track campaign success with predetermined expectations and measurables.

#### Target Audiences

- Behavioral health providers.
- Public health district officials
- Behavioral health consumers, as a secondary/end user audience to the above.

# Project Description and Scope of Work

## Tactics

- Deploy an email drip campaign hitting on the need to take action and support providers and districts can receive from TFN.
- Talking points to share with providers and district officials.
- Arrange phone interviews and/or survey to generate case study testimonials.
- Ensure TFN has a webpage dedicated to finding more information and support for this audience.
- Paid Facebook advertisements and boosted posts on your existing page.
- Reach specific target audience verticals by boosting relevant posts targeted specifically to them.

## Barriers

- Similar messages are coming from other health advocacy groups. The audience may be desensitized to these messages, given their prevalence in the media over the years.
- This information would be coming from a government entity.
- A TFN web page may need updated or revised.
- The limited budget allocated to this statewide, multi-targeted audience effort.
- TFN's current Facebook page is branded as a smoke-free counter calculator rather than Tobacco Free Nebraska, which could be confusing to the target audience and seem less as an official page vs. specific campaign page.
- Facebook's recent algorithm changes are hyper-evaluating posts for end-user value within the post and post link.

## Evaluation

A survey could be done pre and post to gauge the effectiveness of the awareness campaign targeting special attention to the number of practitioners referring patients to the Quitline. Evaluation would also include monitoring and optimizing tactics throughout the campaign to deliver the desired results.

## Budget | \$20,000

<b>Production</b>	\$7,500	This includes developing provider specific messaging, updating assets from the "Brighter Tomorrows" and healthcare providers campaigns, development and deployment of an email drip campaign.
<b>Implementation</b>	\$11,000	This includes a drop campaign, public relations and social media.
<b>Evaluation</b>	\$1,500	This includes pre- and post-survey for awareness, monitoring Quitline referrals and monitoring and optimizing tactics.

# Project Description and Scope of Work

4. The CDC Tips from Former Smokers ad campaign launched in 2012 and features stories of real people who are living long-term health effects from smoking and secondhand smoke exposure. In 2016 the average weekly call volume to 1-800-QUIT-NOW doubled during the national Tips media campaign buy that included network broadcast and cable TV advertising. Present an outline and budget for leveraging CDC Tips ads in Nebraska to reach populations with higher rate of tobacco related death and disease. Campaign resources are available for local use at low-cost or no-cost. These resources can be found at <https://www.cdc.gov/tobacco/campaign/tips/>. The budget for this project is not to exceed \$15,000. List any barriers and/or potential issues faced with conducting this strategy and include any opportunities for evaluations.

## Campaign Type

**Promotional**

Statewide Reach

## Strategy

- Leverage the CDC's existing materials for messaging and social tags/reposting.
- Ensure audience members receive consistent messaging and easily accessible resource materials to support efforts to promote tobacco cessation.
- Refresh the Quitline materials, ex. infographic, with timely stats and testimonials.
- Generate shareable social ads and boosted posts and online materials, potentially repurposed, providing supporting messaging and materials.
- Keep campaign and factual statements concise, well-branded, easy to digest and properly referenced.
- Consider paraphrasing statements, when appropriate, in a way that relates to the target audience vertical's voice, tone and pain points.
- Utilize existing research findings.
- Potentially receive value-added media placement by tapping into Firespring's established vendor relationships.
- Track campaign success with predetermined expectations and measurables.

## Target Audiences

- Youth and young adults.
- Parents of youth and young adults.
- General cessation advocates such as past tobacco users, healthcare providers, school administrators, government officials, etc.
- General public 19-plus.
- Multi-family housing unit residents.
- Underserved populations.



# Project Description and Scope of Work

## Tactics

- Rotate Tips specific creative into existing media plans such as print, NBA and digital.
- Print materials including posters, brochures and ads.
- Ensure TFN has a current webpage dedicated to finding more information and support.
- Paid Facebook advertisements and boosted posts on your existing page.
- Reach specific target audience verticals by boosting relevant posts targeted specifically to them.

## Barriers

- Similar messages are coming from other health advocacy groups. The audience may be desensitized to these messages, given their prevalence in the media over the years.
- This information would be coming from a government entity.
- A TFN web page may need updated or revised.
- The limited budget able to be allocated to this statewide, multi-targeted audience effort.
- TFN's current Facebook page is branded as a smoke-free counter calculator rather than Tobacco Free Nebraska, which could be confusing to the target audience and seem less as an official page vs. specific campaign page.
- Facebook's recent algorithm changes are hyper-evaluating posts for end-user value within the post and post link.

## Evaluation

Opportunities for evaluation would revolve around monitoring and optimizing digital and social media tactics as well as monitoring calls to the Nebraska Tobacco Quitline to measure effectiveness of the campaign.

## Budget | \$15,000

<b>Production</b>	\$1,500	Using existing tagged materials and tagging existing campaign materials from the Tips campaign will keep production to a minimum.
<b>Implementation</b>	\$12,500	Dedicating a portion of established participation in programs like the Nebraska Broadcaster's PEP program and the Nebraska Press Association placements will allow us to maximize your frequency with a minimal budget.
<b>Evaluation</b>	\$1,000	Digital, social and Quitline call monitoring.

# Appendices

# Form A Bidder Contact Sheet

## Request for Proposal Number 5749 Z1

Form A should be completed and submitted with each response to this RFP. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

### Preparation of Response Contact Information

Bidder Name:	Firespring
Bidder Address:	1201 Infinity Court, Lincoln, NE 68512
Contact Person & Title:	Kelly Medwick, Executive Vice President of Business Development
Email Address:	kelly.medwick@firespring.com
Telephone Number (Office Direct Line):	402.434.8520
Telephone Number (Cellular):	402.617.0348
Fax Number:	402.437.0101

Each bidder shall also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

### Communication with the State Contact Information

Bidder Name:	Firespring
Bidder Address:	1201 Infinity Court, Lincoln, NE 68512
Contact Person & Title:	Kelly Medwick, Executive Vice President of Business Development
Email Address:	kelly.medwick@firespring.com
Telephone Number (Office Direct Line):	402.434.8520
Telephone Number (Cellular):	402.617.0348
Fax Number:	402.437.0101



# Evidence of Insurance Coverage



## CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
7/5/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> UNICO Group, Inc. 1128 Lincoln Mall Suite 200 Lincoln NE 68508		<b>CONTACT NAME:</b> Megan Unvert <b>PHONE (A/C, No, Ext):</b> (402) 434-7200 <b>FAX (A/C, No):</b> (402) 434-7272 <b>E-MAIL ADDRESS:</b> munvert@unicogroup.com	
<b>INSURED</b> Firespring Print, Inc. 1201 Infinity Ct. Lincoln NE 68512-9340		INSURER(S) AFFORDING COVERAGE INSURER A: Philadelphia Insurance NAIC # 23850 INSURER B: Accident Fund Insurance Co. 10166 INSURER C: INSURER D: INSURER E: INSURER F:	

**COVERAGES** **CERTIFICATE NUMBER: 17/10 All Lines** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INBR LTR	TYPE OF INSURANCE	ADDD SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:		PHPK1677538	7/1/2017	7/1/2018	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA occurrence) \$ 300,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COM/PROP AGG \$ 2,000,000 Employee Benefits \$ 1,000,000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS		PHPK1677538	7/1/2017	7/1/2018	COMBINED SINGLE LIMIT (EA accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ Underinsured motorist BI \$ incl w/UM
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB OCCUR: <input type="checkbox"/> CLAIMS-MADE: <input type="checkbox"/> DEF: <input type="checkbox"/> RETENTION \$		PBUB591073	7/1/2017	7/1/2018	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N <input type="checkbox"/> N/A	WCV6113892	7/1/2017	7/1/2018	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A	Technology Errors and Omissions		PHPK1677549	7/1/2017	7/1/2018	Each Claim 1,000,000 Aggregate 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)  
 The State of Nebraska is listed as additional insured primary non-contributory on the General Liability and Auto. Waiver of subrogation is included on the Workers Compensation.

<b>CERTIFICATE HOLDER</b>  Tobacco Free Nebraska Department of Health and Human Services 301 Centennial Mall South 3rd Floor Lincoln, NE 68509	<b>CANCELLATION</b>  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE Shane Tdeus/MQN
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