

Reporting Template for Awarded PPHF Funds
Reporting Period: July 1 – Sept 30, 2012

Agency: HHS/OS/ASP/WEB

PPHF Program: Tobacco Media Activities

Title: Social Media Monitoring and Engagement Tool

Recipient:

Riva Solutions, Inc.
513 Greenwich Street
Falls Church, VA 22046
DUNS # 964390350

Mechanism/Procurement Type: Contract

Number: HHSP233201200502P

Award Date: September 25, 2012

Description: To provide for a tool that analyzes data from different social media account to support tobacco related marketing efforts.

Award Amount: \$63,159.00

Agency Contact:

Yvette Haire
Yvette.haire@hhs.gov
202-690-6713

Agency: HHS/OS/ASP/WEB

PPHF Program: Tobacco Media Activities

Title: System, Security and Database Administrations Support

Recipient:

Communication and Training Analysis
9302 Lee Highway #302
Fairfax, VA 22031
DUNS # 956975809

Mechanism/Procurement Type: Task Order on BPA

Number: HHHSP23337025

Award Date: September 25, 2012

Description: Project deliverables include database administration, system administration and security administration support for the web infrastructure that supports the tobacco web site.

Award Amount: \$185,000

Agency Contact:
Yvette Haire
Yvette.haire@hhs.gov
202-690-6713

Agency: HHS/OS/ASP/WEB

PPHF Program: Tobacco Media Activities

Title: Voice of Consumer

Recipient:
Communication and Training Analysis
9302 Lee Highway #302
Fairfax, VA 22031
DUNS # 956975809

Mechanism/Procurement Type: Task Order on BPA

Number: HHHSP23337025

Award Date: September 19, 2012

Description: Project deliverables include enhancing the voice of consumer tool to enable feedback from users, and automatic categorization of their responses.

Award Amount: \$125,000

Agency Contact:
Yvette Haire
Yvette.haire@hhs.gov
202-690-6713

Agency: HHS/OS/ASP/WEB

PPHF Program: Tobacco Media Activities

Title: Cloud Computing Initiative

Recipient:
Terremark Federal Group, Inc.
2 S Biscayne Blvd., Suite 2900
Miami, FL 33181
DUNS # 782957927

Mechanism/Procurement Type: Contract

Number: GS-35F-0073U; HHSP233201100339G-003

Award Date: August 23, 2012

Description: Project deliverables include cloud computing and hosting services contract to support web infrastructure.

Award Amount: \$265,000

Agency Contact:
Yvette Haire
Yvette.haire@hhs.gov
202-690-6713

Agency: HHS/OS/ASP/WEB

PPHF Program: Tobacco Media Activities

Title: Tobacco-free Website Design, Development and Maintenance

Recipient:
Aquilent, Inc.
1100 West Street
Laurel, MD 20707
103402272

Mechanism/Procurement Type: Contract

Number: HHSP233201000002B/HHSP23337026

Award Date: September 14, 2012

Description: To provide for continued web development, graphics, usability, writing and content analysis, site performance on the new Tobacco webs site.

Award Amount: \$1,729,867.50

Agency Contact:
Yvette Haire
Yvette.haire@hhs.gov
202-690-6713

Agency: HHS/OS/ASP/WEB

PPHF Program: Tobacco Media Activities

Title: Tobacco Database and Digital Strategy Integration

Recipient:
Communication and Training Analysis
9302 Lee Highway #302
Fairfax, VA 22031
DUNS # 956975809

Mechanism/Procurement Type: Contract

Number: HHSP23337021

Award Date: September 14, 2012

Description: Tobacco Database and Digital Strategy Integration work that will include:

- Research and document the latest digital communication technologies
- Develop strategies to build and incorporate the new communication technologies into our existing syndication system
- Develop creative new digital communication technologies that can be shared across the Department
- Develop applications, web services and APIs as required
- Ensure adequate performance at existing load

Award Amount: \$ 964,805.16

Agency Contact:

Yvette Haire

Yvette.haire@hhs.gov

202-690-6713

Agency: HHS/OS/ASPA/STUDIO

PPHF Program: Tobacco Media Activities

Title: Video Communication Support for Web and Broadcast

Recipient:

American Independent Media, LLC
18924 Fountain Hills Drive
Germantown, MD 208741802

DUNS # 802260542

Mechanism/Procurement Type: Contract

Number: HHSP23320110004EC

Award Date: August 21, 2012

Description: Support communication efforts with satellite media tours, PSAs and video productions.

Award Amount: \$ 100,000.00

Agency Contact:

Michael Wilker

Director, Broadcasting Division

Michael.wilker@hhs.gov

(202)-260-1315

Semi-Annual PPHF Reporting

Agency: Assistant Secretary for Public Affairs (ASPA)
PPHF Program: Prevention Awareness Campaign (African American Target Audience)
Title: Prevention Awareness Campaign (African American Target Audience)
Recipient: Campbell & Company

Reporting Period: 7/2012 – 12/2012

PPHF Fiscal Year Allocation: FY 2012

PPHF Funding Amount: \$669,921.00

Number: HHSM-500-2012-00056C

Mechanism/Procurement Type: Contract

CFDA Number (if applicable):

Summary of Activities:

Paid Media Placement (Radio and Digital)

- Secured digital/online placements on the following:
 - Blackamericaweb.com
 - Ebony.com
 - Jet.com
 - Essence.com
 - Blackdoctor.org
 - Heartandsoul.com
 - Gospeltoday.com
 - Bossip.com
 - Madamemoire.com
 - BET.com
- Coordinated with digital vendors regarding ad placements, repositioning for optimal results and updates on impressions and click through rates
- Tracked radio spot placements; 4,742 radio ads ran in all 25 markets, generating more than 33 million media impressions
- Secured and submitted screen shots of digital ads; generated 10 million media impressions and 13,000 click throughs
- Secured final media impressions figures; reached more than 13 million print readers

Sub-Award Recipient (includes sub-grants and sub-contracts):

Sub-Award Recipient 1: Ogilvy PR Worldwide
Sub-Award Date: July 24, 2012
Number: None
PPHF Funding Amount: \$320,410.91
Purpose: Managed the radio media buy, researching outlets, and tracking coverage.

Semi-Annual PPHF Reporting

Agency: Assistant Secretary for Public Affairs (ASPA)
PPHF Program: Prevention Awareness Campaign (African American Target Audience)
Title: Prevention Awareness Campaign (African American Target Audience)
Recipient: Campbell & Company
Reporting Period: 7/2012 – 12/2012
PPHF Fiscal Year Allocation: FY 2012
PPHF Funding Amount: \$329,327.00
Number: HHSM-500-2009-00013C
Mechanism/Procurement Type: Modification to existing 8(a) contract
CFDA Number (if applicable):

Summary of Activities:

Campaign Planning and Management

- Submitted weekly and monthly reports and status updates on media buy plan and other campaign activities

Creative Development/Production

- Distributed nearly 10,000 postcards to 110 senior centers in 18 markets; reached approximately 13,000 individuals
- Distributed 10,000 postcards at two major conferences
 - Jack & Jill of America, Inc. 40th Annual Convention
 - National Black Nurses Association (NBNA) conference

Paid Media Placement (Print)

- Secured print placements in the following:
 - *Ebony*
 - *Jet*
 - *Essence*
 - *Gospel Today*
 - *Heart & Soul*
 - *Urban League Journal*
- Secured tear sheets from magazines

Sub-Award Recipient (includes sub-grants and sub-contracts):

Sub-Award Recipient 1:	Ogilvy PR Worldwide
Sub-Award Date:	July 24, 2012
Number:	None
PPHF Funding Amount:	\$12,998.09
Purpose:	Developed campaign plan and provided writing, editing and consulting support to other campaign-related activities identified above.

Porter Novelli Public Services, Inc.
Centers for Medicare and Medicaid Services
Contract HHSM-500-2011-0028I
Task HHSM-500-T0001

C.41 Prevention and Public Health Fund Report
January-June 2012
Submitted July 19, 2012; revised January 14, 2013, revised February 6, 2013

Agency: Assistant Secretary for Public Affairs (ASPA)

PPHF Program: Prevention Awareness Campaign

Title: Prevention Awareness Campaign

Recipient: Porter Novelli Public Services, Inc.

Reporting Period: 1/2012 – 6/2012

PPHF Fiscal Year Allocation: FY 2012

PPHF Funding Amount: \$17,598,027.00

PPHF Funds Invoiced: \$0.00 (Note: Porter Novelli Public Services (PNPS) sent Invoice 2108732 on June 21, 2012 covering the period 04/30/12-05/31/2012 in the amount of \$1,635,973.76. However, CMS suspended the invoice on 07/17/2012, due to missing supporting documentation. The invoice was re-submitted August 3, 2012, see the July-December report).

Number: Contract HHSM-500-2011-0028I; Task HHSM-500-T0001

Mechanism/Procurement Type: Task Order under Porter Novelli's National Multi-Media Education and Outreach (NEC) IDIQ Contract

CFDA Number (if applicable):

Summary of Activities:

Account Management (CMS2.PR.V.5119)

- Participate in one post-award meeting with the CMS clients to discuss details of campaign.
- Initial plans with subcontractors and vendors to begin campaign implementation activities.
- Participate in internal team meetings
- Coordination and participation in client meetings and conference calls
- Establish internal billing codes and process of award documents.

- Managed budget and monthly billing package

Campaign Strategy (CMS2.PR.V.5120)

- Meetings and conference calls with CMS/HHS to discuss campaign overall strategies and methods to implement campaign
- Participate in internal team meetings
- Development of creative brief and media plans, consultation with clients
- Development of research plans and consultation with clients

Creative Development and Production (CMS2.PR.V.5121)

- Development and review of creative concepts and messages, consultation and approvals with CMS/HHS
- Participate in internal team meetings
- Production of advertising for campaign implementation:
 - Television: 2 :30 spots (It Isn't, Tomorrows)
 - Radio : 2 :30 spots
 - Digital: digital display ads, mobile display ads, search text ads
 - Print: 2-full page four color print ads
- Dial testing
 - Project design and guide development
 - Selection of and coordination with facilities
 - Recruitment of participants
 - Conduct and moderate 4 dial testing groups (Baltimore, MD and Chicago, IL)
 - Data toplines, crosstabs, overlays delivered to CMS/HHS
 - Delivery of project analysis and reporting

Media Placement (CMS2.PR.V.5122)

- Develop and present a paid media plan to CMS/HHS for approval
- Participate in internal team meetings
- Begin implementation of approved media buy
- Ongoing trafficking and monitoring of media assets

Sub-Award Recipients

Sub-Award Recipient 1: PHD Media, LLC

220 E 42nd Street, 7th Floor

New York, NY 10017

Sub-Award Date: April 30, 2012

Number: CTRM.PR.V.SUB.001

PPHF Funding Amount: \$16,000,000.00

Purpose: To develop paid media strategies, including analysis of target audience's media habits, create rationale for media plans, and construct media buys and placements based on strategies.

As part of such efforts, services provided by the Subcontractor will include, but not be limited to:

- Media Strategy
- Media Planning
- Media Buying and Placement
- Post-buy analysis for each medium once buy is complete and actualized.

Sub-Award Recipient 2: Edge Research

1555 Wilson Blvd., Suite 602

Arlington, VA

Sub-Award Date: April 30, 2012

Number: CTRM.PR.V.SUB.002

PPHF Funding Amount: \$79,800.00

Purpose: To provide for dial testing:

four dial groups – two in Baltimore, two in Chicago. Specs are as follows:

- 2 groups among 18-34
- 2 groups among 35-54
- Each group would include 45-minute dial test and a 30-minute breakout session
- 30 dials/group

Porter Novelli Public Services, Inc.
Centers for Medicare and Medicaid Services
Contract HHSM-500-2011-0028I
Task HHSM-500-T0001

**C.41 Prevention and Public Health Fund Report
July - December 2012
Submitted January 14, 2013; revised February 6, 2013**

Agency: Assistant Secretary for Public Affairs (ASPA)

PPHF Program: Prevention Awareness Campaign

Title: Prevention Awareness Campaign

Recipient: Porter Novelli Public Services, Inc.

Reporting Period: 7/2012 – 12/2012

PPHF Fiscal Year Allocation: FY 2012

PPHF Funding Amount: \$17,598,027.00

PPHH Funds Invoiced: \$17,424,023.49

Number: Contract HHSM-500-2011-0028I; Task HHSM-500-T0001

Mechanism/Procurement Type: Task Order under Porter Novelli's National Multi-Media Education and Outreach (NEC) IDIQ Contract

CFDA Number (if applicable):

Summary of Activities:

Campaign Implementation

Research

To inform the development of multiple creative executions, targeting a variety of audiences, PNPS and CMS conducted creative testing in May 2012. This testing involved dial testing of animatics and banner ads among 18-34 year olds and animatics and print ads among 35-54 year olds. In addition, we conducted a follow-up online test among 18-34 year olds to further assess the banner ads. Testing began on May 8th and was completed on May 25th.

We met this accelerated timeline so that we could circulate creative elements (e.g. television, print, radio and online) in time for creative development. Below is a synopsis of the steps taken during the research process.

- Conducted 2 dial tests and 4 breakout sessions each among adults 18-34 and adults 35-54. We conducted these sessions in Chicago, IL and Baltimore, MD (May 9-10, 2012)
- Provided recommendations with regard to which creative concepts to produce and recommended changes to creative concepts as a result of testing (May 11, 2012)
- Provided final report of dial test findings (May 22, 2012)
- Conducted additional online banner ad testing among 18-34 year olds (n=51; May 24-25, 2012)
- Provided online banner ad test results and recommendations (May 29, 2012)
- Infused research findings into multiple communications formats, including television, print, radio and online banner ads
- Finalized creative materials

Paid Media Plan and Placement

To develop our media strategy for the Prevention Awareness Campaign, we analyzed media habits of each of the three audiences to understand both the crossover points as well as the media unique to each audience. The paid media placement plan leveraged opportunities for synergy across the three audiences, to raise the voice of the entire campaign efficiently, while also understanding and addressing those properties unique to each of the three audiences. By finding the intersection points between the three distinct target audiences for the plan, we increased premium placements, increased reach and frequency and delivered within budget and timing constraints.

We used the 35-54 audience as the base buying target for efficiency, augmenting the plan with premium, targeted placements to the A18-34 and A55+ audiences. There are many media commonalities between the base and both the A18-34 and A55+ audiences. The premium, targeted placements bolstered the reach, frequency and relevancy against the young adult and senior audiences, respectively. The media buy included TV, radio, print, OOH and digital, surrounding the audience with prevention messaging, whether they were at the grocery store, at the doctor's office, driving to work, surfing the web or watching their favorite primetime show. Most importantly, the combination of media delivered maximum impact against all three target audiences, reaching more than 95% of adults 18+ at least 9 or more times each over the seven-week period.

Media Plan

The Prevention Awareness plan included national print placements, national network and cable television, national network radio, as well as search and digital display. The media plan had a total reach of 95% (buying audience). The plan included a total of 1,510 gross rating points (GRPs) over seven weeks.

PNPS developed and produced the following creative:

- Two: 30 general market television spots for network and cable television placement, as well as online video, to seed information about the new preventive benefits available
- Three :30 general market radio spots for national, network radio
- Three full-page, four-color print ads for placement in *USA Today Weekend*, *Parade*, *AARP The Magazine*, *AARP Bulletin*, *People* and *Time*
- One full-page poster version of the senior print ad for placement in senior centers nationally
- Three digital creative executions used on premier websites nationally

Sub-Award Recipients

Sub-Award Recipient 1: PHD Media, LLC

220 E 42nd Street, 7th Floor

New York, NY 10017

Sub-Award Date: April 30, 2012

Number: CTRM.PR.V.SUB.001

PPHF Funding Amount: \$16,000,000.00

Purpose: To develop paid media strategies, including analysis of target audience's media habits, create rationale for media plans, and construct media buys and placements based on strategies.

As part of such efforts, services provided by the Subcontractor will include, but not be limited to:

- Media Strategy
- Media Planning
- Media Buying and Placement
- Post-buy analysis for each medium once buy is complete and actualized.

Prevention and Public Health Fund Report

Agency: Assistant Secretary for Public Affairs (ASPA)

PPHF Program: Prevention Awareness Campaign (Hispanic Target Audience)

Title: Prevention Awareness Campaign (Hispanic Target Audience)

Recipient: Quijote Corporation dba Sensis

Reporting Period: July 1 – September 30, 2012

PPHF Fiscal Year Allocation: FY 2012

PPHF Funding Amount: \$1,400,000

Number: HHS-500-2011-0069C

Mechanism/Procurement Type: Modification to existing 8(a) contract

Summary of Activities: CMS engaged Sensis, an 8a contractor specializing in multicultural marketing, to implement and execute a Prevention paid media campaign targeting three different audience segmentations in an effort to raise public awareness about preventive health benefits available to women and drive traffic to the cuidadodesalud.gov website as a resource for additional information. The three targeted audiences included bilingual women 18-34 who speak Spanish primarily, Spanish-speaking women 35-54 and Spanish-speaking women 55+. VPE PR was engaged as a subcontractor to coordinate earned media efforts for the Prevention Campaign.

The target message was developed to encourage women of all ages to take advantage of the preventive benefits available to them in order to prevent small, treatable issues from turning into big, serious medical problems later in life. The tone of the campaign was encouraging, informative, and reassuring.

The channels used to deliver the message included radio, print and digital with specific considerations taken into account for the media consumption habits of the three different age groups. The Prevention Campaign ran in seven markets – Chicago, Dallas, Houston, Los Angeles, Miami, New York, and San Francisco during the months of April 2012 – July 2012. Sensis used research, such as Census data, to make market recommendation which were ultimately determined based on the population size of target audiences.

During the latter part of the contract, Reporting Period II, Sensis' significant services focused on monitoring and optimizing the paid media campaign to maximize performance. At the

conclusion of the campaign, Sensis provided CMS with a comprehensive report outlining campaign performance and final results, as well as recommendations for future campaigns.