



C R422, R701, and R708 - DESCRIPTION OF SERVICES

SCOPE OF WORK

NSM will provide all resources including personnel, management, supplies, services, materials, equipment, facilities and transportation necessary to provide a wide range of services as specified in each task order.

C R422, R701, and R708 MARKETING, MEDIA & PUBLIC INFORMATION SERVICES

NSM offers services under SINS C R422, R701 and R708 which are described as follows:

C R422-Market Research and Public Opinion Services - Includes media analysis and related research (e.g., customize strategic marketing plans; target audience identification; establishment of measurable marketing objectives; determine market trends & conditions; identify appropriate strategies & tactics; analyzing market trends; conduct focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results); press and public relation services (e.g., development of media messages and strategies; recommend media sources for placement of campaigns; provide media materials including but not limited to background materials, press releases, media alerts, speeches and presentations, and press kits; execute media programs that may include press conferences, distribution of press materials, scheduling broadcast print interviews, and media buying services such as instantaneous satellite services); public education and outdoor marketing media campaigns (e.g., promote public awareness and public education of Federal Government programs and services; promote agencies marketing, media, and public information efforts. Types of services include but are not limited to pamphlets, magazines, booklets, brochures, leaflets, newsletters, newspaper advertisements and catalogs. Types of services may include but are not limited to painted and/or electronic displays, posters, billboards, banners, bulletins, tear cards, balloons, skywriting, and bumper stickers. Site locations may include but are not limited to all manner of transit such as buses to include exterior and interior panels, train and subway stations, taxi tops, truck trailers and airport displays and kiosks); radio, television and public service announcement services (e.g., development of 60/30/20/15/10-second radio or television announcements, creative development of draft scripts, TV monitoring, paid advertising, media buying, recruitment advertising, television storyboards, instantaneous satellite services, news clipping services and ad tracking services); full service marketing, media and public information services (e.g., using strategically targeted marketing tactics which may include media plans and creative multimedia execution of campaigns using the following types of services, but not limited to: radio, television, outdoor advertising, web site, commercial art/graphic design, photography, trade shows/exhibits, direct mail, market research, press and public relations, conference/events planning, and videotape and film production, etc.); and direct mail services (e.g., compile, reproduce, merge/purge, track, and test mailing services and/or customize mailing lists. Types of services may include but are not limited to address list compilation, addressing services, warehousing/clearinghouse services and mail advertising services including direct mail and postage).

C R701-Advertising Services - Includes web site design and maintenance (e.g., create, develop, administer, and/or enhance existing website designs including any accompanying graphics/documents; updates; maintenance); press and public relations (e.g., development of media messages and strategies; recommend media sources for placement of campaigns; provide media materials including but not limited to background materials, press releases, media alerts, speeches and presentations, and press kits; execute media programs that may include but are not limited to press conferences, distribution of press materials, scheduling broadcast print interviews, and media buying services such as instantaneous satellite services); public education and outdoor marketing and media campaign (e.g., promote public awareness and public education of Federal Government programs and services; provide outdoor marketing services that will promote agencies marketing, media, and public information efforts. Types of services include but are not limited to pamphlets, magazines, booklets, brochures, leaflets, newsletters, newspaper advertisements and catalogs. Types of services may include but are not limited to painted and/or electronic displays, posters, billboards, banners, bulletins, tear cards, balloons, skywriting, and bumper stickers. Site locations may include but are not limited to all manner of transit such as buses to include exterior and interior panels, train and subway stations, taxi tops, truck trailers and airport displays and kiosks; radio, television and public announcement services (e.g., development of 60/30/20/15/10-second radio or television announcements, creative development of



draft scripts, TV monitoring, paid advertising, media buying, recruitment advertising, television storyboards, instantaneous satellite services, news clipping services and ad tracking services); full service marketing, media and public information services (e.g., using strategically targeted marketing tactics which may include media plans and creative multimedia execution of campaigns using the following types of services, but not limited to: radio, television, outdoor advertising, web site, commercial art/graphic design, photography, trade shows/exhibits, direct mail, market research, press and public relations, conference/events planning, and videotape and film production, etc.); and direct mail services (e.g., compile, reproduce, merge/purge, track, and test mailing services and/or customize mailing lists. Types of services may include but are not limited to address list compilation, addressing services, warehousing/clearinghouse services and mail advertising services including direct mail and postage); commercial photography services (e.g., photography services for commercial advertisements and/or illustrations that will appear in books, magazines, and/or other vehicles. This may include black and white, color and digital photography. Types of services may include but are not limited to aerial photography, still photographs/field and studio photography. Also, it may include related services such as photo editing and high resolution scans); commercial art and graphic design services (e.g., provide commercial art (custom or stock), graphic design, and special effects; update, rewrite and/or edit materials and products; develop conceptual design and layouts, sketches, drawings, publication designs, typographic layouts, and artwork including electronic artwork); videotape and film production services (e.g., writing, directing, shooting, arranging for talent, narration, music and sound effects, duplication, distribution, video scoring and editing. The required formats in which to shoot or duplicate may include but are not limited to 16 mm film, 35mm film, CD-ROM, DVD, and/or VHS. Locations may range from studios to live shows or events).

THE FOLLOWING ITEMS ARE SET ASIDE FOR SMALL BUSINESSES

Web site design and maintenance; Trade shows/exhibits and conference/event planning services; Commercial photography services.

[C R708-Public Relations Services](#) - Includes writing services, event planning and management, media relations, radio and television analysis, and press services. Includes market research; media analysis; web site design and maintenance; trade shows, exhibits, conferences and events; press and public relations; public education and outdoor marketing/media services; radio, television and public service announcements; full service marketing, media and public information services; direct mail services; commercial photography services; commercial art and graphics design; and videotape and film production services.

THE FOLLOWING ITEMS ARE SET ASIDE FOR SMALL BUSINESSES

Web site design and maintenance; Trade shows/exhibits and conference/event planning services; Commercial photography services.