**Integrated Outreach and Public Education Campaign Services**

**STATEMENT OF WORK**

***\*Note that this sample has been revised from the source document on the Government Point of Entry as necessary to align formatting and applicable FAR procedures.\****

**1. Background**

The mission of the United States Securities and Exchange Commission (SEC) is to protect investors, maintain fair, orderly, and efficient markets, and facilitate capital formation. One way the SEC seeks to accomplish this mission, in particular the protection of individual investors, is through education. Specifically, the SEC has charged the SEC’s Office of Investor Education and Advocacy (OIEA) with, among other things, educating investors as to the securities markets, prudent investor behavior, and their rights as investors generally. Key to this effort are messages designed to help investors avoid securities fraud, make better informed investing decisions, as well as messages that are reflective of the diversity of investors.

**2. Scope**

The overall scope of this non-personal services requirement is to obtain advertising, technical, and marketing services for an integrated outreach, and public education campaign. OIEA seeks to provide individual investors with the information they need to avoid fraud and make sound decisions concerning investments in the securities markets. To do so, OIEA plans to continue the public service campaign program (Campaign) that seeks to educate the public about these issues.

The proposed solution shall assist the SEC in accomplishing the following goals:

1. To educate audiences via an integrated media campaign, including materials for targeted audiences, in ways to avoid investment fraud and make more informed investing decisions.
2. To encourage investors to use the free tools and resources provided by the SEC to make informed investment decisions, including the SEC’s Investment Advisor Public Disclosure database; and
3. To develop a high quality and highly effective Campaign that responds to the strategic objective and goal identified in the SEC Strategic Plan, namely:

• SEC Strategic Goal 1: Focus on the long-term interests of our Main Street investors.

• SEC Strategic Objective 1.2: Enhance our outreach, education, and consultation efforts including in ways that are reflective of the diversity of investors and businesses.

The Public Service Campaign has three advertising focus areas.

1. Public Service Advertising Campaign Objective: To educate investors about the free tools and resources available at Investor.gov, including the ability to check an investment professional’s background, registration status and more.
2. Microcap Fraud Awareness Education Campaign Objective: To educate investors who may be vulnerable to fraudulent investment schemes by microcap companies.
3. Digital Assets and Emerging Investing Products Education Campaign: To raise awareness about the risks related to Digital Assets and Emerging Investing Products.

The Contractor shall have extensive knowledge and expertise in constructing, implementing, and measuring outreach campaigns. This shall include:

• **Analysis.** Collecting and analyzing demographic data and outreach points of contact, and selecting and making recommendations to ensure messages reach targeted audiences.

• **Outreach.** Providing support to assist in developing plans for outreach campaigns and recommending the most effective way of communicating a message.

• **Creative and Product Development.** Developing clear and appealing products using best practices, modern design principles, high-resolution imagery, and other fundamental concepts of effective communication.

• **Graphic Design.** Providing professional graphics design support to plan and analyze and create visual solutions that meet communications requirements using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques and producing communication materials, including graphics and advertising, to support SEC’s Investor.gov.

• **Media Plan Development.** Developing media plans and placing media. Provide expert counsel in the areas of media mix and spending, as well as in the specific areas of media planning and evaluation. The Contractor shall be adept at media measurement techniques to help the SEC to evaluate the effectiveness and efficiency of its media buys.

• **Web Design and Customer Usability.** Recommending improvements to existing websites and pages to more broadly and effectively appeal to targeted audiences and stakeholders and improve customer usability experiences; developing written and visual web site content; and researching current trends to identify creative online platforms, such as blogs, podcasts, videos, or any other multimedia and social media tools.

• **Metrics of Success.** Designing, tailoring, and adjusting key metrics to monitor and ensure communications materials and other communication mediums are achieving intended results, improving overall education and achieving positive outreach.

• **Media Buying.** Negotiating media in accordance with research and analysis and purchase paid advertising to impact target audiences. The Contractor shall meet all deadlines to ensure on time placement. All media buys must be pre-approved by the SEC and only placed in media areas approved by the SEC. The Contractor shall not place media buys in controversial venues or that are considered to be offensive or unprofessional. **The cost of media purchases shall be passed on to the Government as an Other Direct Cost (ODC) with no additional markups in pricing. The Contractor shall provide billing, accounting, and substantiation of all media and materials developed and purchased under the contract.**

• **Measure Integrated Media Effectiveness**. Employ standard advertising industry measures of effectiveness in media planning, placement and evaluation to include reach and frequency, cost-per-thousand, audience composition, audited circulation data, editorial profiles and ratings. Use these effectiveness measures to determine the most cost-efficient media to reach SEC audiences. Provide performance guarantees with media sources, pursuing make-good advertising placements if actual performance does not meet such guarantees.

• **SEC Media Approval**. All content produced by the Contractor shall be submitted to the SEC for review and approval prior to distribution. No content may be distributed by the Contractor prior to such review and approval.

**3. Campaign**

The SEC requires a full service advertising agency in support of the Campaign. The Contractor shall describe the level of effort for activities listed under the Campaign, herein, which shall include a timeline for the full development of the Campaign with certain dependencies and key decision points, and develop a management plan, which shall include the Contractor’s staff assigned to each task.

The Contractor shall provide a full range of services from the development of a tactical advertising strategy through the production of a wide range of advertising formats including television, radio, print (including newspaper and magazine), digital (including social media), and mobile. The Campaign shall provide strategic and effective ways to reach target audiences as defined by OIEA.

The Contractor shall have the capability to distribute to all public television and media outlets throughout the United States with the intent to secure advertising agreements.

**3.1 Outreach and Messaging**

OIEA will provide a messaging document (Messaging Document). The Messaging Document will be considered as Government Funded Information (GFI). The Messaging Document will serve as the basis for the creative content and outreach described below:

**3.1.1 Public Service Announcement**

The Contractor shall develop video, print, and audio Public Service Announcements (PSAs) for television, radio, print, and digital (including social media). “Media type” is defined as television, radio, print

(including newspaper and magazines), and digital. PSA service should include scripting, production, station targeting, distribution, tracking and reporting. PSAs may be produced in 10-, 15-, 30-, and 60- second versions.

**3.1.2 Graphics**

The Contractor shall develop customized ads and graphics to disseminate key program information to targeted audiences using existing OIEA digital, social and other distribution channels.

**3.1.3 Social Media Outreach**

The Contractor shall develop a social media outreach campaign for the Campaign. Social media shall support the awareness and overall Campaign objectives. The Campaign shall leverage existing OIEA social media tools. The Contractor shall provide monthly strategic social media outreach guidance, and support the development of content that may be disseminated through the SEC’s existing social media tools.

**3.1.4 Media Plan**

The Contractor shall develop a media plan (Media Plan). The Media Plan shall include:

1. Television, radio, print, and digital (including social media, web, and mobile).
2. The top markets for the Media Plan shall be identified that coincide with the SEC’s targeted audiences.
3. The Contractor shall coordinate and purchase individual media buys as identified in the approved media plan. The SEC shall review the proposed media buys in advance and prior to placement. However, the SEC shall not be a party to the media buy agreement.

**3.2 Creative Development and Production Tasks**

The Contractor shall provide a timeline and individual budget for each of the following tasks:

**Task 1**

Develop and deliver Campaign creative content, based on OIEA-approved creative concept(s) for each media type: television, radio, print, and digital (including social media), mobile, as well as specific media channels that will be recommended by the selected Contractor. This will include working with OIEA to refine and finalize content for each media type, subject to OIEA approval.

**At a minimum, the Contractor shall produce and deliver four (4) final advertisements that shall be adapted for each media type and are ready for placement.**

**Task 2**

The Contractor shall develop customized ads and graphics to disseminate key program information to targeted audiences using existing OIEA digital, social and other distribution channels. This will include working with OIEA for review and approval.

**Task 3**

Develop and deliver the Media Plan for the Campaign.

• Develop a complete Media Plan with content distribution schedule, including milestones and progress points and effectiveness components, and provide the complete Media Plan to OIEA within 45 days of contract award. OIEA shall approve the Media Plan.

• Media plan shall include demographic, behavioral, preferred content components, and top markets for distribution.

• Develop drafts of all materials to OIEA for approval prior to distribution to each type of media.

• Provide monthly online analytics reports regarding the quantity of viewers and audiences reached in order to help with investor engagement, content development, and related goals.

**Task 4**

Perform pre- and post- advertisement analytics to assess Campaign effectiveness. The Contractor shall perform research and tracking activities. The Contractor shall deliver monthly reports based on information received from conducting and evaluating target audience opinions, and other media tracking initiatives.

**Task 5**

Distribute and analyze monthly metrics tracking results of Campaign, including web tracking, impressions, and PSA views.

**3.3 Considerations**

**3.3.1** The materials developed for the proposed solution shall be tailored for various distribution methods, such as via email and for posting electronically on the SEC’s website(s). Materials shall include the SEC’s logo used as appropriate and only as approved by OIEA.

**3.3.2** The proposed solution shall include print, digital, multimedia, , and web-based materials and graphics, and the Contractor shall design and produce the material. The SEC shall own the unlimited usage rights for all materials, including all creative content, created under the contract. The proposed solution shall use non-leased, royalty-free, unlimited-use graphics and photos in developing the campaign.

**3.3.3** The proposed solution shall ensure that the graphics and other materials shall also be easily opened and printed from SEC websites.

**3.3.4** All proposed graphics and materials shall be in the following formats:

• Congruent with SEC web standards;

• Consistent with SEC technical architecture; and

• Compliant with Section 508 of the amended Rehabilitation Act.

**3.3.5** All proposed materials developed for this contract shall be the property of the SEC.

**3.4 Review Process**

**3.4.1** All the advertising materials and products produced under this contract shall be reviewed and shall require sign-off by OIEA prior to distribution. This includes external communication products, which includes publications, multimedia products, or other services produced through this contract as a deliverable:

• Brochures and flyers;

• Online publications;

• Press releases, other media materials;

• Other multimedia products;

• Educational or information modules; and

• Advertisement or Scripts for television, print, digital, social media, web, radio, mobile or any other specific media channel that will be recommended by the selected Contractor.

**3.4.2** In addition, the Contractor may also prepare copy (written material), illustrative material (forms, etc.) and /or the “print ready” versions of creative products.

**4. Reporting Requirements**

The Contractor shall provide a monthly activity summary and progress reports. All reports shall be submitted electronically in Microsoft Word, Excel, or PowerPoint format. See below Paragraph 8 Deliverables for Public Advertising Campaign for a complete list of deliverables.

**5. Labor Category Descriptions**

**5.1 Principal Strategist** Analyzes client information, develops and evaluates top-line strategy, and associate metrics, to achieve communication campaign messaging and aesthetic objectives. Provides high-level communication strategies and plans with an ability to execute, implement and a high level ability to think creatively and plan strategically. He/she understands how to integrate all facets of communications strategies/plans for comprehensive campaigns, including media advertising, and online communications and demonstrates in- depth knowledge across the firm’s areas of expertise.

Minimum/General Experience: 12 years of relevant experience.

Minimum Education: BA/BS degree in an applicable field of study.

**5.2 Creative Director** Assists as a strategic partner in defining and influencing strategy. Extends counsel beyond core implementation and requires expertise in graphic design, production, advertising, print broadcast services, and digital design. Responsible for the review, revision and development of creative brand campaigns, including direct response, television, radio, press, online, and other channels to effectively communicate the brand message. Works closely with assigned Program Directors, Analysts and other staff in ensuring that focus is maintained on creating an effective strategy to communicate a particular message.

Minimum/General Experience: 8 years of general experience.

Minimum Education: Master’s Degree in Marketing or Communications or equivalent.

**5.3 Senior Video Producer** Works with the Government and other necessary contract personnel to manage broadcast production projects from start to completion. Performs high-level production work in TV, radio, long-format, and event production. Oversees all aspects of pre-and post-production including, budgeting, booking, crews/studios and talent, scouting locations, scheduling, managing shoots/records color correction, footage transfer, offline editing, graphics production, music composition/sweetening, online editing, and duplication/distribution. Responsibilities also include overseeing the work of support staff and ensuring program scripts meet intentions and requirements expressed by the SEC. Senior Producers are highly proficient in editing and familiar with a variety of the field’s concepts, practices, and procedures. A wide degree of creativity and latitude is expected.

Minimum/General Experience: 10 years of relevant experience.

Minimum Education: Bachelor’s degree or equivalent.

**5.4 Principal Evaluation Specialist** Works with the Government to design and implement evaluation and effectiveness systems, measuring program impact and activities and is skilled in quantitative tracking and qualitative assessment. Oversees performance report generation, communication, and integration of findings into current strategies. Meets with Government staff regularly to discuss progress, propose initiatives, and establish priorities. Develops and coordinates strategic integration of evaluation processes into program activities. Oversees performance report design, generation, communication, and integration of findings into current strategies.

Minimum/General Experience: 10 years of relevant experience.

Minimum Education: Bachelor’s degree or equivalent.

**5.5 Evaluation Specialist (mid) / Project Manager (Key Personnel)** Supports evaluation tasks and applies expertise in quantitative analysis to support the design and implementation of evaluation processes. Uses analytical reports to help refine and redefine program strategies. Meets with Government staff frequently to relay progress, propose creative solutions to work challenges, and establish priorities. Supports evaluation efforts through report generation, and data analysis.

Minimum/General Experience: 5 years of relevant experience.

Minimum Education: Bachelor’s degree or equivalent.

**5.6 Principal Media Buyer/Planner** Works with client and account teams to develop strategies and objectives for media buys and determines the effective mix of advertising types for each specific campaign and audience. Creates and implements a plan to meet media objectives with an established budget and timeframe. Negotiates with media sales representatives to buy and place advertising for where it will have the greatest impact, calculates rates and budgets, and ensures that ads appear as specified. Has strong analytical, negotiation and organization skills. Tracks, analyzes and interprets results of advertising expenditures. Has strong research and analytical skills.

Minimum/General Experience: 10 years of relevant experience.

Minimum Education: BA/BS degree in an applicable field of study.

**5.7 Principal Designer/Creative** Oversees the artistic development of promotional materials including print, radio, and television advertisements. Supervises illustrators, photographers, and production artists on projects. Oversees and supports the design and development of advertising and graphics, digital (including social media), and print (including newsprint and magazine). He/she shall possess a solid understanding of creative trends, current design, and development technologies, including current web development, video, and social media trends.

Minimum/General Experience: 3 years of relevant experience.

Minimum Education: BA/BS degree in an applicable field of study.

**5.8 Copywriter/Editor** Responsible for all print/electronic elements of advertising including assembling, editing, and writing descriptive copy for reports, summary reports, newsletters, and abstracts. Possess strong experience in all media (print, digital, Web, broadcast, and video) and a good understanding of production aspects (costs, time frames, and available resources).

Minimum/General Experience: 5 years of relevant experience.

Minimum Education: BA/BS in English, journalism, or a related technical field, or the equivalent education and/or experience.

**SECTION IIA - STATEMENT OF WORK MICROCAP FRAUD AWARENESS CAMPAIGN**

**1. OIEA Project Background**

The SEC’s Office of Investor Education and Advocacy (OIEA) has three main functional areas:

The Office of Investor Assistance responds to questions, complaints, and suggestions from the members of the public. Tens of thousands of investors contact the SEC each year using the agency's online forms or our (800) SEC-0330 hotline (toll-free in U.S.) to ask questions on a wide range of securities-related topics, to complain about problems with their investments or their financial professionals, or to suggest improvements to the agency’s regulations and procedures.

The Office of Investor Education carries out the SEC’s investor education program, which includes producing and distributing educational materials, participating in educational seminars and investor- oriented events, and partnering with federal agencies, state regulators, and others on investor literacy initiatives.

The Office of the Chief Counsel creates public-facing content on securities-related topics (including for Investor.gov, the SEC’s website for individual investors) and provides advice to OIEA on securities and administrative law issues.

**2. Background**

In April 2016, OIEA and the SEC’s Microcap Fraud Working Group launched a nationwide awareness campaign through Google AdWords with the goal of helping investors make more informed investment decisions and avoid fraud with regard to microcap stock investments (the “Microcap Campaign”). The target audience for the Microcap Campaign is individuals considering investments in microcap stock. Many microcap companies do not file financial reports with the SEC. Information about microcap companies can be extremely difficult to find, making them more vulnerable to fraudulent investment schemes and making it less likely that quoted prices in the market will be based on full and complete information about the company. It is easier for fraudsters to manipulate a stock when there is little or no information available about the company.

Since June 2014, OIEA has issued several Investor Alerts and Bulletins warning investors about microcap fraud and educating them about microcap stocks:

Investor Alert: Investment Newsletters Used as Tools for Fraud (June 2, 2014) Investor Alert: Dormant Shell Companies – How to Protect Your Portfolio from Fraud (Oct. 30, 2014) Investor Alert: Investment Scams Involving Ebola-Related Companies (Nov. 20, 2014) Updated Investor Alert: Social Media and Investing -- Stock Rumors (Nov. 5, 2015) Investor Alert: Zika Crisis May Give Rise to Investment Scams (Mar. 9, 2016) Updated Investor Alert: Fraudulent Stock Promotions (Mar. 29, 2016) Microcap Stock Basics (Part 1 of 3: General Information) (Sep. 2016) Microcap Stock Basics (Part 2 of 3: Research) (Oct. 2016) Microcap Stock Basics (Part 3 of 3: Risk) (Oct. 2016) Beware of Stock Recommendations on Investment Research Websites (Apr. 2017) Investor Alert: Marijuana Investments and Fraud (Sep. 2018) Investor Alert: Coronavirus-Related Investment Scams (Feb. 2020) Frauds Targeting Main Street Investors (Apr. 2020)

**3. Requirements**

The Contractor shall designate a resource directly employed by the Contractor to oversee all requirements outlined in the Section IIA Statement of Work. The dedicated resource will work directly with the primary points of contact for the Microcap Campaign at the SEC (the “SEC Team”) in executing all deliverables. The Contractor’s employee shall have the following minimum qualifications: (i) at least 5 years of experience in digital/social media marketing with at least 2 years special expertise in search engine marketing; (ii) at least 2 years of experience managing Google AdWords campaigns; and (iii) Google AdWords Certified Strategist. The dedicated resource shall endeavor to respond to SEC requests within one business day. The SEC anticipates the Contractor will spend approximately 5-10 hours per week working on the requirement and deliverables in accordance with Section IIA of the SOW.

The SEC Team will retain access to the Microcap Campaign’s Google AdWords account, but will not make any changes to the data or settings in the account without consulting the Contractor.

**Deliverable 1**. The Contractor shall assist the SEC with setting goals for the Microcap Campaign and developing a long-term strategy to best meet the SEC’s goals.

**Deliverable 2**. The Contractor shall recommend and implement a maximum bid price for keywords based

on the SEC’s project budget. The Contractor shall continuously monitor and adjust the selection of keywords, in consultation with the SEC Team, throughout the Microcap Campaign to decrease the average cost per click, to increase the click through rate, to increase the number of impressions, and to increase relevance for the target audience. The Contractor shall limit or adjust timing of ads throughout the Microcap Campaign to maximize effectiveness and remain within the SEC’s project budget. The Contractor shall also set a daily expenditure cap based on the SEC’s project budget.

**Deliverable 3**. The Contractor shall track results for the Microcap Campaign and email data performance reports (including clicks, impressions, click through rate, average cost per click, total cost, bounce rate, and new visitors) to the SEC Team on a schedule set by the SEC Team. The Contractor shall deliver data performance reports on a monthly basis with additional reports required if requested by the SEC Team.

**Deliverable 3.1.** The Contractor shall participate in monthly conference calls on a schedule set by the SEC Team to recommend changes to increase the effectiveness of the Microcap Campaign, including optimizing the language of the ads and the content of the landing page linked to the ads.

**Deliverable 3.2.** The Contractor shall only use language, in the ads, that has been specifically approved by the SEC Team. The Contractor shall institute the agreed upon changes within 2 business days after receiving approval from the SEC Team.

**Deliverable 4**. The Contractor shall link the Google AdWords account to the SEC account for Google Analytics in order to measure conversions and to evaluate performance data more efficiently.

**Deliverable 4.1.** The Contractor shall provide invoices along with support documentation to the SEC which demonstrate a detailed breakdown of payments made to Google or other providers as Other Direct Costs (ODCs) and fees for the Contractor’s services (Labor).

**4. Schedule of Deliverables.** See below Paragraph 9 Deliverables for Microcap Fraud Awareness Campaign**.**

**SECTION IIAA - STATEMENT OF WORK DIGITAL ASSETS AND EMERGING INVESTING PRODUCTS EDUCATION CAMPAIGN**

**1. Background**

Developers, businesses, and individuals increasingly are using digital assets, such as tokens or cryptocurrency, to raise capital. These activities may provide fair and lawful investment opportunities. However, new technologies and products, such as those associated with digital assets, can be used improperly to defraud investors. As the types of digital assets continue to rapidly grow and evolve, OIEA has taken significant steps to educate and help protect investors from investment fraud. In 2018, OIEA launched a “Spotlight on Initial Coin Offerings and Digital Assets” webpage on Investor.gov. This webpage provides investors with centralized access to information published by the SEC and OIEA related to digital assets. Included in the information on this webpage, OIEA has issued several Investor Alerts or Bulletins to help educate investors about the risks associated with investing in digital assets:

Initial Exchange Offerings (IEOs) – Investor Alert (January 2020)

Investor Alert: Beware of Claims That the SEC Has Approved Offerings (April 2019)

Investor Alert: Watch Out for Fraudulent Digital Asset and “Crypto” Trading Websites (April 2019)

Investor Alert: Watch Out For False Claims About SEC And CFTC Endorsements Used to Promote Digital Asset Investments (October 2018)

Investor Alert: Celebrity Endorsements (November 2017)

Investor Alert: Public Companies Making ICO-Related Claims (August 2017)

Investor Bulletin: Initial Coin Offerings (July 2017)

Investor Alert: Bitcoin and Other Virtual Currency-Related Investments (May 2014)

Investor Alert: Ponzi Schemes Using Virtual Currencies (July 2013)

Additionally, OIEA created Howeycoins.com, a website that illustrates sales tactics used by fraudsters to lure investors into digital asset scams.

In August 2019, OIEA, working closely with the Division of Enforcement’s Cyber Unit, launched a Google Adwords campaign to raise awareness about the risks related to investing in digital assets (the “Campaign”). OIEA plans to continue the Campaign to educate and protect investors considering digital assets and other emerging investments.

**2. Scope**

OIEA seeks to publicize educational materials to further the SEC’s mission. The Contractor shall provide technical and professional services to assist OIEA with managing and optimizing the Campaign.

**3. Requirements**

The Contractor shall designate a resource directly employed by the Contractor to oversee all requirements outlined in the Section IIAA Statement of Work. The dedicated resource will work directly with the primary points of contact for the Campaign at the SEC (the “SEC Team”) in executing all deliverables. The contractor employee shall have the following minimum qualifications: (i) at least 5 years of experience in digital/social media marketing with at least 2 years special expertise in search engine marketing; (ii) at least 2 years of experience managing Google AdWords campaigns; and (iii) Google AdWords Certified Strategist. The dedicated resource shall respond to SEC requests within one business day. The Government anticipates the contractor employee will spend approximately 5- 10 hours per week working on the requirement and deliverables in accordance with Section IIAA of the SOW.

The SEC Team will have access to the Campaign’s Google AdWords account, but will not make any changes to the data or settings in the account without informing the Contractor.

**Deliverable 1.** The Contractor shall assist the SEC with setting goals for the Campaign and developing a long-term strategy to best meet the SEC’s goals.

**Deliverable 1.1** The Contractor shall establish a Google Adwords account for the Campaign and, in consultation with the SEC team, design a related Google AdWords database for the account. The SEC Team shall provide the Contractor with the keywords and ad text to use in the database for the Google AdWords account.

**Deliverable 2.** The Contractor shall recommend and implement a maximum bid price for keywords based on the SEC’s project budget. The Contractor shall continuously monitor and adjust the selection of keywords, in consultation with the SEC Team, throughout the Campaign to decrease the average cost per click, to increase the click through rate, to increase the number of impressions, and to increase relevancy for the target audience. The Contractor shall limit or adjust timing of ads throughout the Campaign to maximize effectiveness and remain within the SEC’s project budget. The Contractor shall also set a daily expenditure cap based on the SEC’s project budget.

**Deliverable 3.** The Contractor shall track results for the Campaign and email data performance reports (including clicks, impressions, click through rate, average cost per click, total cost, bounce rate, and new visitors) to the SEC Team on a schedule set by the SEC Team. The contractor shall deliver data performance reports on a monthly basis with additional reports required if requested by the SEC Team.

**Deliverable 3.1.** The Contractor shall participate in monthly conference calls on a schedule set by the SEC Team to recommend changes to increase the effectiveness of the Campaign, including optimizing the language of the ads and the content of the landing page linked to the ads.

**Deliverable 3.2.** The Contractor shall only use language, in the ads, that has been specifically approved by the SEC Team. The Contractor shall institute the agreed upon changes within 2 business days after receiving approval from the SEC Team.

**Deliverable 4.** The Contractor shall link the Google AdWords account to the SEC account for Google Analytics in order to measure conversions and to evaluate performance data more efficiently.

**Deliverable 4.1.** The Contractor shall provide invoices along with support documentation to the SEC which demonstrate a detailed breakdown of payments made to Google or other providers as Other Direct Costs (ODCs) and fees for the Contractor’s services (Labor).

**4. Schedule of Deliverables.** See below Paragraph 10 Deliverables for Digital Assets and Emerging Investing Products Education Campaign.

**IMPORTANT NOTE: Items 5. through 15. below apply to all SOW sections above/advertising focus areas**

**5. Section 508 Acceptance Criteria** Electronic content and media delivered shall be accepted based in part on satisfaction of identified Section 508 requirements for accessibility. All pertinent deliverables may be tested by the SEC’s Office of Information Technology prior to production, web posting, or advertising. If the deliverable includes features and functions in addition to those identified as requirements, these features and functions also need to conform to relevant Section 508 technical provisions. See Section IV, paragraph 17, for the complete Section 508 requirements.

**6. Travel** There are no travel requirements under this effort.

**7. Format of Deliverables** The contract deliverables shall be furnished in electronic media and transmitted online according to the SEC’s instructions. All deliverables shall be compatible using the Microsoft Office Suite including MS- Word, MS-Excel, MS-Project and MS-PowerPoint. Flow charts and other diagrams included in the deliverables should be developed using Microsoft Visio software. The format of the contract deliverables may change to accommodate needs of the project.

**8. Schedule of Deliverables – Public Service Advertising Campaign** OIEA will return comments to the Contractor within 30 days after the Contractor’s draft documentation is received. The following tables provide a list of the Task Order deliverables.

**Public Advertising Campaign Deliverables**

|  |  |  |
| --- | --- | --- |
| **Section**  | **Task**  | **Timeframe** |
| 3. | Status Meeting (report to include accounting of all contract deliverables by media type). | Weekly or biweekly |
| 3.1.4 and 3.2-Task 3 | Media plan to the SEC and shall include demographic, behavioral, preferred content components, and top markets for distribution. | 45 days post award |
| 3.1.1 and 3.2-Task 1 | Produce and deliver four (4) final advertisements that shall be adapted for each media type and are ready for placement. Deliverables are finalized including production, writing, casting, music, editing, planning, and purchasing. | 60 days post award |
| 3.1.3 | Social media and graphics deliverables | 60 days post award |
| 3.1.3 | Social media and graphics deliverables | 90 days post award |
| 3.2-Task 2 | Develop customized ads and graphics to disseminate key program information to targeted audiences using existing OIEA digital, social and other distribution Channels | Ongoing |
| 3.2-Task 4 | Provide billing, accounting, and substantiation of all media purchased. | Monthly due 10 business days after the first of the month |
| 3.2-Tasks 4 and 5 | Advertising effectiveness reporting | Monthly |

**9. Schedule of Deliverables – Microcap Fraud Awareness Campaign**

|  |  |  |  |
| --- | --- | --- | --- |
| **Ref.** | **Description of Deliverable** | **Frequency** | **Recipient(s)/ Mechanism** |
| D.1 | Develop a requirements document and shall present it to the SEC | Within 2 weeks of task order modification | SEC Team and COR via eMail |
| D.2 | Expenditure Cap based upon SEC Budget | Weekly/Monthly | SEC Team and COR via eMail |
| D.3 | Data performance reports (including clicks, impressions, click through rate, average cost per click, total cost, bounce rate, and new visitors for Google AdWords) | Monthly | SEC Team via eMail |
| D.3.1 | Participate in and recommend changes to increase the effectiveness of the Google AdWords Microcap Campaign, including optimizing the language of the ads and the content of the landing page linked to the ads. | Monthly | SEC Team via Teleconference |
| D.4  | Google Analytics campaign reporting | Monthly | SEC Team |
| D.4.1 | Cost Reporting | Monthly | COR |

**10. Schedule of Deliverables – Digital Assets and Emerging Investing Products Education Campaign**

|  |  |  |  |
| --- | --- | --- | --- |
| **Ref.** | **Description of Deliverable** | **Frequency** | **Recipient(s)/ Mechanism** |
| D.1 | Develop a requirements document and shall present it to the SEC | Within 2 weeks of task order modification | SEC Team and COR via eMail |
| D.1.1 | Establish a Google AdWords account for the Campaign and set-up related Google AdWords database. | As needed | SEC Team and COR via eMail |
| D.2 | Expenditure Cap based upon SEC Budget | Daily | SEC Team and COR via eMail |
| D.3 | Data performance reports (including clicks, impressions, click through rate, average cost per click, total cost, bounce rate, and new visitors for Google AdWords) | Monthly | SEC Team via eMail |
| D.3.1 | Participate in and recommend changes to increase the effectiveness of the Campaign, including optimizing the language of the ads and the content of the landing page linked to the ads. | Monthly | SEC Team via Teleconference |
| D.4 | Google Analytics campaign reporting | Monthly | COR |
| D.4.1 | Cost Reporting | Monthly | COR |