

MARKET RESEARCH REPORT

National Media Campaign

1. **Authority and Preparer:**

Market research is required pursuant to:

FAR 7.102, Acquisition Planning Policy

FAR 7.103(u)(1) and (2), Agency-Head Responsibilities

FAR 10.001, Market Research Policy

FAR 12.101, Policy and 12.202 Market research and description of need

FAR 19.202-2, Locating Small Business Sources

In accordance with FAR Part 10, market research has been conducted for this acquisition by:

- Martha Gagne, Director Office of Operations
- Dwight Lacy, Attorney, Office of the General Counsel (OGC)
- Thomas Murphy, Senior Policy Analyst, HIDTA
- Leo Luberecki, Senior Policy Analyst, OGC
- Michele Marx, Deputy Assistant Director, Planning and Budget

2. **Description of Requirement and Minimum Required Specifications/Salient Characteristics:**

The Office of National Drug Control Policy (ONDCP) seeks the support of an external contractor to execute a national campaign focused on raising awareness about saving lives with the opioid overdose reversal medication naloxone (referred to in this subsection as the “National Media Campaign”). The goal of the campaign is to:

1. Prevent substance use disorder among people in the United States
2. Educate the public about the dangers and negative consequences of substance misuse, including patient and family education about the characteristics and hazards of substance misuse and methods to safeguard against substance use, to include the safe disposal of prescription medications;
3. Support evidence-based prevention programs targeting the attitudes, perception, and beliefs of persons concerning substance use and intentions to initiate or continue such use;
4. Encourage individuals affected by substance use disorder to seek treatment and providing such individuals with information on—
  - a. how to recognize substance use disorder;
  - b. health interventions to prevent and reverse overdoses;
  - c. what forms of evidence-based treatment options are available; and
  - d. how to access such treatment;
5. Combat the stigma of addiction and substance use disorders, including the stigma of treating such disorders with medication for opioid use disorder therapies; and
6. Inform the public about the dangers of any drug identified by ONDCP as an emerging drug threat as appropriate.

The Government requires support to acquire donated slots, ad placement, or airtime, on behalf of the Government with print, analog, or digital media platforms. Implementation of the awareness

campaign needs to begin within a week of request. The Government requires a contractor with the capacity to communicate these messages through networks of national and local influencers. The contractor shall have campaign experience on the topics of synthetic drugs and harm reduction. The target audience of this campaign are young adults residing in the U.S., with a secondary segmentation for designated market areas experiencing the highest rates of overdose.

The contractor shall, with ONDCP concurrence, assist the agency in executing a media campaign for the following activities, at later determined call levels:

- a) Develop a strategy to mobilize micro and high-level social media influencers to create content to raise awareness about the risks of illicit drugs and the benefits of harm reduction.
- b) Develop Public Service Announcements (PSAs) about the risks of illicit drugs and the benefits of harm reduction to be used as part of the campaign.
- c) Develop online assets with information and resources on the risks of illicit drugs and the benefits of harm reduction.
- d) Secure donated media support and strategic partnerships to support the campaign.

**3. Acquisition History:**

Contract/Order Number: 11316018P0001OND

Contractor: The Advertising Council, Inc.

Business Type: Large business

Brief Description: Campaign Development, Media Distribution and Marketing and Campaign Maintenance

Total Lifecycle Value (inclusive of option periods): \$498,460.00

Period of Performance: 5/9/2018 – 8/8/2019

Competition: Sole Source

**4. Recommended Product Service Code (PSC) and NAICS Code:**

PSC: R701 (Support- Management: Advertising)

NAICS: 541810 (Advertising Agencies)

**5. Estimated Lifecycle Value (inclusive of option periods):**

The Blanket Purchase Agreement ceiling value is \$4.0M

**6. Period of Performance:**


The period of performance for the BPA shall be a total of three (3) years with three (3) ordering periods.

**7. Market Research Techniques and Timeframe Market Research Was Conducted:**

Market research was conducted from July through August 2022 using the below referenced techniques.

"X" If part of research	SOURCES USED IN MARKET RESEARCH	Details of Research/Comments
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Source Selection Information – See FAR 2.101 and FAR 3.104

X	Acquisition history reviewed	See above Section 3. ONDCP Media Campaign in 2018
	Personal knowledge in procuring supplies/services of this type	
X	Internet Search (Company Websites, Google Searches for Keywords)	Conducted a search for “Media Campaign development company”, which identified 11 entities, and then directly contacted them.
	Interviewed/contacted knowledgeable individuals in industry/Government regarding the commercial nature of this requirement and standard industry practices in this area of supply/services	
	Review of recent market research results for similar supplies/services.	
	Professional Journals, Catalog and/or Product Literature reviewed	
	Federal Supply Schedules <a href="http://www.gsa.gov/schedules">http://www.gsa.gov/schedules</a> GSA eLibrary provides detailed contract award information for various GSA schedules.	
X	System for Award Management (SAM) Search at: <a href="https://beta.sam.gov/">https://beta.sam.gov/</a>  Quick_Guide_to_Sm all_Business_Search_	- The Advertising Council - A Bright idea LLC
	SBA Dynamic Small Business Database at: <a href="http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm">http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm</a>	
	Participated/Attended Tradeshow and Industry Conferences	
	Reviewed EOP existing Multiple-Award Contract Vehicles and Other Government-Wide Acquisition Contracts (GWACs) (i.e., NASA SEWP, GSA OASIS, NITAAC CIO-SP3, ARMY CHESS)	Reviewed existing EOP vehicles
	Sources Sought/Requests for Information (RFI)	
<b>“X” if part of research</b>	<b>PRIORITY SOURCES REVIEWED IAW FAR</b>	<b>Details of Research/Comments</b>
X	Federal Prison Industries <a href="http://www.unicor.gov/">http://www.unicor.gov/</a>	The products/services available via UNICOR were reviewed and considered for this requirement; however, it was determined it

		cannot support the requirements.
X	Procurement List maintained by the Committee for Purchase from People who are Blind or Severely Disabled (AbilityOne) <a href="http://www.abilityone.gov/index.html">http://www.abilityone.gov/index.html</a>	The products/services available via AbilityOne were reviewed and considered for this requirement; however, it was determined it cannot support the requirements.

8. **Results of Sources Sought Notice/Request for Information:**

9. **Small Business Consideration and Potential Sources Identified (At Least Three to Maximum Extent Practicable):**

Based on the results of the above research, the following potential sources were identified:

<u>Contractor Name</u>	<u>Business Category (Small Business, Historically Underutilized Business Zone (HUBZone), 8(a), Service Disabled Veteran Owned Small Business, Women-Owned Small Business, Large Business)</u>	<u>SAM.Gov Registration Expiration Date</u>	<u>CAGE Code</u>
A Bright Idea LLC	Small Business	Jan 12, 2023	<u>359K4</u>
Nbb Media Solutions LLC	Small Business	Nov 11, 2022	7TXD8
Ignited LLC	Small Business	Apr 3, 2023	<u>4FHA1</u>
The red carrot	Small Business	May 5, 2023	6Q701
The Advertising Council Inc.	Large Business	Feb 2, 2023	<u>5M604</u>
Crosby Marketing Communications Inc.	Small Business	Mar 3, 2023	3E4G2

10. **Commerciality Determination:** Based on the results of the above research, it is determined that this requirement:

**X Can** be met by commercial items, commercial items with customary or minor modifications, or non-developmental items. Standard industry terms and conditions under which commercial sales of the required supplies/services are made (e.g., warranty, maintenance, discounts, buyer financing, freight, delivery, acceptance/rejection).

Based on the results of the above research and pursuant to FAR 10.002(e) and FAR Part 12.101(a), it is determined that this requirement can be met by a commercial item, and the commercial item definition in FAR 2.101 has been satisfied as this item is of a type customarily used by the general public or non-Government entities for other than Government purposes. This item has been sold, leased, or licensed to the general public.

Published pricing/market place availability is listed on companies' websites

- Published pricelists are available
- Confirmation from vendors that supply/services are available to the general public
- Other

**11. Sole Source Research Results:**

The ONDCP initiated market research to identify companies that might have the expertise and capability to launch a media campaign focused on the dangers of illicit drugs. After conducting extensive research online, ONDCP distributed a draft Statement of Work and a questionnaire, to assess the capabilities of the following 11 companies initially assessed to be capable of meeting the requirements of the Government:

- 1) A Bright Idea
- 2) LKMKT
- 3) Market Space Agency
- 4) NBB Media Solutions
- 5) Ignited USA
- 6) The Red Carrot
- 7) The AD Council
- 8) Disruptive Advertising
- 9) New Media Campaigns
- 10) Hirons
- 11) Crosby Marketing

The Government reviewed the submitted capability statements from six (6) companies who responded to the Governments questionnaire, and were reviewed and assessed against a standardized 100-point scoring rubric. The panel review, subsequently, assessed that A Bright Idea LLC and The Advertising Council, were capable of meeting the requirements based on the information presented in their capability statements. The other four (4) companies did not demonstrate their experience with public campaigns on behavioral health topics and illicit drugs on a national level, and/or lack the ability to secure donated media support and strategic partnerships to support the campaign. The two (2) companies then participated in an interview conducted by Subject Matter Experts in the Office of External and Legislative Affairs (OELA) and a panel from the ONDCP. The companies were asked the following five (5) questions.

- 1) Could you please share more about your past or current work on public campaigns on behavioral health topics aimed at youth and young adults and how this could support the new campaign you have proposed?
- 2) Could you please share more about your past or current work on public campaigns related to illicit fentanyl and how this could support the new campaign you have proposed?
- 3) Could you please share more about your past or current work on public campaigns promoting harm reduction, including naloxone, and treatment for substance use and how this could support the new campaign you have proposed?
- 4) Could you please share more about your past or current work with social media companies to engage youth and young adults and how this could support the new campaign you have proposed?
- 5) Could you please share more about your past or current work with celebrity as well as smaller scale or “micro” influencers to engage youth and young adults and how this could support the new campaign you have proposed?

**Summary of Responses from Interview**

A Bright Idea LLC has prior experience with federal agency media campaigns, including campaigns related to prescription drug disposal and campaigns targeting youth and young adult audiences. However, A. Bright Idea LLC staff said they did not have much, if any, experience with campaigns related to harm reduction, generally, or specifically with the opioid antagonist drug, naloxone. In addition, the examples shared by A Bright Idea staff of their experience working with social media and macro- and micro-influencers to engage youth and young adults could not meet the requirements of the Government as described in section 2.

The Advertising Council: It was determined that The Advertising Council possessed resources and a framework that would enable it to address and meet the Government's requirement. As described above, the awareness campaign needs to be implemented immediately with no lag time in initiation. The Advertising Council currently has an existing campaign for the opioid antagonist naloxone, which ONDCP can leverage and build upon immediately. The Advertising Council is a non-profit organization that was established in 1942 to provide public service advertising expertise for the federal government and other national non-profit organizations. The Advertising Council has expertise in securing donated media to promote the use of Public Service Announcements (PSAs) by the various media outlets, and to deliver critical messages to the American public through social media partnerships.

Also, The Advertising Council is currently carrying out a national media campaign targeted at youth and young adults about the dangers of fentanyl and how to prevent overdoses, including with naloxone. As a result, The Advertising Council will be able to utilize their current audience research, relationships, and knowledge of these topics from their existing Youth Fentanyl Awareness campaign efforts to more quickly and efficiently bring ONDCP's campaign to market. Given the urgency of creating an effective campaign focused on naloxone, The Advertising Council will be able to most effectively leverage resources compared to other candidates, who did not have experience with campaigns promoting naloxone.

The Advertising Council further demonstrated their ability to leverage micro-influencers, partnering with community leaders at the local level in areas with higher rates of vaccine hesitancy. The Advertising Council's extensive partnerships with social media outlets and macro and micro influencers will also be a strong asset in reaching youth.

Based on the aforementioned market research techniques, it was determined that the Advertising Council has the scope and expertise and is capable of meeting the requirements and at the level of effort required by the Government.

12. **8(a) Market Research Results:**

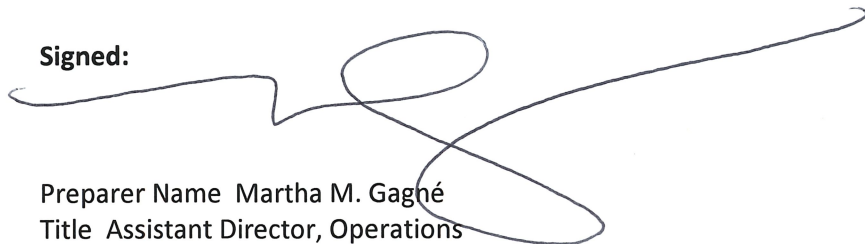
Not applicable.

13. **Component Market Analysis Summary and Acquisition Strategy Recommendation:**

Based upon the market research conducted and the resulting analysis, the acquisition strategy recommended is a sole source to The Advertising Council pursuant to FAR 13 procedures. The requirement is commercial in nature. This procurement does not consolidate requirements and there

are no organizational conflict of interest concerns. This market research information is not more than 12-months old.

**Signed:**

A handwritten signature in black ink, appearing to read 'Martha M. Gagné', with a long horizontal flourish extending to the right.

Preparer Name Martha M. Gagné  
Title Assistant Director, Operations  
Date October 28, 2022