

Request for Proposal

Marketing Strategy, Messaging and Creative Development for Million Hearts® Agenda-Setting Communication Campaign

Date Issued: June 24, 2020

Date Due: Applicants are required to apply by July 10, 2020

CDC FOUNDATION CONTACT

Rachel Powell
Project Manager – Million Hearts
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SUMMARY OF REQUEST

Heart attacks and strokes can be catastrophic, life-changing events that are all too common. Heart disease and stroke are preventable, yet they remain the leading causes of death, disability and healthcare spending in the U.S. Alarming, many of these events happen to adults ages 35-64—over 800,000 in 2016. Even though there were over 200 cardiovascular deaths per day in 2016 in those aged 35-64 years, the public still responds to early deaths of prominent individuals as if this is a very unusual occurrence. And despite steady declines in cardiovascular disease mortality rates of the last 40 years, recent data indicate that progress toward reducing heart disease and stroke related deaths has plateaued among the general population and has increased among some sub-populations, especially those under 65.

As the sole entity authorized by Congress to mobilize philanthropic sponsors and private-sector resources to support CDC's critical health protection mission, the CDC Foundation has engaged private funders to partner with CDC Foundation, CDC and community stakeholders in implementing a four-year agenda setting health communication campaign to change the conversation related to heart disease and stroke prevention in the United States (U.S.). This campaign aims to reset and expand the knowledge and beliefs of Americans in their middle years (ages 35-64) related to heart disease and stroke risk factors to inspire action. Campaign objectives include:

- Increasing awareness of cardiovascular disease as a largely preventable and common cause of death in the U.S.
- Motivating audiences and issuing a call to action for more Americans to make the simple and sustainable changes needed to improve their heart health, and the health of our nation
- Expanding the narrative related to the populations at greatest risk of cardiovascular disease to include African Americans and younger individuals
- Enhanced understanding of the specific signs and symptoms of heart attack and stroke

As part of this effort, CDC Foundation is awarding limited funding in 2020 for a **subcontractor to lead marketing messaging and creative development to establish the foundations of the campaign brand**. The preferred timeline would anticipate completion of key message architecture, final campaign creative concept and campaign brand identity by January 2021.

BACKGROUND AND NEED

Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 20 pages, single spaced, 11-point font, not including appendices, and should address the following:

- **Process/Approach:** The applicant's proposed process or approach to completing each of the four tasks outlined in the scope of work;
- **Relevant Experience:** References to examples of the applicant's prior work that is most relevant to the tasks outlined in the scope of work;

- **Budget:** A topline budget (ideal range of \$300,000 – \$400,000) that reflects the applicant’s best estimate of the costs to complete the scope of work, including a budget rationale that explains which costs are mandatory or fixed requirements, which costs are variable and justification if the suggested budget exceeds the ideal budget range;
- **Account Team:** A list of the core account members who would manage or execute the scope of work, including titles, role on this project and bio snippets detailing each account member’s individual experience; and
- **Agency/Consultant Capabilities:** A list of the capabilities and services that are accessible within the applicant’s organization or network.

The applicant may also include an optional Key Questions document in the proposal appendix to detail any questions they would want to have answered or to request additional information they would want to receive if selected to advance to the next round of selection.

Proposals should be submitted by email and applicants are required to apply by 5 p.m. July 10, 2020. Please email the entire proposal to Rachel Powell, Project Manager – Million Hearts at the CDC Foundation at rpowell@cdcfoundation.org with the subject line of “[name of company] Campaign Marketing Strategy Proposal”.

Key Contact: Rachel Powell, Project Manager – Million Hearts. Send email inquiries to rpowell@cdcfoundation.org.

SCOPE OF WORK (BY TASK)

Task 1: Develop final key message stimuli for campaign message testing.

Informed by audience data, insights and personas to be provided by CDC Foundation, the first task of this project is to finalize a list of prospective campaign key messages – benefits, claims and proof points/reasons to believe – to be tested and prioritized through audience message testing. The subcontractor will implement key message revisions based on audience feedback, and leverage message testing findings to inform Task 2 deliverables.

This task should be completed within the first two months after the subcontractor’s selection.

Task 2: Develop campaign platforms (appeals) for platform testing.

Following Task 1 message testing with target audiences, the subcontractor will develop campaign platforms – each reflecting a distinct appeal, or reason, for the campaign audience(s) to take the desired campaign action. This platform will be delivered as messaging only – headlines and copy (no creative design required). The subcontractor will implement recommended revisions for up to two of the lead platforms based on feedback from the concept testing with audiences, as well as feedback of CDC Foundation, CDC and Million Hearts partner stakeholders.

This task should be completed by the fourth month after the subcontractor's selection.

Task 3: Develop creative concepts for concept testing.

Following Task 2 campaign platform testing with target audiences, the subcontractor will produce final creative concepts – each reflecting a distinct campaign creative idea and each including a proposed consumer-facing campaign name/theme, logo/mark, tagline and up to two execution examples of campaign advertisements (channels TBD). These concepts will be tested with target audiences.

This task should be completed by the sixth month after the subcontractor's selection.

Task 4: Develop final campaign creative concept, brand platform and key message architecture.

Following Task 3 campaign creative concept testing with target audiences, the subcontractor will finalize the campaign brand platform, advertising concept and message architecture to reflect the key insights and feedback of target audiences, as well as the inputs and feedback of CDC Foundation, CDC and Million Hearts partner stakeholders. The campaign brand platform should be delivered as a comprehensive document with final logo/mark guidelines, campaign color palette and other brand guidelines, as well as all final logo file options. The message architecture should be delivered as a comprehensive document outlining message framework for key consumer and stakeholder audiences, as well as elevator speech and word bank for the overarching campaign brand. The advertising concepts should be finalized as a foundation for the next phase of campaign development, which will include developing all final campaign advertisements and materials for campaign execution (to be completed as part of a separate scope of work, which will be outlined in a future RFP).

This task should be completed by the seventh month after the subcontractor's selection.

DELIVERABLES LIST (BY TASK)

- **Task 1**
 - Campaign Messages for Audience Message Testing

- **Task 2**
 - Campaign Platforms for Audience Platform Testing

- **Task 3**
 - Campaign Branding, Creative Concepts and Execution Examples for Audience Concept Testing

- **Task 4**
 - Final Campaign Brand Platform and Logo
 - Final Campaign Message Architecture

- Final Campaign Creative & Advertising Concepts

EXPECTED TIMELINE FOR TASK COMPLETION

- **Within two months after being awarded the project:** Completion of Task 1.
- **Within four months after being awarded the project:** Completion of Task 2.
- **Within six months after being awarded the project:** Completion of Task 3.
- **Within seven months after being awarded the project:** Completion of Task 4.

RFP SELECTION PROCESS & TIMELINE

Proposals will be evaluated and the final contract will be awarded based on the applicant's ability to demonstrate the following:

1. **Ability to deliver creative ideas that can be developed for a fully integrated campaign**
2. **Relevant experience in health/cause campaigns**
3. **Diverse account team**
4. **Strategy- & insights-based approach to messaging and creative**
5. **Strong account management & customer service**
6. **Competitive budget**

The estimated timeline for RFP evaluation and final award announcement is as follows:

- **July 10, 2020:** Deadline for RFP submissions
- **Week of July 13, 2020:** Semi-finalist notifications
- **Week of July 20, 2020:** Semi-finalist presentation interviews
- **Week of July 27, 2020:** Announcement of award

ADDITIONAL INFORMATION: ABOUT MILLION HEARTS®

Million Hearts® is a national initiative to prevent one million cardiovascular events over a five-year time span, by keeping people healthy, optimizing care and improving outcomes for priority populations. Co-led by CDC and the Centers for Medicare & Medicaid Service (CMS), leaders of this initiative are concerned that we are not making the progress necessary to achieve this goal, especially as it relates to treating hypertension and hyperlipidemia. It is imperative that we act to change the trajectory of current cardiovascular trends. With 80 percent of premature heart attacks and strokes being preventable, action is needed now more than ever.

Improving the heart health of our nation is not solely contingent upon a new therapy, device or intervention. Million Hearts® provides a framework for improving our health and the health of our nation.

The program is based on understanding and taking small and sustained steps to improve our cardiovascular health – individually and collectively.

This Million Hearts® Communication Campaign will seek to understand and inform the prevailing narrative related to heart disease, who it impacts and what can be done to improve heart health—individually and collectively. This campaign is intended to inform and empower audiences and partners to understand and take the specific actions needed to improve cardiovascular health. The campaign also will feature a messaging architecture that can be scaled and tailored to provide actionable, high-impact steps for a variety of audiences and in a variety of settings including consumers, health professionals, state and local health departments, businesses, insurers and partners representing the private sector.

Campaign planning will leverage the Centers for Disease Control and Prevention’s (CDC) science and data, the insights of partners (defined as stakeholders engaged in project activities) and the power and reach of media (in various forms) to galvanize Americans to combat cardiovascular disease, giving individuals, corporations and communities clear actionable strategies to make the necessary lifestyle and behavioral changes needed to reduce their risk for cardiovascular disease while helping those with CVD lead longer and healthier lives.

Overall direction of the communication campaign and final approval of campaign architecture and materials will be the responsibility of CDC.



Charity Navigator is America’s premier independent charity evaluator, providing in-depth, objective ratings and analysis of the financial health of America’s largest charities. The CDC Foundation has earned a four-star rating from Charity Navigator for 12 consecutive years. In earning Charity Navigator’s highest four-star rating, the CDC Foundation has demonstrated exceptional financial health, outperforming most of its peers in its efforts to manage and grow its finances in the most fiscally responsible way possible.