

541 ADVERTISING & INTEGRATED MARKETING SOLUTIONS (AIMS)

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Category	Description
541 2000	Other Direct Costs (ODCs) are expenses other than labor hours(Small Business Set-Aside) - All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.
541 1	Advertising Services - Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: Advertising objective determination Message decision/creation Media selection Outdoor marketing and media services Broadcast media (Radio, TV and Public Service Announcements) Direct mail services Media planning Media placement services Advertising evaluation Related activities to advertising services
541 1000	Other Direct Costs (ODCs) are expenses other than labor hours. - All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.
541 2	Public Relations Services - Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories: Executing media programs Conducting press conferences Scheduling broadcast and/or print interviews Press, public relations and crisis communications Media training: Training of agency personnel to deal with media and media responses Media alerts

Press clipping services
Related activities to public relations services

541 3 **Web Based Marketing Services (Small Business Set-Aside)** - Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of the following web based tasks:
Website design and maintenance services
Search engine development
E-mail marketing
Interactive marketing
Web based training
Web casting
Video conferencing via the web
Section 508 compliance, including captioning services
On-Line media management
Related activities to web based marketing services
Media will also be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

541 5 **Integrated Marketing Services** - This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.
NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.

541 99 **Introduction of New Services** - Services under this SIN may include a new or improved marketing, advertising, or PR service that has the potential to provide a more economical or efficient means for Federal Agencies to accomplish their mission within the general scope of the Schedule.

541 4 SPECIALIZED MARKETING SERVICES

Category	Description
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541 4A	Market Research and Analysis - Services include, but are not limited to: Customizing strategic marketing plans Branding initiatives Creating public awareness of products, services, and issues Targeting market identification and analysis Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results Establishing call centers (in relation to services provided under this
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schedule)

- 541 4B** **Video/Film Production** - Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:
- Writing
 - Directing
 - Shooting
 - Arranging for talent/animation
 - Narration
 - Music and sound effects
 - Duplication
 - Distribution
 - Video scoring
 - Editing
- 541 4C** **Exhibit Design and Implementation Services** - Making all necessary arrangements for exhibits in various venues (museums, malls, tradeshows, etc.) may be required. The key components within the category include, but are not limited to:
- Conceptualizing, designing and producing exhibits and their accompanying materials
 - Providing and/or making recommendations for carpet and padding installation for exhibit property
 - Preview set-up and dismantling of exhibit property
 - Cleaning, prepping, and storing exhibit property for future use
 - Shipping exhibit property to and from designated site(s)
 - Media illumination services
- 541 4D** **Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)** - Services include the making of all necessary arrangements for conferences, seminars and trade shows. Event-marketing services may include but are not limited to the following services for a show, event and/or booth:
- Project Management
 - Coordination and implementation of third party participation
 - Collection management of third party payment for participation
 - Liaison support with venue
 - Audiovisual and information technology support
 - Topic and speaker identification
 - Site location research
 - Reservation of facilities
 - On-site meeting and registration support
 - Editorial services
 - Automation and telecommunications support
 - Design and editing productions
 - Mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation
- 541 4E** **Commercial Photography Services (Small Business Set-Aside)** - Photography services under this SIN may be used for commercial

advertisements and/or illustrations that will appear in books, magazines, and/or other media. Services may include but are not limited to:

Black and white, color photography

Digital photography

Aerial photography

Architectural photography

Still photographs

Field and studio photography

Related services such as photo editing and high-resolution scans

541 4F [Commercial Art and Graphic Design Services \(Small Business Set-Aside\)](#) -

Commercial art, graphic design, and special effects that educate the consumer market about a product or service, may be required along with updating, rewriting, and/or editing materials. Types of services may include, but are not limited to:

Developing conceptual design and layouts

Providing copywriting and technical writing services

Creating sketches, drawings, publication designs, and typographic layouts

Furnishing custom or stock artwork (including electronic artwork)