



Virtual Tobacco Grant Campaign Scope of Service

The contractor is required to complete media outlet activities to increase the exposure/view of three tobacco use campaigns through static image advertising that will run on social media (i.e. Facebook and Instagram) October 2024 through June 2025.

This campaign will be targeting different populations based on target age range and residential geographies depending on campaign focus. Below the contractors responsibilities are outlined by campaign as well as each campaign's target population and campaign time frame:

- The contractor is responsible for signing agreement where they commit to setup and management of internet advertising for the six campaigns through Facebook and Instagram ads
- Contractor will report back the number of impressions and reach of each ad
- Contractor is also responsible for giving feedback and editing ad images

Campaign #1: Cessation

Target Audiences:

- Age Group: 12+, Smokers, Retailers, All Residents, African American, Business Owners

Advertising Coverage Area:

- Greater Columbus; particularly those living in neighborhood with zip codes (43222, 43223, 43204, 43224, 43229, 43203, 43205, 43206, 43219, 43211, 43227, 43232).

Advertising Medium:

- Digital media (Facebook, Youtube)

Campaign Time Frame:

- Media buy period will begin October 1st 2024 and end December 31st 2024, pending media buy strategy to be determined with expertise from media buyer.

Columbus Public Health to Provide

- For the Cessation Campaign, CPH will provide all creative and messaging for the social media components.

Campaign #2: Youth Prevention

Target Audiences:

- Age Group: 12-18

Advertising Coverage Area:

- Greater Columbus; particularly those living in neighborhood with zip codes (43222, 43223, 43204, 43224, 43229, 43203, 43205, 43206, 43219, 43211, 43227, 43232).

Advertising Medium:

- Digital media (Instagram)

Campaign Time Frame:

- Media buy period will begin January 1st 2025 and end March 31st 2025, pending media buy strategy to be determined with expertise from media buyer

Columbus Public Health to Provide

- CPH will provide all creative and messaging for the social media components.

Campaign # 3: Cessation

Target Audiences:

- Age Group: 12+, Smokers, Retailers, All Residents, African American, Business Owners

Advertising Coverage Area:

- Greater Columbus; particularly those living in neighborhood with zip codes (43222, 43223, 43204, 43224, 43229, 43203, 43205, 43206, 43219, 43211, 43227, 43232).

Advertising Medium:

- Digital media (Facebook, Youtube)

Campaign Time Frame:

- Media buy period will begin April 1st 2025 and end May 30th 2025, pending media buy strategy to be determined with expertise from media buyer

Columbus Public Health to Provide

- CPH will provide all creative assets for the social media components.

Upon completion of services the contractor will receive \$13,000 for all three campaigns.

The maximum amount of to be paid according to this agreement shall not exceed \$13,000 unless additional funds are authorized:

Total for all Campaigns: \$13,000

- Includes
 - Management of creative assets
 - Development of ads
 - Copywriting of all text for each ad asset
 - Archiving of images
 - Media planning, buying, negotiation, and placement
 - Cost of advertising
 - Campaign setups
 - Monitoring of impression goals
 - Monthly reporting
 - Final Campaign summaries

