DEPARTMENT OF STATE

—

ECA COMMUNICATIONS ACROSS ALL PLATFORMS (CAAPS)

BPA 19AQMM22A0102

This BPA is scoped for use by only R Bureaus, including but not limited to: ECA, GEC, R/PPR, GPA, etc.

Provide support for the Bureau of Educational and Cultural Affairs' (ECA) communications operations. Assist in a wide range of operations from social media campaigns to public relations with print media.

mobomo   IntelliBridge

SERVICES

TASK 1   STRATEGIC COMMUNICATIONS PLANNING & IMPLEMENTATION

This functional area is inclusive of assessing the current state of communications, identifying communications objectives, identifying target audience(s) needs, determining appropriate strategies and tactics, and identifying the current and desired brand model.

TASK 2   TRANSITION SUPPORT (PHASE-IN AND PHASE-OUT)

Transition planning requirements will be specified at the task order level.

TASK 3   VIDEOGRAPHY AND PHOTOGRAPHY

This functional area is inclusive of the work in planning and shooting events, as well as the production involved in the editing of a final product.

TASK 4   GRAPHIC DESIGN

This functional area is inclusive of all graphic design work that is required on behalf of ECA as a Bureau and its programs.

TASK 5   SOCIAL MEDIA

This functional area is inclusive of all social media interactions taken on behalf of ECA as a Bureau, as well as its programs.

TASK 6   CONTENT CREATION

This functional area is inclusive of the creation, maintenance, the review of content created across all platforms, and the conducting of interviews with pertinent subject to create content for ECA as a Bureau, as well as its programs.

TASK 7   PRINT AND DIGITAL MEDIA SUPPORT

This functional area is inclusive of work in content creation and public relations.

SERVICES

TASK 8   MARKETING ANALYTICS

This functional rea is inclusive of the work involved in the research, analytics, and data development supporting new and ongoing marketing initiatives.

TASK 9   NEW TECHNOLOGY IN COMMUNICATIONS AND ANALYTICS

This functional area is inclusive of all efforts the contractor will make in researching new technologies for application into the current ECA communications framework.

TASK 10   PRINT MEDIA AND DIGITAL TRAINING

This functional area is inclusive of all communications training efforts the contractor will develop and host for Government staff and partners.

TASK 11   BRANDING DESIGN AND SUPPORT

This functional area is inclusive of all branding operations across ECA.

TASK 12   WEBSITE DESIGN AND MAINTENANCE

This functional area is inclusive of all quality control operations and the presentation of content on all ECA-managed websites.

HOW TO DO BUSINESS

BPA NUMBER   19AQMM22A0102

Provides contractual surge capacity to accommodate for a fluctuating media environment, through quick orders under purchase card allowances, as well as larger dollar contract orders. There is no minimum order threshold that has to be met in order to use this BPA. There is also no maximum order threshold, however, the total estimated value of this BPA is set at $65M. Call orders must be awarded prior to the ECA CAAPs BPA expiration date (Nov, 2027) but may extend up to three (3) years thereafter if the underlying GSA Multiple Award Schedule (MAS) is active and has the options to support the period of performance. Call orders may be for a maximum of five years, with all option periods considered in this calculation.

MINIMUM AND MAXIMUM ORDER LIMITATIONS

There is no minimum order threshold that has to be met in order to use this BPA. There is also no maximum order threshold, however, the total estimated value of this BPA is set at $65M.

RESPONSIBILITY DETERMINATION

GSA orders generally do not require a separate responsibility determination like those required in an open market acquisition. The cognizant official will generally obtain a System for Award Management (SAM) report to confirm that the Contractor is still registered in SAM and that there are no exclusions or debarments.

PAST PERFORMANCE EVALUATIONS

Program officials (generally the identified COR/GTM for an order) are required to monitor contractor performance on a consistent basis. Prior to AQM exercising an option year/period associated with any order, the COR (or other official designed by the CO) will be responsible for completing a past performance evaluation in the Contractor Performance Assessment Ratings System (CPARS) – https://cpars.gov/.

Identified officials must create and maintain an account (now via Login.gov) in order to ensure timely reporting of past performance. Failure to submit a draft past performance report prior to submission of a request to exercise an option period may result in the option year/period not being exercised. This is a requirement, not a "nice to have", but instead a "must have".

DATES THE BPA IS ACTIVE

November 14, 2022 - November 13, 2027
(Base plus 4 Options Years)

November 14, 2027 - November 13, 2030
(Call Order Years 6-8)

CURRENT WORK

PASC CASE STUDY

Team Mobomo is currently providing the Office of Public Affairs and Strategic Communications (PASC) with support for the full range of communication activities and project management required to support ECA offices in the areas of communications and major activations; creative; data analysis; website redesign and content management; social media management; graphic design; videography and photography; public affairs; and user experience.

The team coordinates strategic activations, creates designs, produce videos and photographs, and leverage social media and web assets that are collectively brought together to create a strategic narrative through storytelling and brings foreign policy to life. This is accomplished through:

- Proactive communications across all platforms to drive a compelling narrative through storytelling;
- Overseeing public affairs and strategic communications processes and policy;
- Providing strategy and coordination for all bureau social media;
- Maintaining ECA's official communications guidance;
- Managing ECA websites and social media;
- Creating graphic design products;
- Producing videos and photography;
- Engaging with the press and other influencers;
- Drafting and clearing public remarks
- Coordinating and executing communications activations that involve cross-office and cross-bureau stakeholders

KEY CONTACTS

KEY CONTACTS MOBOMO / INTELLIBRIDGE

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Through the ECA Communications Across All Platforms (CAAPS) BPA, Team Mobomo/IntelliBridge can help create contextually relevant messages deployed across channels, bridging the competitive public diplomacy communications space, diverse and distrustful audiences, and discordant digital properties. We offer comprehensive solutions and can produce high-level outcomes for any short- and long-term needs. We focus on the requirements of your users, while delivering against your mission, goals, and objectives. The BPA has already been awarded and can be used by any R Bureau. The Office of the Procurement Executive has provided a BPA Ordering Guide to assist with requirements drafting and specific solicitation procedures, which we can provide upon request.

TEAM

ABOUT MOBOMO, MANAGING MEMBER

Mobomo is the CTA Managing partner and prime contractor. Mobomo is a small business (SB) and will be responsible for managing the contract and providing Program and Project Support. In addition Mobomo will lead tasks 2, 9, and 12.

mobomo

EXPERIENCE MATTERS

Mobomo builds elegant solutions to solve complex problems. We do it fast, and we do it at scale. As a premier provider of mobile, web, and cloud applications to federal agencies and large enterprises, Mobomo combines leading-edge technology with human-centered design and strategy to craft next-generation digital experiences.

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ISO 9001:2015
Certified by Intertek

CMMIDEV/3℠
CMMIDEV/2.0 / Exp. 2025-03-17 / Appraisal #58650

TEAM

ABOUT INTELLIBRIDGE, LEAD MEMBER

IntelliBridge is a CTA member partner, helping customers solve complex strategic communications problems and engage users. They partner with organizations such as the Department of State, DHS, FBI, and USDA to develop digital solutions that allow teams to work more efficiently and reach audiences more effectively. IntelliBridge provides professional services to accelerate technical capabilities, processes, design, and mission achievement and will lead PWS Tasks 1, 3-8, and 10-11.

IntelliBridge

MISSION ACCELERATED

IntelliBridge supports our nation's most critical missions by solving complex technology, intelligence, and mission support challenges. Our diverse customer base spans homeland security, defense, federal law enforcement, and federal civilian agencies.

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www.intellibridge.us

TEAM

Guidehouse

Guidehouse has existing experience with ECA and will be responsible for support or surge for Program and Project Support and PWS Tasks Strategic Communications Planning & Implementation

rafferty weiss media

RaffertyWeiss Media is a Small Business (SB) and subcontractor partner on our team, responsible for providing significant support for Videography and Photography.

720 Strategies°

720 Strategies is a woman-owned small business (WOSB) and a sub-contractor partner on our team. They will provide significant support for Print and Digital Media Support.

TRANSPERFECT

TransPerfect, a global provider of language translation services, is a subcontractor partner on our team. They will have multiple task areas.

APPENDIX

TASK 1 STRATEGIC COMMUNICATIONS PLANNING & IMPLEMENTATION

The contractor shall conduct an analysis to assess the current state of communications, identify communication objectives, identify target audience(s) needs, determine appropriate strategies and tactics, and identify the current and desired brand model. The resulting information will be used to develop the Strategic Communications Plan which will include recommendations to reach goals, drive priorities, requirements, and tasks. This area may also include the planning of communications in foreign languages, requiring guidance both in communicating in a new language, as well as taking cultural communications sensitivities into account.

TASK 2 TRANSITION SUPPORT (PHASE-IN AND PHASE-OUT)

Transition planning requirements will be specified at the task order level. The contractor shall plan for a logical and seamless Phase-In and Phase-Out Transition of operations to minimize, to the maximum extent practical, any adverse effect created by the transition process. The contractor must plan for the transfer of work control, delineating the method for processing and assigning tasks during the phase-in/phase-out periods.

TASK 3 VIDEOGRAPHY AND PHOTOGRAPHY

This functional area is inclusive of the work in planning and shooting events, as well as the production involved in the editing of a final product. Events requiring videography or photography may take place anywhere in the Contiguous United States (CONUS). It is the expectation of the Government that the contractor will be able to provide on-location services for these events. Specific tasks under this functional area may include but are not limited to **Videography (Local and CONUS), Event Photography (Local and CONUS), Evergreen Photography, Photo Slideshow Creation, Photography and Graphics Retention/Archiving, and Sizzle Reels.**

TASK 4 GRAPHIC DESIGN

This functional area is inclusive of all graphic design work that is required on behalf of ECA as a Bureau and its programs. This may also include the utilization of created graphics as part of larger infographic and data visualization operations, as well as the application of created graphics on physical platforms. The graphics may be in support of ECA operations, as part of a larger targeted communications campaign, or in small ad hoc situations where a quick turnaround graphic design product is required. Specific tasks under this functional area may include, but are not limited to: **General Graphic Design, Infographics, Data Visualization Support, Poster Creation**

APPENDIX

TASK 5 SOCIAL MEDIA

This functional area is inclusive of all social media interactions taken on behalf of ECA as a Bureau, as well as its programs. This includes the operations of existing ECA accounts, targeting of influencer accounts to increase traffic, and overall campaign creation and maintenance. Specific tasks under this functional area may include, but are not limited to: **Social Media Campaign Creation and Management, Advertisement Support for Event Promotion, Social Media Coordination, Social Media Toolkit Creation, Social Media Account Support.**

TASK 6 CONTENT CREATION

This functional area is inclusive of the creation, maintenance, the review of content created across all platforms, and the conducting of interviews with pertinent subjects to create content for ECA as a Bureau, as well as its programs. This may also include the review and active oversight of all the content of all communications to ensure uniformity of method and messaging, active monitoring of content success in relation to established Key Performance Indicators (KPIs), and engagements with ECA partners to assist in ECA-related content on their messaging platforms. This content creation work requires a deep understanding of ECA organizational and program goals, the ability to tailor content to a specific audience, and the understanding of how to translate the same content across a spectrum of audiences. Specific tasks under this functional area may include but are not limited to **Content Creation/Updates (Websites), Content Creation/Updates (Social Media Accounts), Content Creation/Updates (Physical Content), Content Review/Approval, Content Creation through Interviews**

TASK 7 PRINT AND DIGITAL MEDIA SUPPORT

This functional area is inclusive of work in content creation and public relations. This contractor shall serve as a point of contact for media outlets, generating press coverage, developing relationships with journalists to ensure media management, and creating relevant story pitches for print, TV, and radio platforms. Work may be done for both domestic and international press. Tasks that fall under Print and Traditional Media Support may include but are not limited to, the following: **Press Releases (Press-specific Content Creation), Press Promotion/Relations, Media Relations Management, Traditional Media Toolkit, Marketing Placement, and Dissemination Strategies**

TASK 8 MARKETING ANALYTICS

This functional area is inclusive of the work involved in the research, analytics, and data development supporting new and ongoing marketing initiatives. The contract shall serve as a foreign policy subject matter expert to be able to research and summarize the cultural dynamics of a region as they play into communications efforts. Tasks that fall under Marketing Analytics may include but are not limited to, the following: **Marketing Reports (Metrics), Country Specific Briefs, Data Visualization Dashboard, Data Mapping Support**

APPENDIX

TASK 9   NEW TECHNOLOGY IN COMMUNICATIONS AND ANALYTICS

This functional area is inclusive of all efforts the contractor will make in researching new technologies for application into the current ECA communications framework. This includes the active research of emerging technologies in machine learning and artificial intelligence, and the ability to understand and integrate the strengths of those technologies into ECA communications. Tasks that fall under New Technology in Communications and Analytics include but are not limited to, the following: **Connective APIs and Fallback Messaging Channels, Personalized Communications Platforms, Search Optimization**

TASK 10   PRINT MEDIA AND DIGITAL TRAINING

This functional area is inclusive of all communications training efforts the contractor will develop and host for Government staff and partners. The contractor shall serve as a subject matter expert on communications tools and platforms, with the ability to develop standardized messaging training for all participants. Tasks that fall under Print Media and Digital Training may include but are not limited to, the following: **Digital Training, Internet Presentations and Webinars, Social Media, and Content Creation Across All Platforms Training**

TASK 11   BRANDING DESIGN AND SUPPORT

This functional area is inclusive of all branding operations across ECA. The contractor shall serve as an expert in visual branding, maintaining awareness of efforts ongoing in each ECA office, and be able to assure the uniformity of aesthetics and branding across the ECA web platform, presentations, and print and other communications materials. Tasks that fall under Branding Design and Support may include but are not limited to, the following: **Branding Design and Support, Branding Implementation**

TASK 12   WEBSITE DESIGN AND MAINTENANCE

This functional area is inclusive of all quality control operations and the presentation of content on all ECA-managed websites. It also includes software as a service technology to enhance the ECA workforce's strategic communications. Work in this area requires continuous liaisons with the ECA program offices to ensure information is up to date. Tasks that fall under Website Design and Maintenance may include, but are not limited to, the following: **Website Design and Maintenance, Mass Email Messaging System Facilitation, Website Quality Control, Campaign Website Development**