Goal 3. Develop and produce a new advertising campaign to launch in FFY 2012, and FFY 2013. Develop complementary direct-to-home nutrition education pieces for FFY2011, FFY2012, and FFY2013. The *Network's* existing "What's Harder" campaign will air in FFY2011. New campaigns will begin development in early FFY2011 for use in FFY2012 and FFY2013. Based on the approved strategic plan, develop creative briefs in FFY2011 for the new campaign that articulate the *Network*'s communication positioning and strategy. Following approval of the creative brief, develop advertising concepts designed to convey *Network* messaging to California's low-income women with children (≤185% FPL), specifically multi-cultural English-language dominant African American, Caucasian and Latina women with children; and Spanish-language dominant women with children. Creative concepts must be adaptable to a range of media vehicles or outlets that might include but are not limited to TV, radio, out-of-home, and social media. Formulate specific messaging, storyboards, and scripts. Conduct qualitative testing of the approved creative concepts among the target audiences. Develop a separate creative brief for direct-to-home nutrition education pieces for FFY2012 and FFY2013. Following approval, develop content, layouts, and distribution methods for no less than two direct-to-home deployments (two separate creative pieces). Produce and distribute all advertising materials.		
Major Activities	**Timing**	**Key Deliverables**
Activity 3.1 Campaign Development Timeline: Upon strategy approval, submit a detailed timeline specifying each step of campaign development with corresponding dates.	January 2011 for FFY 2011. September 2012 for FFY 2013.	Detailed timeline specifying all steps involved in campaign development, from creative brief to materials distribution. Timeline must account for required CDPH approval process.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

Major Activities	Timing	Key Deliverables
Activity 3.2 Creative Concepts: Develop a creative brief for the new advertising campaign, and no less than three (3) creative concepts with nutrition education messages for (a) English-language dominant low-income women with children (b) Spanish-language dominant low-income women with children. Present creative concepts to *Network* staff, and specify how each of the concepts will work across mixed media**,** including direct-to-home nutrition education pieces.	Due according to agreed upon date outlined in Activity 3.1.	Creative brief for the advertising campaign outlining the intended target; campaign goal; positioning and insights from qualitative research relevant to the positioning; campaign personality and tonality. No less than three (3) creative concepts are to be presented for each campaign and each designated target, in the form of eight-cell storyboards. This represents a minimum of six (6) concepts, three (3) in English and three (3) in Spanish. Upon concept approval, precise scripts and final storyboards will be required.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

Major Activities	Timing	Key Deliverables
Activity 3.3-Consumer Testing. Conduct qualitative testing of no less than three (3) viable creative concepts with nutrition education message for the advertising campaign among California's low-income populations (≤185% FPL). Testing is required for three (3) sets of populations, specifically women with school-aged children who are (a) English-dominant Caucasians, (b) African American, and (c) Spanish-language dominant Latinas. Groups of 10 to 12 participants from each defined target will be moderated in San Francisco/Oakland, Fresno and Los Angeles. In total, a minimum of nine (9) focus groups will be conducted for concept testing. Present Topline results and recommendations for moving forward to *Network* staff. As necessary, modify the recommended concept based on qualitative testing.	Due according to agreed upon date outlined in Activity 3.1.	Qualitative testing will include securing focus group facilities and qualified moderators experienced with multi-ethnic, low-income populations; screening and administering focus group participants; developing necessary screeners and moderator's guides. Topline findings, insights and recommendations based on the groups will be presented to *Network* staff, accompanied by a comprehensive written report and videotapes of all groups.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area

Major Activities	Timing	Key Deliverables
Activity 3.4 Production: Produce all materials for approved concepts for the campaign, including but not limited to six (6) TV commercials (three (3) English/three (3) Spanish), two (2) radio commercials (Spanish), eight (8) outdoor advertising concepts (four (4) English/four (4) Spanish). If approval is granted, produce no fewer than six (6) bilingual direct-to-home nutrition education pieces over the course of the contract. Involve *Network* Communications Team and other staff in selection of directors, photographers, and casting, filming/recording, and editing. As requested by *Network*, assist local partners with adapting state advertising materials to conform to local communications efforts, e.g., inserting a local agency logo into outdoor materials. As necessary, present newly produced materials to *Network* staff, funded partners, stakeholders and CDPH management.	Due according to agreed upon date outlined in Activity 3.1.	A master DVD of all produced TV spots, MP3s of audio recordings, or PDFs of all final-produced print materials.

Legend: CDPH = California Department Public Health; *Network* = *Network for a Healthy California*; USDA = United States Department of Agriculture; CHHS = California Health and Human Services Agency; DMA = Designated Market Area