



Procurement-Ready Offerings Rapid Year-End Communications & Campaign Solutions

UEI: KJZ5L8LWC827 | **CAGE:** 9BHT4
Contract Vehicles: 8(a), GSA Schedule (MBE, WBE)

We provide rapid, high-impact communications and campaign solutions designed for fast contract awards under Micro-Purchase and Simplified Acquisition Procedures.

P-Card Accepted

Why Agencies Choose Us



Built for fast award and immediate delivery (30-90 days)



Mission-ready solutions from a 22× Emmy Award-winning firm.



Designed to meet end-of-year funding timelines with scalable options

TheRightMethod.com

Package A - Communications Quick Kit

\$9,800 – Instant Award Eligible

Perfect for quick year-end obligation under micro-purchase authority. (P-Card accepted). An entry-point solution that gives your agency immediate, professional-grade communications assets to meet compliance or workforce needs fast.

- Delivered within 30 Days

Agencies may also elect a later delivery date, up to 6 months out, while still obligating funds immediately.

SCOPE: FOUNDATIONAL ASSETS

- Executive Briefing Call (1 hour)
- Virtual session with leadership to align on priority messaging (workforce initiative, compliance update, training rollout, etc.).
- Official Agency Flyer (1)
 - Professionally designed, ready-to-use for distribution.
 - Tailored to federal communication standards.
- Digital Communications Assets (3)
 - Can include web banners, intranet graphics, or official announcement templates.
 - Sized and formatted for multiple channels.
 - Designed for fast execution with immediate impact
- Guaranteed delivery within 30 days of award



Package B - Campaign-in-a-Box

\$74,500 – Ready for Fast-Track Award (SAP)

A complete set of pre-scoped communications materials, including strategy, messaging, custom graphics, and one short video. All deliverables are assets only; no campaign management or outreach services are included.

- **Delivered within 60 Days**

Agencies may also elect a later delivery date, up to 6 months out, while still obligating funds immediately.

SCOPE: EXPANDED AWARENESS

- Executive Briefing Sessions (2)
 - Two virtual sessions with leadership and communications staff.
 - Aligns on key themes and ensures messaging consistency across all outputs.
- Strategic Messaging Guide (1)
 - A concise playbook (PDF) with approved language, talking points, and rollout recommendations.
 - Serves as a reference for leadership, staff, and contractors.
- Custom Flyers (3)
 - Professionally designed, agency-branded flyers for distribution.
 - Each addresses a different workforce, compliance, or training theme.
- Digital Communications Package (6 assets)
 - Web banners, intranet graphics, social-style graphics (internal use), or announcement templates.
 - Optimized for digital deployment.
- Video Briefing Module (1)
 - A 2–3 minute professionally produced video using stock footage, agency branding, and voiceover narration.
 - Perfect for town halls, intranet, or staff onboarding.
- Template Pack
 - Pre-formatted Word/PowerPoint templates for internal communications.
 - Ensures agency branding consistency
- Delivery within 60 days of award



Package C - Strategic Campaign Builder

\$149,500 – Quick Obligation Path (SAP)

A robust suite of custom communications assets, including video, graphics, infographics, and written content, packaged to deliver a full campaign toolkit. This offering provides finished deliverables only; agencies manage their own deployment.

- Delivered within 60 Days

Agencies may also elect a later delivery date, up to 6 months out, while still obligating funds immediately.

SCOPE: FULL CAMPAIGN (ASSETS-ONLY)

- Campaign Strategy & Messaging Framework
 - One cohesive campaign theme aligned to agency priorities.
- Executive Briefing Sessions (3)
 - Kickoff, midpoint touchpoint, and wrap-up with agency leadership.
- Digital Asset Suite (1 set)
 - Up to 10 custom graphics (formatted for web, social, email).
- Video Production (Stock + B-Roll)
 - One 2–3 minute campaign video using stock video + graphics, plus 3–4 short cutdowns (:30 clips). Agency may also provide B-roll for integration.
- Infographic Development (1 + Breakouts)
 - One data-driven infographic, with 2–3 breakout graphics for easy reuse.
- Expanded Asset Suite (Templates)
 - A set of editable templates – PowerPoint deck, fact sheet, and press release template – giving your agency reusable tools for future communications.
- Supplemental Assets Package
 - Additional ready-to-use compliance and workforce graphics (5+ items) to extend the campaign's reach and longevity.
- Comprehensive Messaging & Communications Playbook
 - Strategic positioning, audiences, key talking points, sample rollout plan.
- Guaranteed kickoff within 30 days of award



Package D – Federal Impact Communications Suite

\$245,000 – Pre-Approved for Quick Buy (Under SAP Rules)

Our most comprehensive package, delivering two complete sets of campaign assets — including on-site video capture, post-production, graphics, infographics, and playbooks. All materials are turnkey deliverables your agency can deploy internally; no PR, outreach, or campaign management services are included.

SCOPE: 2 FULL CAMPAIGNS (ASSETS-ONLY)

- Campaign Strategy & Messaging Framework
 - Two distinct campaign strategies, each aligned to agency priorities and tailored for different audiences.
- Executive Briefing Sessions (3)
 - Campaign planning, midpoint check-in, and final delivery with leadership to ensure alignment and adoption.
- Digital Asset Suite (2 sets, one per campaign)
 - Up to 20 custom graphics (10 per campaign), formatted for web, social, and email headers — supported by an expanded supplemental set of editable templates (PowerPoint deck, fact sheet, and press release) for agency reuse.
- Custom Program Booklet / Publication
 - One longer-form designed asset (up to 10 pages), such as a program booklet, guide, or agency playbook, delivering a polished anchor piece for communications.
- On-Site Video Capture (1 day)
 - Professional videographer on-site to capture agency footage, combined with stock and agency-provided B-roll.
- Video Production & Post-Production (2 videos + cutdowns)
 - One polished 2–3 minute video per campaign, each accompanied by 3–4 short cutdowns (:30 clips) for broader use across channels.
- Infographic Development (2 + breakouts)
 - One infographic per campaign, each accompanied by 2–3 breakout graphics for easy reuse and distribution.
- Comprehensive Messaging & Communications Playbook
 - Strategic positioning, audience segmentation, key talking points, and a sample rollout plan covering both campaigns.
- Supplemental Assets Package
 - Extra compliance, workforce, or awareness graphics (10+ items) included to extend reach and demonstrate campaign impact.
- Campaign Report-Out
 - Final summary PDF with all deliverables, suggested deployment approaches, and recommended success measures — giving contracting officers easy documentation for the contract file.
- Guaranteed Kickoff Within 60 Days of Award (Agencies may also elect a later start date, up to 6 months out, while obligating funds immediately.

