
BRUNET-GARCÍA

PUBLIC HEALTH TEAM

Established in 2003, Brunet-García has been selected by the CDC as a prime contractor for the OADC Communication Services BPA.

We lead a team with over 230 years of combined experience creating healthcare communication campaigns with precision and cultural competency. Our team's applied social impact marketing techniques and digital strategies have inspired behavior change among targeted audiences in areas as wide-ranging as immunization, tobacco cessation, and cancer research.

A Small Business with Big Ideas



A registered **8(a)-certified small business**, Brunet-García serves as prime contractor. Our teaming partner, Sapient, and subcontractors provide **enhanced depth and scope of services.**

Our size and approach to project management provides **instant accessibility, accountability, and control.** The depth of our partnership provides **scalability and reach.**

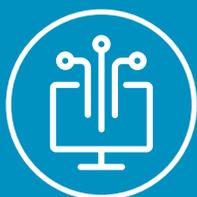
A Bridge for the Healthcare Divide



Our team creates **holistic communications for underserved populations** based on integrated social determinants as well as internal and external factors.

Our native connection to the marketplace has resulted in **multilingual healthcare campaigns** with quantifiable results built on **cultural relevance and community**

A Partner with a Digital Perspective



Our team provides leading-edge **digital engagement and analysis** with the ability to reach **disparate audiences.**

Our **future-focused digital strategy** with assessment and data migration tools eliminates inefficiencies and **increases accountability.**

Florida SHOTS™ Registry



After piloting Florida SHOTS™, FDOH contracted Brunet-García to build awareness statewide. **Since 2004, over 250 million shots have been added to the registry and awareness has risen from nearly null to 97%.** To grow participation among a disparate population, Brunet-García developed a cost-effective, integrated Instructive MarketingSM program delivered on-demand to **more than 13,000 viewers in 3 years.**

Cancer.gov



Sapient has provided the National Cancer Institute with strategic direction, interaction design, as well as content strategy, visual design, and frontend programming for Cancer.gov and its other online platforms. **This engagement has yielded over a million visits per week, with 26% of visitors viewing the enhanced Spanish content.**

CONTRACT DETAILS:
OADC Communication Services BPA
Contract #: 200-2015-M-88153

Requisition/Reference number: 00HCAUDD-2015-89964
POP: 10 years, until 2025, up to \$100mm/year
COR: Linda Marlette, zvr5@cdc.gov, 404.639.7763
PGO: Lindsey Crockett, ywn1@cdc.gov, 770.488.2815

Tips From Former Smokers



PlowShare and Golin designed and executed the ground-breaking, highly successful *Tips From Former Smokers* campaign on behalf of the CDC, which resulted in **1.6 million confirmed quit attempts and 200K+ lifetime quitters.** PlowShare's bold digital strategy has become a benchmark in social issue campaign development and implementation. Effective and innovative public relations strategies by Golin led to **more than 6 billion earned media impressions.**

TEAM LEADS	
BRUNET GARCÍA SOCIAL IMPACT MARKETING	 DIGITAL
CONTRACT SUPPORT	
PlowShare PSA DISTRIBUTION & TRACKING	 OUTREACH
 MEDIA PLANNING	 LOGISTICS
 SYSTEMS RESEARCH FOR BETTER HEALTH RESEARCH	

