FEMA

W-11009

March 3, 2011

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators and the
National Flood Insurance Program (NFIP) Servicing Agent

Edward L. Connor

FROM: Edward L. Connor
Acting Federal Insurance and Mitigation Administrator

SUBJECT: FloodSmart Contract Awarded

A new contract for NFIP marketing, advertising and public relations services has recently been awarded to LeapFrog Solutions Team FloodSmart JV, LLC based in Oakton, VA – a suburb of Washington, DC. Team FloodSmart is comprised of five experienced companies, each with their own niche in the marketing communications industry.

LeapFrog Solutions, Inc. is leading the NFIP marketing effort and managing the four other team members. They provide a comprehensive range of services, including strategic marketing communications, advertising, public relations, website design, and interactive marketing. Formed in 1996, the company is a privately held, certified, woman-owned small business.

Incumbents JWT in Atlanta, Georgia and Ogilvy Public Relations Worldwide in Washington, DC will continue in their roles as strategy/advertising/performance measurement and public relations leads. Blue Water Media in Greenbelt, MD will lead the digital strategy efforts and Spurrier Media Group in Richmond, VA will manage media strategy, planning, and buying.

During the first six months of the contract, teams will be transitioning responsibilities and developing a comprehensive communications plan that builds on the current momentum and focuses on developing and implementing strategies that directly support flood insurance policy growth. Plans also include continued work in partnership with the WYO Companies to create and implement innovative direct mail programs.

If you have questions, please contact Mary Jo Vrem, FloodSmart Project Manager. She can be reached by email: MaryJo.Vrem@dhs.gov, or telephone: 202-212-4727.

cc: Vendors, IBHS, FIPNC, Government Technical Representative

Required Routing: All Departments