



\$1 Coin Robust Circulation Program

ROBUST CIRCULATION PILOT PROGRAM PLAN

Department of the Treasury
The United States Mint
801 Ninth Street, NW
Washington, DC 20220

**Submitted by the
Real Change Partnership:
-- GolinHarris
-- Momentum
-- Campbell-Ewald**

Contact:
Wendy Love
GolinHarris

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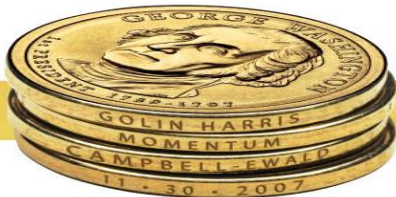
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The Vision

The overall goal of the \$1 Coin Robust Circulation Program is to increase circulation and usage of the New Presidential \$1 Coins. To ensure success against this goal, the Real Change Partnership will test the recommended integrated marketing communications approach in four U.S. “pilot” markets as outlined in the following plan. Executing a Pilot program in advance of national rollout will enable the United States Mint to:

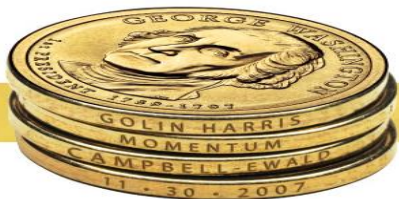
- **Gain insight** into the effectiveness of a focused strategic approach prior to national expansion
- Uncover opportunities to **tweak messages and tactics** to strengthen impact and minimize inefficiencies
- Develop relationships and **experience with key retailers** that can be leveraged on a national scale

Careful planning, execution and measurement of the pilot program will provide valid, reliable information that can be replicated nationally, increasing the probability of achieving robust circulation success.

It is our view that successfully increasing robust circulation of the \$1 coin will require a new positioning platform – a new argument. The new positioning should have the **consumer relevance and retail clout** to ignite real acceptance. We believe the notion of the \$1 Presidential Coin as an instrument of “real change” is the right argument, right now. Further, based on initial research, we hypothesize that focus on the environmental benefits of using the coin offers the most **compelling message** to consumers. Early indications suggest this positioning is believable and would have the greatest positive effect on opinion and likelihood to use.

Today, environmentalism is personal. It is more urgent. It is rapidly becoming mainstream and driving consumer behavior like never before. If additional research shows the United States Mint has a supportable and strong story to tell in this area, we believe positioning the \$1 coin around its sustainability and overall environmental responsibility will give it maximum traction in today’s marketplace. **This dollar makes a difference.** It demonstrates a simple and easy thing all of us can do. In other words, a little “change” can make a big difference because ...

Gold is Green. And the New Presidential \$1 Coin is real change.



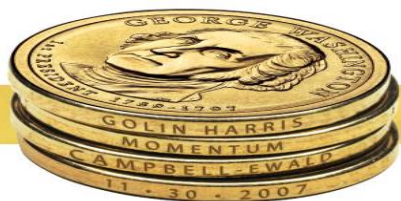
Hypothesis Testing Contingency Planning

Prior to beginning Pilot Program execution, the Real Change Partnership will collaborate with an independent research team from The Gallup Organization **to test the validity of the “Gold is Green” concept** and the environmental messaging hypothesis upon which our plan is based. Should the research not support our hypothesis, we also are testing alternative concepts so we can **develop a viable positioning**.

Gallup will investigate this hypothesis more thoroughly via “landscape” research that explores the validity and strength of environmental messages via a look at the full lifecycles of both the \$1 coin and the dollar bill. They also will probe, through a series of focus groups, to **understand the power of various combinations of message themes** shown to be strong in earlier research, specifically the environmental, ease of usage/utility and money saving benefits of the \$1 coin.

Positioning for the Pilot Program will be finalized following the first two research steps described in this plan, with ensuing research program elements adapted as needed and Pilot market execution plans adjusted accordingly.

If the “Gold is Green” platform does not work, we would need to add three to four weeks to the plan to develop revised creative strategies and develop new creative work and programming at the consumer and retail level. Revised timing would include a week for strategy development and approval, two weeks for creative concept development and one week for plan revisions. The launch would be moved to late July.



Objectives, Targets, Strategic Approach

Through the Pilot Program, we will test and evaluate the power of the selected positioning. For the purposes of this plan, we have assumed “Gold is Green” will prove most viable.

Objectives:

- Increase consumer understanding and interest in the New Presidential \$1 Coin
- Ignite consumer and retailer acceptance of the \$1 coin
- Increase and sustain usage so that the general public uses, accepts and expects the \$1 coin in every day cash transactions

Target Consumers:

According to a 2007 Yankelovich environmental survey of American consumers:

- 19% consider themselves highly supportive / active on environmental issues
- 64% consider their support for environmental issues ‘moderate’
- Just 17% say they have little or no support for environmental issues.

We believe that there is an important and timely opportunity to reintroduce the New Presidential \$1 Coin on an environmental platform that will ignite the passions of the 83% of consumers who are supportive of environmental issues and practices. That said, alternate psychographics will be considered as appropriate as part of contingency planning.

Specifically, the profile of our *core* target is:

- Male and female adults, with a slight female skew
 - Many of whom are single
- 18-54 years of age, with an 18-44 skew
- Moderate level of affluence and education
- Often employed in a service industry or “grey collar” occupation
- Frequent cash users

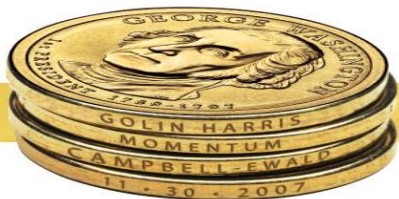
Additional Priority Targets:

- Retail Decision-Makers and Cashiers (Bankers/Tellers are secondary)
- Editorial Media
- Community Influencers/Opinion Leaders

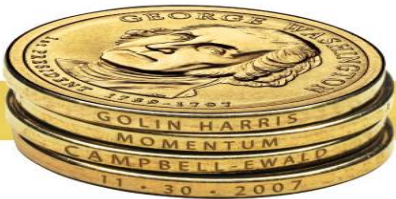
Strategic Approach:

The program leverages four strategic consumer- and trade-focused components to drive the \$1 coins into the consumer culture and lifestyles in the four test markets.

1. Research to validate and develop messages and evaluate success
2. Retailer-Specific Consumer Promotions and Retailer Management to spark usage
3. Comprehensive Public Relations to create news and credibility and ignite acceptance
4. High Impact and Differentiating Advertising to drive understanding and interest



RESEARCH

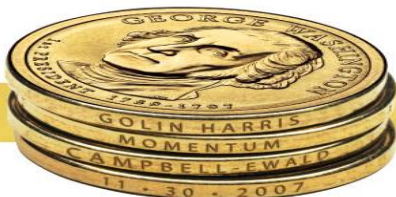


The Research Plan

The Pilot program provides an opportunity to gather insights into the behavior of the general public regarding the New Presidential \$1 Coin. It begins with research.

REAL CHANGE PARTNERSHIP LEAD:	GolinHarris with The Gallup Organization
WHAT IT IS:	A robust research plan that allows us to properly direct our messaging and determine how best to motivate them to sustained usage.
WHY IT IS CRITICAL TO SUCCESS:	It gives us the opportunity to “test” our recommendation in a real world environment, but do so on a small scale before investing in media and production costs. Based on the results, we will be able to refine the program, if necessary, before rolling it out to a larger geography.
HOW IT WORKS:	<p>The research plan consists of two stages:</p> <p>Developmental research, which is designed to validate and strengthen our program prior to the actual launch. It consists of the following steps:</p> <ul style="list-style-type: none"> • Landscape Analysis <i>(conducted by Gallup and funded from a separate budget)</i> • Strategic Message Exploration <ul style="list-style-type: none"> • Qualitative Consumer Focus Groups <i>(conducted by Gallup, funded separately)</i> • Qualitative Retail Research among cashiers and store managers <i>(conducted by Momentum)</i> • Qualitative Opinion Leaders to identify “friends” and “foes” <i>(conducted by GolinHarris)</i> • Creative concept testing <ul style="list-style-type: none"> • Qualitative Consumer Focus Groups <i>(conducted by Campbell-Ewald)</i> <p>Evaluative research, which is designed to measure actual effectiveness of the program. It also will identify the extent to which various program elements delivered on their intended objectives so that refinements can be made prior to a larger roll out. It will consist of these steps:</p> <ul style="list-style-type: none"> • Quantitative pre/post tracking study in all four pilot markets to measure changes in awareness, opinion, attitudes, consideration, images and claimed usage <i>(conducted by Gallup, funded separately)</i> • Qualitative retail shopping visits to gauge ongoing retail participation <i>(conducted by Momentum)</i> • Media message and placement tracking to monitor ongoing activity of paid and unpaid media <i>(conducted by GolinHarris)</i>
EXPECTED OUTCOMES:	This entire research program will ensure we have a powerful message and communications campaign that will excite and motivate our consumer and retail targets. The expected goal is a significant gain in usage, so that we can roll the program out nationally with confidence.

Following details the specifics of each step:



**Developmental Research:
Landscape Analysis**

The main objective of this step is to determine the true environmental impact of the \$1 coin and dollar bill throughout the full lifecycle of each.

Methodology:

Gallup will develop a report based on:

- Secondary research/literature review available in the public domain
- In-depth interviews with market and government leaders

Estimated Timing:

	Timing
Project Kickoff	w/o March 3
Interviews	w/o March 10 - 17
Third Party Research	w/o March 10 - 17
Final Report	w/o March 24

This research is to be conducted by Gallup and is funded separately.

**Developmental Research:
Strategic Message Exploration, Consumers**

The primary objective of this step is to validate the strength of the “green” concept and to explore its viability **relative to other strategic alternatives** (e.g., saves money, utility, etc.). We will also evaluate a range of strategic concepts to determine the extent to which we can/should compare the \$1 coin to the \$1 bill *without* denigrating the bill. Based on analysis of this research combined with Landscape research described above, we will finalize positioning for the campaign and adapt ensuing research steps as needed.

Methodology:

Gallup will conduct 12 qualitative focus groups in six cities

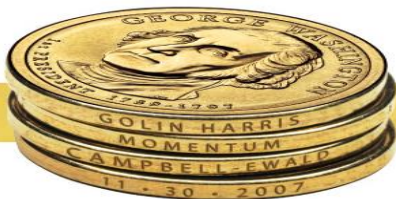
Markets/Sample:

The groups will be held in six geographically dispersed markets across the United States. Participants will be reflective of our broad target audience described earlier, as well as high potential sub segments identified by Gallup.

Estimated Timing:

	Timing
Project Kickoff	w/o March 10
Message Concept Development/Approval	w/o March 17
In-Field; Topline Report by March 31	w/o March 24/31
Final Report	April

This research is to be conducted by Gallup and is funded separately.



**Developmental Research:
Strategic Message Exploration, Retailer Interviews**

This step is needed to gain a deeper understanding of the retail environment relevant to dollar coin use/non-use.

- Perceptions barriers
- Transaction barriers
- Inventory barriers
- Operational/physical barriers
- What happens in the transaction environment (cashiers only)

Methodology:

Momentum will execute one-on-one, in-depth interviews with retail store managers and cashiers

- Each store manager interview will last approximately 90 minutes; cashiers 30-45 minutes
- Store manager and cashier interviews will take place in a convenient focus group facility location
- Interviews will be filmed and recorded
- Store managers will be offered a \$200 incentive to participate; cashiers will be offered a \$50 incentive

Markets/Sample:

Interviews will be conducted in Columbus, Ohio, with 14 retail people overall – four retail store managers and ten cashiers. No more than two cashiers from the same retail store will be included; respondents will reflect different retail categories (e.g., mass merchandisers, grocery, QSR, etc.)

Timing:

	Timing
Recruiting	4 th week March
Conduct Interviews	1 st week in April
Analysis & Report	2 nd week in April
Present Findings	3 rd week in April

**Developmental Research:
Strategic Message Exploration, Opinion Leader Interviews**

This research will monitor relevant activist group positions, activities and issues. Intelligence from the *Engagement Index* will provide a comprehensive report and recommendations for proactive/defensive action.

Methodology:

GolinHarris will develop:

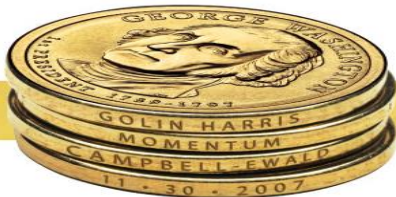
- Interviews and conduct secondary research
- Data from each group is sorted based on resources, visibility, and clout
- An aggregate “index” is assigned to each, indicating appropriate strategy for engagement/outreach

Markets/Sample:

We will conduct the interviews in Washington, D.C. – six policy makers, four environmentally-focused leaders.

Timing:

	Timing
Project Kickoff	w/o March 17
Message Concept Development/Approval	w/o March 24
In-Field	w/o March 31
Final Report	w/o April 14



**Developmental Research:
Creative Concept Testing**

Once the strategy is finalized, we will conduct research to gauge reactions to specific creative materials designed to communicate the strategy. We will evaluate a variety of creative executions (TV storyboards, rough print ads, rough in-store POP materials, etc.) to make sure the ideas are clear, appealing, appropriate and motivating.

Methodology:

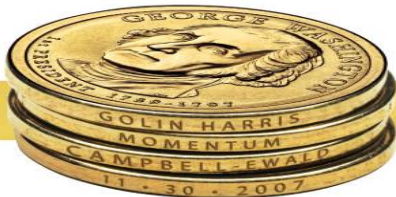
- Six focus groups will be conducted
- Each group will last approximately 90 minutes
- All sessions will be filmed and recorded

Markets/Sample:

Two markets – three groups per (markets TBD), nationally dispersed

Timing:

	Timing
Project Kickoff	w/o March 24
Creative Concept Development/Approval	w/o Mar. 24 thru w/o Apr. 7
Recruiting	w/o March 31
Conduct Focus Groups	w/o April 14
Reporting	w/o April 21



**Evaluative Research:
Tracking Study**

Gallup will be conducting a national tracking study for the U.S. Mint. This study measures awareness, attitudes, imagery, consideration and claimed usage of the Presidential dollar. Gallup will “heavy-up” the sample in each of our pilot markets so that the data is readable on an individual market level.

Methodology:

This study will be conducted quantitatively by Gallup using an online methodology:

- The pre-wave will be conducted in early-June right after the J.Q. Adams coin release as an overlay to the national tracking study
- The post-wave will be conducted at the very end of our program. The post wave will be compared to the pre-wave to gauge movement resulting from the program itself

Timing:

	Timing
Pre-Wave Study	Late May/Early June
Post-Wave Study	Mid October
Present Findings	November

**Evaluative Research:
Retail Shopping Visits**

This research will determine the effectiveness of the pilot program at driving actual acceptance and use of dollar coins among *consumers* in the retail environment by:

- Gauging willingness/ability of cashiers to provide a \$1 coin when requested in change
- Willingness/ability of cashiers to accept a \$1 coin when offered in payment
- Ability of store managers/cashiers/other relevant store personnel to promote/facilitate use of \$1 coin

It will also determine the effectiveness of the Pilot Program at driving actual acceptance and use of \$1 coins among *store managers and cashiers* by:

- Determining number of stores participating in Collaborative Relationships and at the medium and small retailer levels
- Tracking retail stores that create/order POS/collateral materials
- Tracking retail stores that stock cash drawers with \$1 coins

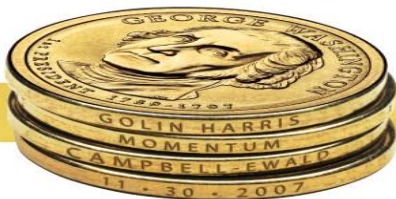
Methodology:

Momentum will conduct this research two ways:

- Mystery shopper visits
 - Conducted in all four test markets
 - 40 shops per market (20 shops per month x 2 months); Total: 160 shops
 - Each shop will take approximately 15 minutes, with additional 10 minutes for questionnaire
 - All mystery shops will be conducted by trained researchers
- Tracking via online customization tool and covert observation by Momentum on-site personnel

Markets/Sample:

Visits will be conducted in all four pilot markets. Researchers will 1) observe retail environment to determine extent of marketing collateral materials used in store; 2) interact with cashiers to determine acceptance and use of dollar coin.



Timing:

	Timing
Conduct Mystery Shops	Continual July – Aug
Tabulations and Analysis	On-going July – Aug
Analysis and Report	Within 7 days of close of program
Present Findings	Date TBD by client

**Evaluative Research:
Media Message and Placement Tracking**

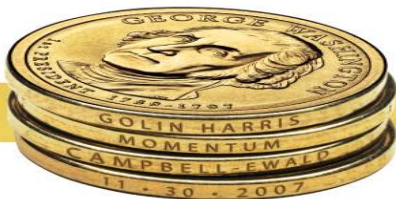
This step is to determine the volume of media coverage and penetration of key messages.

Methodology:

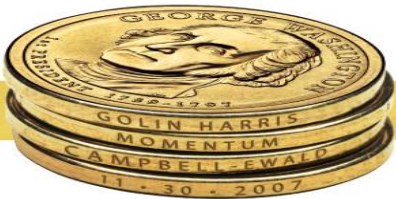
GolinHarris will compile print, broadcast and online (consumer generated) media clips related to the program. We will analyze for content, including message placement, favorability, third-party commentary and date/time/publication/journalist. This will allow us to determine favorability over time, any form of media bias, message penetration and reporters who might require additional outreach. When combined with primary research in the market, awareness and recognition of messages will help determine if adjustment to message placement is required.

Timing:

Ongoing throughout the pilot campaign.



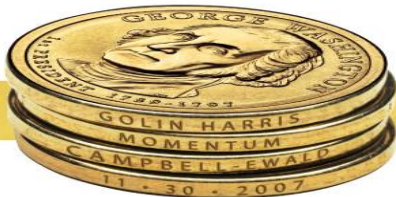
RETAIL



Activation at Retail

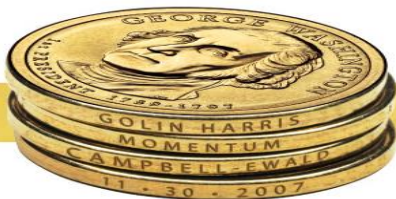
A. Market Selection

REAL CHANGE PARTNERSHIP LEAD:	Campbell-Ewald / Momentum
WHAT IT IS:	Process for selecting the Test Markets which will best provide an accurate and comprehensive representation of how the program would look in a national rollout.
WHY IT IS CRITICAL TO SUCCESS:	<ul style="list-style-type: none"> • Test the various components of the Pilot Program for their ability to increase acceptance and usage of the New Presidential \$1 Coin. • Fine-tune the Pilot Program execution before a national rollout • Testing in four markets will help minimize possible anomalies that could occur with a one or two market test design
HOW IT WORKS:	<p>The four test markets selected are based on the following criteria:</p> <ul style="list-style-type: none"> • Geography <ul style="list-style-type: none"> • Representative of the U.S., including both coastal and non-coastal markets • Coastal markets tend to be early adopters to new ideas and products • Mid-size population <ul style="list-style-type: none"> • Large markets (i.e. top 15) can be difficult to control and read due to media overlap • Large markets are much more expensive to implement • Demographically and economically average <ul style="list-style-type: none"> • Stay close to the national average in terms of employment rate, household income, age of population, etc. • Results will be more applicable to a national rollout • Balanced retail environment <ul style="list-style-type: none"> • We are avoiding markets that are abnormally dominated by one or two retailers, such as Little Rock • Typical from a media perspective <ul style="list-style-type: none"> • Average cable/ satellite penetration • More than one local newspaper • Average+ internet access and penetration • Retailer presence <ul style="list-style-type: none"> • Large retailers targeted for key collaborative relationships • Many small and medium retailers to build ground swell of acceptance
EXPECTED OUTCOMES:	<p>Conduct the \$1 Coin Robust Circulation Pilot Program in the following 4 markets:</p> <ul style="list-style-type: none"> • Charlotte, NC • Grand Rapids, MI • Austin, TX • Portland, OR



B. Pilot Program Retail Strategy

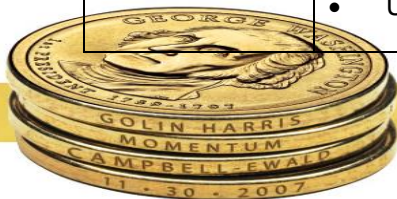
<p>REAL CHANGE PARTNERSHIP LEAD:</p>	<p>Momentum</p>
<p>WHAT IT IS:</p>	<p>Building Collaborative Retail Relationships We will seek and build collaborative Relationships with Retailers in each market. Retailers of varying sizes and product categories will all have the opportunity to participate in Pilot market promotional activities, to the degree most appropriate to stimulate usage and circulation of the New Presidential \$1 Coin. At retail we will employ a push/pull strategy.</p> <ul style="list-style-type: none"> • Consumer PULL <ul style="list-style-type: none"> • We will motivate consumers to USE and ASK for the \$1 coin • Retail PUSH <ul style="list-style-type: none"> • We will stimulate the retailer to OFFER and ACCEPT the \$1 coin as change with cash transaction customers to increase acceptance and usage. <p>We will seek to build relationships in many retail locations to provide the opportunity for the same customer to see/experience the \$1 coin more frequently, and in more locations to make the \$ coin a part of their spending habit.</p>
<p>WHY IT IS CRITICAL TO SUCCESS:</p>	<p>Confucius said: I hear, I know. I see, I remember. I do, I understand. When consumers experience the \$1 coin in multiple locations/situations, they will ‘understand’. Usage will become a part of their routine behavior.</p> <p>We will actively build relationships with retailers to support distribution and promotion of the New Presidential \$1 Coins in order to fully support our goal to increase acceptance and usage.</p> <p>We will employ a ‘Push’ and ‘Pull’ strategy at retail to:</p> <ul style="list-style-type: none"> • Facilitate a change in consumer attitudes and behavior • Drive everyday usage of the New Presidential \$1 Coin • Facilitate active demand for the \$1 coin • Maximize the impact of retailer’s efforts • Enable the consumer to more frequently engage in use of the New Presidential \$1 Coins
<p>HOW IT WORKS:</p>	<p>We have created a tiered plan to provide complete and thorough coverage of the market to maximize the potential to increase acceptance and usage. Each layer contributes a critical piece to effectively reaching the target user frequently: The plan will activate at the following levels:</p> <ol style="list-style-type: none"> 1. National Retailers – via Local Account Managers and customized promotional activation 2. Medium and Small Retailers – via Local Market Managers and do-it-yourself customization of online promotional materials 3. All Retailers – via the Retailer microsite, the Presidential \$1 Coin site and standard promotional materials 4. Incremental Distribution Program – pushing distribution to more locations
<p>EXPECTED OUTCOMES:</p>	<p>Collaborative Retail relationships widely spread across the Pilot Markets which ignite acceptance and usage of the \$1 coin, effectively changing long term usage behavior.</p>



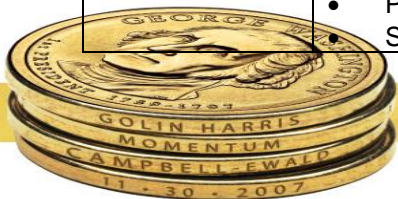
Following details the specifics of each step.

1. National Retailer Activation Detail

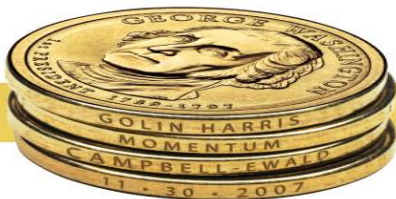
REAL CHANGE PARTNERSHIP LEAD:	Momentum
WHAT IT IS:	Program to identify and enroll optimal National retailers for collaborative relationships.
WHY IT IS CRITICAL TO SUCCESS:	These relationships will provide the size, volume and impact needed to deliver on our program objective of increasing acceptance and usage of the \$1 coin. National Retailers who get behind the program will effectively multiply the size of our effort when they tie-in with their own “Gold is Green” efforts. Additionally, they provide the biggest playing field for usage – and for usages which rolls out nationally.
HOW IT WORKS:	<p><u>Retailer Engagement</u> We will develop a comprehensive and compelling presentation to take to Retailers to open a relationship dialogue. We will utilize our Retail Market expertise (mPULSE) and incorporate timely learning’s from the Qualitative Research to craft a message which encourages participation in a program to stimulate usage of the New Presidential \$1 Coin.</p> <p>We will engage multiple retailers in a range of product categories, including:</p> <ul style="list-style-type: none"> • Mass Merchandisers • Home Improvement • Food • Quick Service Retail • Drug • Convenience & Petroleum <p><u>Relationship Criteria</u> Relationships for proactive customized activation will be researched and formed with up to four Retailers with the ability to provide the U.S. Mint:</p> <ul style="list-style-type: none"> • Green messaging as a part of their DNA • Robust cash business (either as a percentage of total transactions or in total cash “scale” dispensed) • Size and scope for eventual national implementation • Multiple locations to actively distribute and promote the \$1 coins • A “halo” of legitimacy for the Presidential \$1 Coin • Willingness to actively participate in retail promotion supporting the \$1 coin. <p><u>Relationship Proposal</u> The proposal to National Retailers will feature robust content tailored specifically toward their category, and identifying all of the benefits of supporting the U.S. Mint effort to increase acceptance and usage of the \$1 coin. Content would include:</p> <ul style="list-style-type: none"> • Messaging which introduces a retail-focused call to action – “Ask for Gold. It’s Green.” <ul style="list-style-type: none"> • This message is a direct invitation for consumers to use and ask for the \$1 coins • \$1 coin promotion serves as a badge of recognition <ul style="list-style-type: none"> • Everyone who actively circulates the \$1 coins makes a statement about this simple, tangible way to prove “green” commitment • U.S. Mint TV, print, online, PR and event support of the “Gold is Green” message



	<ul style="list-style-type: none"> • A customized co-marketing program with benefits to the Retailer such as: <ul style="list-style-type: none"> • Customized merchandising materials that tie directly to their green initiatives, marketing goals and the “Gold is Green” campaign. (Examples of materials for speculative relationships are in Appendix A of this document.) • “Ask for Gold. It’s Green” tags for TV, radio, print and online • Local Public Relations support <ul style="list-style-type: none"> ▪ In coordination with the retailer (and with GolinHarris coordination) ▪ Position retailer as “leader of real change” in supporting the green initiative • Opportunity for their store locations to participate in the Incremental Distribution program which will provide valuable marketing/advertising content. (More detail follows in a dedicated section.)
	<ul style="list-style-type: none"> • A Local Market Account Manager who will be dedicated to supporting Retail activation efforts and tracking progress of the effective implementation of the program in each of the four pilot markets. Adjustments needed will be addressed immediately by the Market Manager and communicated to all other markets. Local Account Managers will also: <ul style="list-style-type: none"> • Coordinate development and implementation of the co-marketing program • Hold weekly “status” calls to gain approvals on concepts, creative directions and other key issues, working on an ongoing basis with Retailer to help drive up sales and transactions • Provide, as needed, customized \$1 coin usage training for sales force, store management and cashiers. • \$1 coin usage will actively be promoted via an employee incentive program <ul style="list-style-type: none"> • The program will encourage national store personnel ‘work’ the program with enthusiasm • How the incentive program will work: <ul style="list-style-type: none"> ▪ Retailer receives an informational packet to educate staff ▪ Participating retailer orders \$1 coins from a financial institution ▪ Retailer submits proof of order to The United States Mint ▪ Retailer receives 1% of each order in New Presidential \$1 Coins to award to employees ▪ Reward cashiers who pass out the most coins during their shift <p>The U.S. Mint Presidential \$1 Coin activation program is a collaborative relationship designed to create a balanced, healthy working environment. To ensure the mutual success of the program Retailers engaged in the collaborative relationship will support U.S. Mint by:</p> <ul style="list-style-type: none"> • Ordering quantities of the New Presidential \$1 Coin to accommodate significant distribution (push) increase • Displaying of all customized communications materials during the Pilot Program (4 months) • Including the “Gold is Green” and “Ask for Gold, its Green” message and thematic graphics in advertising and marketing materials during the program and beyond • Including “Gold is Green” messaging in Retailer TV, print and online advertising, loyalty card newsletters, in-store advertising (including TV monitors), and all other appropriate marketing materials. • Conducting training for cashiers and store personnel pre-launch (with the support of Local Account Manager as needed) <ul style="list-style-type: none"> • Suggestively sell – or otherwise encourage – payment / change via the New Presidential \$1 Coin with all customers • Participating in joint PR activities • Supporting Retailer events and in-market promotional efforts

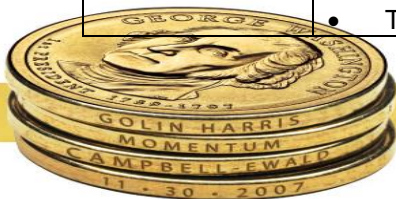


	<ul style="list-style-type: none">• Providing constructive feedback on the ability of the program to increase acceptance and usage of the \$1 coin in their stores• Reviewing program results for “next phase” improvements
EXPECTED OUTCOMES:	<ul style="list-style-type: none">• Collaborative relationships with National Retailers in the pilot markets will drive consumer usage of the New Presidential \$1 Coin.• National Retailers will order significant quantities of \$1 coins and push them into circulation. They will accept them in transactions, thereby establishing cyclical use and changing consumer behavior.• National Retailers will lead and legitimize the acceptance and usage of the \$1 coin and provide a launching pad for national efforts in 2009.

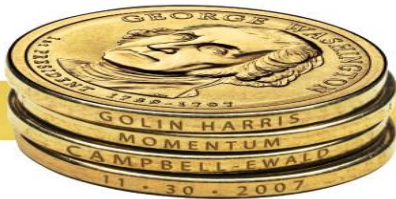


2. Medium and Small Retailer Activation

<p>REAL CHANGE PARTNERSHIP LEAD:</p>	<p>Momentum</p>
<p>WHAT IT IS:</p>	<p>Activation Program for Medium and Small Retailers who may or may not have a national footprint, featuring Local Market Managers and do-it-yourself customization of online promotional materials.</p>
<p>WHY IT IS CRITICAL FOR SUCCESS:</p>	<ul style="list-style-type: none"> • Local businesses that may not have a national footprint but are frequented by our target must also be provided the opportunity to participate at a level which is appropriate. • To create a significant ground swell for the \$1 coin we must encourage the participation of Small and Medium retailers. They will add depth and breadth to the program message. Consumers will be far more likely to experience the \$1 coin in multiple/increased retail situations when Medium and Small businesses participate.
<p>HOW IT WORKS:</p>	<p>We will promote to Medium and Small businesses that they have the opportunity to actively participate in the “Gold is Green” campaign to increase usage of the \$1 coin in their businesses and to jump on the “Gold Is Green” bandwagon.</p> <p>How we will do this:</p> <ul style="list-style-type: none"> • Local Market Managers will reach out to Medium and Small businesses (Chamber of Commerce, Better Business, Community Retail Associations etc.) through the best methods available in each market. They will provide materials which inform about the “Gold is Green” campaign and direct retailers to the “Gold is Green” Web site for more information. (See next section for detail). • We will provide access to an online do-it-yourself Asset Personalization Tool. The Asset Personalization Tool enables the business owner to go online and select from a range of “Gold Is Green” and “Ask For Gold, It’s Green” themed materials which they can ‘personalize’ by adding their own business name/logo/information. They can either download/print and use these items or send them to a professional printer. <ul style="list-style-type: none"> • Basic customizable materials would include: <ul style="list-style-type: none"> ▪ Official Retailer decal ▪ Sell sheet which explains features and benefits of the \$1 coin ▪ Register toppers/lane signage to encourage consumers to “Ask for Gold” at the point of purchase ▪ Change mat which drives home the “Ask for Gold” message where cash transactions take place ▪ Employee buttons to motivate interaction with consumers ▪ Employee tip cards featuring program touch points allow easy reference ▪ Banner to drive street traffic and awareness. ▪ Floor graphics ▪ Ceiling dangler to utilize visual ‘air’ space ▪ Shelf wobblers to hang off of shelving or cash register ▪ “Gold Exchange Station” signage which will turn the existing customer service area into a place to exchange bills for coins
<p>EXPECTED OUTCOMES:</p>	<ul style="list-style-type: none"> • Medium and Small businesses will jump at the opportunity to leverage a campaign which is running in their market. They will recognize the added value and the positive rub they will receive for their support of the \$1 coin “Gold is Green” message. • They will order \$1 coins. And they will order customized tie-in materials to show their



	support and create a point of difference between themselves and their competition.
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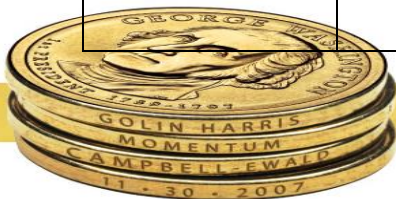
3. All Retailers Activation Program

REAL CHANGE PARTNERSHIP LEAD:	Momentum
WHAT IT IS:	All Retailers (including National, Medium and Small) are provided the opportunity to be fully informed and participate in the Presidential \$1 Coin “Gold is Green” campaign without incurring any additional expense via the Retailer Microsite, the \$1 coin site and standard promotional materials.
WHY IT IS CRITICAL TO SUCCESS:	Increasing acceptance and usage of the \$1 coin must cover 100% of the population. Consumers must not see the \$1 coin as having limited acceptance, select usage applications or limited availability. It must be everywhere. The All Retailers Activation Program will provide every person and business (from sole proprietor to conglomerates) an equal chance to play.
HOW IT WORKS:	<p>There are two levels of information which will be made available:</p> <ul style="list-style-type: none"> • “Gold is Green” Retailer Web site (accessed through and hosted on goldisgreen.gov) <ul style="list-style-type: none"> • This site will inform and educate retailers as to how they can get behind the program. It will include information such as: <ul style="list-style-type: none"> ▪ Benefits to the Retailer for getting behind the message ▪ Why it is beneficial to order \$1 coins ▪ How to order \$1 coins ▪ Retail-focused FAQ ▪ Case studies to show what other businesses are doing to inspire ideas ▪ Questions and requests for more information on how to participate in the program will be directed to the Local Account Manager. ▪ Information regarding in-market \$1 coin distribution activity ▪ A link to the do-it-yourself Asset Personalization Tool ▪ More relevant information, added as needed • U.S. Mint Presidential \$1 Coin Web site <ul style="list-style-type: none"> • This is the “Gold Is Green” update to: www.usmint.gov/mint_programs/\$1coin • During the Pilot Program it is accessed though and hosted on goldisgreen.gov • This site will replace the current site at the time of the national rollout • The “Gold is Green” U.S. Mint Presidential site will include: <ul style="list-style-type: none"> • \$1 coin overview / history • Outreach program information • Coin Release Schedule • \$1 coin FAQs • Informational materials – re-themed with the “Gold is Green” thematic. <ul style="list-style-type: none"> ▪ The informational materials currently available on ‘materials.usmint.gov/\$1coin’ will continue to be available nationally while inventory of the items currently in stock are depleted. ▪ New materials will be created for Financial Institutions, Retail Merchants, Educators and Other Organizations. Quantity and selection of materials will be re-evaluated to determine the most efficient material that should be produced moving forward.
EXPECTED OUTCOMES:	Retailers will use the “Gold is Green” Retailer Web site to gain a full understanding of the \$1 coin “Gold is Green” program and to learn how they can participate. It will provide excellent reference National, Medium and Small businesses. Local Market Managers will use this site as the base of communicating activation information and opportunities to all collaborative partners.

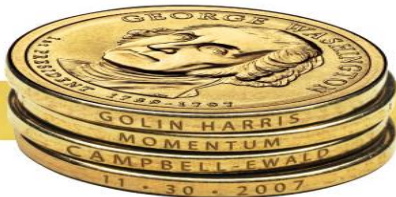


4. \$1 Coin Incremental Distribution Program

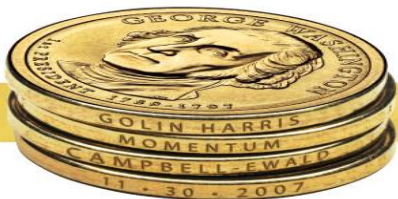
REAL CHANGE PARTNERSHIP LEAD:	Momentum
WHAT IT IS:	A grass roots \$1 coin distribution program which will increase the volume of the \$1 coin in the hands of the target – the “Real Change Exchange!”
WHY IT IS CRITICAL TO SUCCESS:	<ul style="list-style-type: none"> • We know that once the target experiences the \$1 coin many of the barriers to use will immediately be broken. Therefore the quicker we can get the \$1 coin into their hands and provide a situation where they can use it – all the better for achieving our goal to increase acceptance and usage. • While Retailers will be ordering the \$1 coin and increasing distribution at the register we will come at the target from another direction. We will put the coin directly into their hands – in consumer goods terms this is called ‘sampling’ – to allow them to try it out, test it, and see that it is in fact user friendly. There was really nothing to fear. • Retailers will have validation that the U.S. Mint is committed to and completely backs the “Gold is Green” campaign and the U.S. Mint is 100% dedicated to increasing acceptance of the \$1 coin – and to doing its part to actively increase distribution. • The Incremental Distribution Program will represent value to Retailers. It will drive traffic to their store locations. • Also, the \$1 Coin Incremental Distribution Program is not limited to only permanent store locations; it is extremely flexible and can be present wherever our target is – business districts, historical events, libraries, community events, festivals, parades, sporting venues etc. Ultimately, our reach will be greatly expanded. • The Incremental Distribution Program also provides an excellent PR footprint and focal point for media attention.
HOW IT WORKS:	<p>The Real Change Exchange will be an attention getting and compelling interactive environment which consists of:</p> <ul style="list-style-type: none"> • Two customized biodiesel Dodge Sprinter vehicles with photovoltaic panels (to honor our ‘green’ theme) • Each will be wrapped in “Gold is Green” thematic graphics • Canopies will lift up on both sides and the back of each vehicle to create four distinct areas of interaction: • Exchange <ul style="list-style-type: none"> • A \$1 Coin Exchange Machine is built into the vehicle, it functions like an ATM to exchange currency for \$1 coins • Trial <ul style="list-style-type: none"> • Activities that require a \$1 coin, such as beverage and snack vending machines and video games • Chance to win - drop your \$1 coin and watch it descend through a field of pegs -- you could win a \$25 roll • Education <ul style="list-style-type: none"> • Interactive touch screens are available to learn more about the \$1 coin and the “Gold is Green” program



	<ul style="list-style-type: none"> • Additional features <ul style="list-style-type: none"> • “Gold Is Green” advertising • National retail partner-specific segments, demonstrating green commitment and initiatives <ul style="list-style-type: none"> ▪ The life of a \$1 coin ▪ Recycling information and tips, etc. ▪ History of the \$1 coin ▪ The presidents featured on the coins ▪ Coin release schedule ▪ Collector information • \$1 Coin Ambassadors <ul style="list-style-type: none"> • Staff working with the vehicle are continually working to get people to interact with the \$1 coin • At times they could be historical actors, dressed as the U.S. presidents featured on the \$1 coins. This would add some visual energy and further distinguish the New Presidential \$1 Coin from other coins • Activity which takes place during the Incremental Distribution Program would be a source for video content on the goldisgreen.gov Retailer site. • Continuous in-market activity <ul style="list-style-type: none"> • Two units will enable us to provide excellent coverage of all four test markets during the duration of the Pilot Program and beyond.
<p>EXPECTED OUTCOMES:</p>	<p>The \$1 Coin Incremental Distribution Program will increase the number of \$1 coins in circulation.</p>



PUBLIC RELATIONS

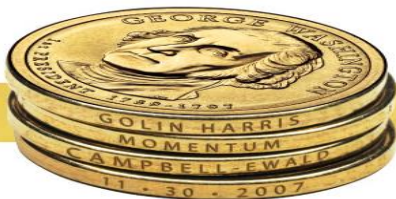


Comprehensive Public Relations Plan

Building acceptance for the New \$1 Presidential Coin involves reaching our target audience at multiple touch points via several channels and over an extended period of time. As noted earlier, our comprehensive public relations program will explain, educate, inspire and underscore credibility.

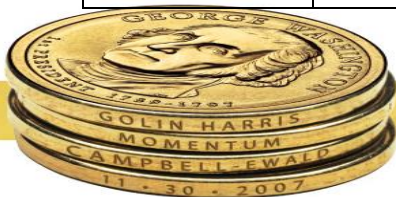
Three elements will drive our public relations efforts:

- “Gold is Green” kick-off event in each test market
- Media relations leading up to and immediately following the kickoff event
- Cultivation of local third-party endorsers and supporters of the campaign and the \$1 coin



**We Must Inspire:
Kick-Off Events**

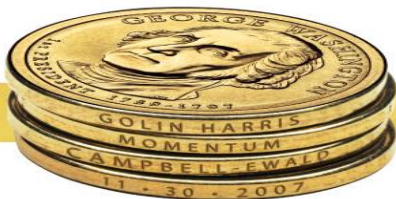
<p>REAL CHANGE PARTNERSHIP LEAD:</p>	<p>GolinHarris</p>
<p>WHAT IT IS:</p>	<p>“Gold is Green” Pledge Kick-Off Events</p> <p>In each pilot market, we will execute a media launch event to announce a "Gold is Green" Pledge. The event will be designed to inspire widespread use of the coin and will feature local leaders and supporting organizations who will challenge, motivate and encourage local consumers, by their own example, to commit to using the \$1 coin in their daily activities. The event will focus media and public attention on the value of the coin and its environment benefits.</p>
<p>WHY IT IS CRITICAL TO SUCCESS:</p>	<p>A high profile event will attract earned media, energize pilot program collaborators, and serve as the first stage of bringing the \$1 coin to the public consciousness in the pilot markets.</p> <ul style="list-style-type: none"> • The launch event is a mass communication exercise, reaching a large audience in a single effort. • Events are tangible, hard news stories that will attract the interest of local media (e.g. newspapers, broadcast, radio, bloggers, etc.). • The event offers an incentive for local civic leaders, businesses and third parties to become supporters of the \$1 coin. It will highlight to the participants’ constituencies their commitment to a green initiative and offer opportunities to be included in the earned media coverage. • Participants and event attendees will become excited and engaged about the \$1 coin. Bringing together a cross-section of initial supporters will build a base of \$1 coin evangelists who will begin to use the coin in daily life. • The launch event will serve as a rally point to build initial interest in the campaign, and will provide collateral (e.g. photos, registration lists, contacts with media and third parties) that we will utilize throughout the Pilot Program.
<p>HOW IT WORKS:</p>	<p>The event will take place in a high-profile location in each market, such as city hall, a major public park, or a downtown business area with an environmental aspect (e.g. a new green-certified building). This event will include a variety of locally-known participants, each of whom will contribute different but important value to the event:</p> <p>Kick-Off Event Agenda Template:</p> <ul style="list-style-type: none"> • Speakers will offer an energizing call to action, asking consumers and businesses to join in local efforts to contribute to a greener environment through the use and support of the \$1 coin. • Participants will sign a "Gold is Green" pledge. The focal point will be an exaggerated large scale “document” for optimal visibility and attention. The pledge itself will be a commitment to support the circulation of the new \$1 coin with words – by spreading the news of its environmental benefits; and with actions – and by accepting and spending the coin. • Attendees will be asked to sign small scale versions of the pledge and be encouraged to tell their friends about the pledge. • The pledge launch will also take place online, as the initial focus of a new Web site, www.GoldisGreen.gov. The site will serve as a destination where local media and consumers can learn more about the \$1 coin and sign the pledge.



<p>EXPECTED OUTCOMES:</p>	<ul style="list-style-type: none"> • Extensive media coverage in local daily newspapers, broadcast stations, radio programs, and social media. • A "buzz factor" leading to increased public support for \$1 coin usage and broader interest among individuals to ask for \$1 coin in their transactions. • Formation of new relationships with media outlets, local leaders, and third parties to leverage later in the pilot program.
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Additional details regarding event participants follow:

PARTICIPANT CATEGORY	VALUE TO EVENT
Civic and government leaders (e.g. mayors, city councilors, members of Congress)	Credibility and built-in media following
Business and retail executives, trade association representatives/local member companies	Demonstrates support of business community and breadth of industries involved in \$1 coin circulation
Local celebrities such as radio DJs and possibly national celebrities who are from the pilot markets identified.	Mass appeal and a "cool" factor that will attract public attendance and media coverage
Local cash-based businesses, including cab companies and restaurants	Demonstrates willingness to accept \$1 coin for consumer transactions
Local environmental groups or chapters of relevant national groups	Showcase involvement of local groups whose opinions are valued by consumers.



**We Must Excite:
Media Outreach**

<p>REAL CHANGE PARTNERSHIP LEAD:</p>	<p>GolinHarris</p>
<p>WHAT IT IS:</p>	<p>One-on-One Media Outreach</p> <p>Before and after the events, we will reach out to targeted media to ensure the Kick-Off event is on the radar of local media, encourage coverage in multiple outlets, and create a steady drumbeat of pro \$1 coin messages throughout the pilot program. The individualized communication with reporters will contribute to an overall platform for mass distribution of “Gold is Green” themes to consumers.</p>
<p>WHY IT IS CRITICAL TO SUCCESS:</p>	<p>Direct outreach to media focuses the attention of targeted outlets on the launch event and subsequent pilot program elements. Seeding our messages early in the process and following up on all potential story opportunities will maximize coverage and promote the \$1 coin to our targeted consumers.</p> <ul style="list-style-type: none"> • Media outreach allows RCP to shape stories about the \$1 coin with our messages and key facts. • Engaging the reporters and making it “easy” for them to attend the event and/or write a story increases the likelihood of coverage. • Working with mass distribution outlets such as radio stations ensures the \$1 coin will be discussed in venues where the majority of consumers obtain information. • Without proactive outreach, the coverage of the \$1 coin and our efforts in the target market could be sporadic and off-topic. A strategic program of engagement enables us to track media interest and coverage, and feed reporters appropriate messages based on their particular areas and issues of responsibility.
<p>HOW IT WORKS:</p>	<p>We will deploy numerous pre-event media relations tactics to position the Kick-Off event as both newsworthy and popular. We will continue our efforts following the event, including ongoing outreach to reporters to keep the \$1 coin “in the news.” The totality of these tactics will deliver the “Gold is Green” messages to the widest possible audience through a variety of news and non-news mediums.</p> <ul style="list-style-type: none"> • Host desk-side briefings with reporters to “bring the event to them.” • Conduct a media tour with a local celebrity to draw attention to the pledge event. • Create and circulate all-inclusive media kit to all local media outlets. The kits will contain fact sheets, press releases, testimonials about the \$1 coin, etc. • Draft creative story ideas to pitch to local media before and after the event, underscoring the “real change” message of an environmentally friendly \$1 coin. • Develop b-roll footage of the manufacturing of the coins and clips of their use in circulation. Distribute b-roll to local broadcast and cable outlets for use in video coverage. • Issue media alerts and wire release daybook announcements to drive coverage and attendance at event. Conduct direct media pitching with all targeted media outlets. • Secure live remote video feeds from retail partner location and/or tour stop/location. • Reach out to non-news outlets and reach broader audiences. For example, we will collaborate with local radio stations and retailers on promotional activities and giveaways to prompt local DJ chatter about the coins. This “radio trade for mention” will leverage radio ad buys to engage both the on-air personalities and the listeners in the \$1 coin promotion. • As the U.S. Mint cannot sponsor the giveaways, RCP will provide the prize to the station in return for on-air promotion. We will provide specific messaging



	<p>for the on-air content. Thousands, if not hundreds of thousands, of listeners will hear the \$1 coin messages during the giveaway period.</p> <p>Following the event, we will:</p> <ul style="list-style-type: none"> • Distribute event photos via news wires. • Conduct intense follow-up with all local media outlets not in attendance. Offer interviews with spokespersons, positive feedback from event attendees, etc. • Identify “second story” opportunities for those outlets that cover the event. This may include exclusive interviews with participants, additional pitching on specific story angles (e.g. environmental aspect of the \$1 coin), etc.
EXPECTED OUTCOMES:	<ul style="list-style-type: none"> • Saturation of “Gold is Green” messages via numerous local media outlets, covering both the Kick-Off event and subsequent activities. • Opportunities to place \$1 coin spokespersons and quotes in other related, but not “Gold is Green” specific stories, thereby extending the reach of the messaging beyond the initial coverage of the event. • Stronger relationships with local media in targeted markets that will encourage reporters to contact RCP and its allies to comment on related stories.

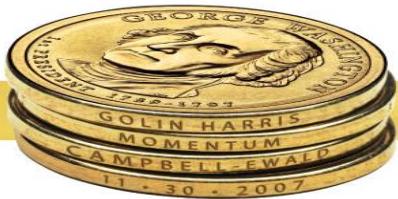
Further detail on media outreach and messages follows:

SAMPLE MEDIA CHANNELS/STORIES THAT WILL BE TOLD

MEDIA CHANNEL	TARGETS	STORY ANGLE	SAMPLE MESSAGE
Major Daily Newspapers	Business reporters	Innovation/changing business operations	“City businesses, who serve over X number of customers, are now encouraging use of the \$1 coin”
Major Daily Newspapers	Environmental reporters	The city is going green	“Austin is one of the first communities in the nation to widely adopt the environmentally friendly \$1 coin”
Major Daily Newspapers	Metro reporters	Political leader involvement	“The mayor will endorse \$1 coin and call on consumers to use new currency to help protect the environment”
News Weeklies/Community Papers	General reporters	Local participants	“Joe and Sally consumer spoke at the “Gold is Green” rally”
Broadcast & Local Cable News Channels	News editors	Kickoff event/pilot program facts	“X number of people and businesses will attend the event, including local elected officials”
Broadcast & Local Cable News Channels	Feature story reporters	Celebrity participation	“Local celebrity John Smith loves the \$1 coin”



Radio	News/talk show hosts	Consumer opinion	"Local consumers are using the \$1 coin in large numbers"
Radio	Drive-time DJs	Promotion/Give Away	"Using the \$1 coin can win you prizes"

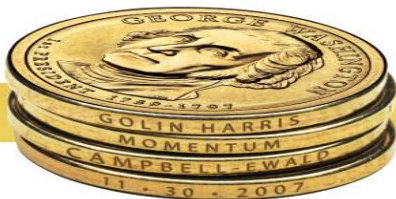


**Evangelists to Explain And Educate
Grassroots Influencer Support**

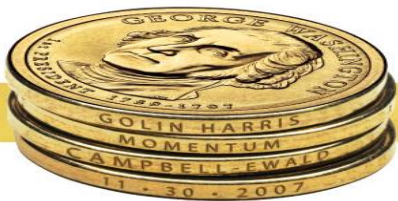
<p>REAL CHANGE PARTNERSHIP LEAD:</p>	<p>GolinHarris</p>
<p>WHAT IT IS:</p>	<p>The Green Bandwagon – Grassroots Influencer Support</p> <p>To continue the steady drumbeat on the value of the \$1 coin and keep our story fresh in each local market for sustained periods, we will align with allies to extol our point of view and help tell the story about the importance of real change and supporting the use of the \$1 coin. These endorsers will include well-known local organizations, including local chapters of environmental membership-based groups like the Sierra Club and the Nature Conservancy as well as home-grown groups committed, for example to local recycling.</p> <p>Additional categories of third party groups we will target include:</p> <ul style="list-style-type: none"> • State and local business associations Economic development groups (e.g. Association of Oregon Community Development Organizations) • Museums and public institutions (e.g. Gerald R. Ford Museum – Grand Rapids) • Cultural and diversity organizations
<p>WHY IT IS CRITICAL FOR SUCCESS:</p>	<p>These thought leaders and influencers have a natural voice and recognized credibility around our vision of the \$1 coin as an instrument for real change for our environment.</p> <p>More than just being on-hand and lending support to the launch event, these important ambassadors and allies will be enlisted to help promote acceptance and use of the coin among their members, their own special stakeholder audiences in the community--schools, civic groups, local media etc.</p> <ul style="list-style-type: none"> • Associating with highly visible and valued groups such as the Sierra Club will provide a “halo effect” to the U.S. Mint. The \$1 coin is likely to gain respect because it is endorsed by groups that are trusted by the public and who are seen as having no vested interest in the coin. • Collaborating organizations can use their grassroots organizing tools to reach diverse audiences with the “Gold is Green” messaging via newsletters, email communications, social networks, in-person meetings, etc. • The more organizational supporters we recruit, the more consumers we can reach. With each organization, we add to our stable of speakers and distribution outlets. • The local third parties are a proxy for the community as a whole. While we cannot deliver a \$1 coin to every home in the market, the groups’ activities multiply our efforts.
<p>HOW IT WORKS:</p>	<p>We will identify the groups in each pilot market, reach out to them and educate them about the \$1 coin, and develop strong relationships. Working together with the new allies, we will identify opportunities to publicize the coin using each organization’s voice, both to the media and to local members and create turn-key promotional activities and items they can adopt as their own.</p> <p>This will include:</p> <ul style="list-style-type: none"> • Arranging media interviews for third party representatives • Attending or speaking at local events, such as city council meetings, civic associations, etc. • Submitting op-eds/LTEs from the third parties to local newspapers. • Blogging about the real change effort on the organization’s Web site or other



	<p>local social networks.</p> <ul style="list-style-type: none"> • Submit editorial content about the coin for placement in member publications or member Web sites • Since most of these organizations are active fundraisers, we will design, develop and help them implement a fundraising program that promotes use of the \$1 coin. This could include, for example, special collections of the coins that are earmarked for specific local environmental projects. • Development of an online version of the “Gold is Green” pledge as a click-through button groups can post on their Web sites and email around to friends and family. • Creation of curriculum these groups can use that speaks to our message about the importance of coin currency to the environment.
<p>EXPECTED OUTCOMES:</p>	<ul style="list-style-type: none"> • Development of a network of allies that can be activated on-demand to speak to media, outreach to local members, and take other public actions in support of the \$1 coin. • Additional consumers who are not influenced by the Kick-Off event or media coverage of the \$1 coin will be reached by voices that they respect. • The “Gold is Green” messages will be promoted by third party groups both online and offline to diverse communities within the pilot program market. • The overall public perception of the \$1 coin will be enhanced through the good news and word of mouth efforts conducting within the memberships of the third party allies.



ADVERTISING



REAL CHANGE PARTNERSHIP

High-Impact and Differentiating Advertising

REAL CHANGE PARTNERSHIP LEAD:	Campbell-Ewald
WHAT IT IS:	A comprehensive advertising plan that will get the word out about the dollar coin to create excitement and usage. Advertising is the only form of communications which will reach as many people, as often.
WHY IT IS CRITICAL TO SUCCESS:	Advertising is key to changing people’s opinion and behavior on a mass scale. We must appeal to and motivate a large portion of the population in order to generate the amount of usage needed for success.
HOW IT WORKS:	We will be employing a combination of television, radio, newsweekly magazines, online advertising and social marketing to achieve our objectives. A combined approach is necessary to ensure that we reach many people often during their daily routine.
EXPECTED OUTCOMES:	Our strategic approach to media placement will not only lay a foundation for other efforts (e.g., PR, retail), but it will be executed in a way that will extend resources. Through effective targeting of television, radio, print and online vehicles, we will make every media dollar invested in the New Presidential \$1 Coin campaign work like \$1.21.

Following details the specifics of each step.

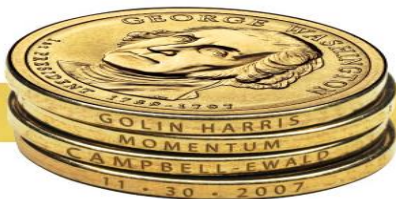
Television:

One of our key goals is to increase visibility of the New Presidential \$1 Coin. We are recommending a television schedule comprised of early morning, primetime and cable programming. Television is a great way to extend our reach using a high impact visual medium. Also, from our MRI target analysis, we know that programs like *The Today Show* and *Good Morning America* are much more likely to be viewed by our target than the general population with an index of 154 and 128 respectively). Primetime programming is also a part of the plan, but we will use :15’s only in primetime to maximize efficiencies. Using :15’s in the mix with :30 spots is a great way to extend the frequency of our message.

The television schedule will continue on cable programming like:

- CNN (index of 109) and MSNBC (112)
- Comedy Central (112) and Nick@Nite (115)
- SciFi (123) and National Geographic (117)
- MTV (116) and VH1 (111)
- The Learning Channel (117)
- Bloomberg (118).

Cable programming allows us to increase the reach and frequency of our plan, while focusing on networks that are selective to the “**Gold is Green**” target.



Radio:

We will extend the message with local radio. It's extremely cost efficient and can be purchased in a targeted fashion. Radio formats like Jazz (113), Adult Contemporary (116), Classic Rock (105), Oldies (108) and Alternative (108) would be purchased. We would also try to identify one or two leading radio personalities in each market and make them aware of and knowledgeable about the New Presidential \$1 Coin initiative. We then want them to talk it up to their listeners. These personalities can be very powerful generators of word of mouth.

Newsweeklies:

The recommended plan also includes newsweeklies like *Time* (119) and *U.S. News & World Report* (113), not only to extend reach, but to also tap into an audience that's interested in what's current and new. Print also has a great pass-along readership to help maximize our reach.

Online Advertising:

From an online advertising perspective, we'll employ search and rich media ad units on optimized Web networks and highly targeted vertical sites like the Environmental News Network, greenbiz.com and motherjones.com. The online schedule will also provide continuity. One of the strengths of the online media is it is measurable. This information can help us optimize Web activity to ensure maximum efficiency.

Social Marketing:

Lastly, to help gain their support and strong word-of-mouth advocacy, we recommend implementing an online social marketing initiative. With the ability to increase visibility, familiarity and generate buzz, social marketing has become a cornerstone component of many successful campaigns. The environmentalists are a small, yet very socially active and vocal part of our national makeup.

First, we would determine the online ecosystem in each of the four test markets by answering questions like, "What are the online local driving forces behind green movements? What has been successful in this market from an environmental advocacy standpoint? Which social networking sites, communities and forums do concerned – and not-so-readily concerned – consumers gather online?"

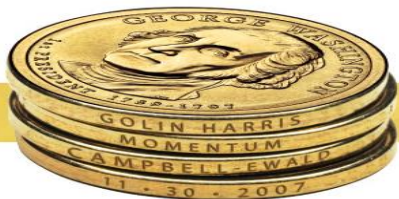
Once we've determined the online ecosystem and hot spots in each market, a Pre-Campaign Audit would gauge how much "chatter" there is in a particular market regarding a variety of relevant topics. The broad topics could range from general chatter about the U.S. Mint to consumers' perspectives on why previous efforts to launch a dollar coin have come up short; the market-specific audit would also identify relevant and unique topics to their market.

This Pre-Campaign Audit would serve as additional input for our tests – allowing us to measure sentiment, level of chatter and identify any spikes driven by supporting communications elements. Along with the Pre-Campaign Audit, a formal recommendation for "Content Seeding" would be presented. This recommendation would outline the specific sites, blogs, forums, etc. and identify the communications and messaging approach to "seed" U.S. Mint content throughout the local ecosystem.

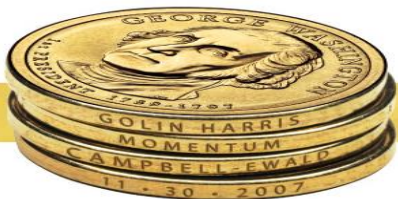
Creative Elements needed:

To support our media placements and communicate our message in an effective way, we recommend developing the following creative elements for the pilot program:

- Television (two :30 second spots and two :15 second spots)
- Print (four full page 4/c ads)
- Radio (four :30 radio spots)
- Rich Media Banners (six rich media banners, three sizes for each banner)
- Social Communications program (four markets)



“GOLD IS GREEN” CAMPAIGN MANIFESTO



REAL CHANGE PARTNERSHIP

“Gold is Green” Campaign Manifesto

The “**Gold is Green**” vision will drive our communications strategies and integrated campaign elements. We will continue to revise language for the manifesto and adjust our previously submitted creative executions based on your feedback and the results of the developmental messaging research.

Each of us likes to think we’re doing our part to make the world a greener place to live. “Leave the place in better shape than you found it” -- wasn’t that what Mom always said? The good news is, we’re doing it. Maybe it’s by picking up a natural lawn and garden product. Or by chucking the bottled water in favor of tap so there’s not all that plastic lying around. It just seems like the right thing to do. And the easier it works into our daily lives, the better.

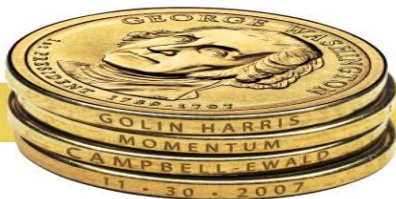
Enter the New Presidential \$1 Coins from the United States Mint. What, you say? Well, there are two sides to this new golden coin. One is that it is what it is--a coin valued at one dollar that’s accepted by retailers and vending machines across the country. The other side of the coin involves a different kind of value -- it’s better for Mother Earth.

Fact: *Compared to the \$1 bill, the New Presidential \$1 Coin lasts up to 20 times longer and is 100% recyclable. Which means in this case, gold is green. And it saves green too, because using the new coin can save taxpayers up to \$500 million per year.*

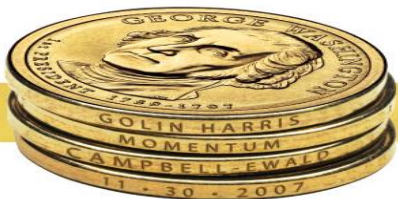
Simple facts like those have the power to change consumer’s habits. Wrap those facts in simple, compelling communications, and you’ve got a winning combination.

So imagine how much good we’d all be doing if we simply made our cash transactions with the Presidential \$1 Coin. It’s really quite an easy thing to do. With the launch of the New Presidential \$1 Coin, a little change can make a big difference.

After all, it’s more than just a dollar coin...it’s real change.



THE TEAM



The Real Change Partnership

GolinHarris, Campbell-Ewald and Momentum Worldwide present the United States Mint with an unparalleled, best in class team of professionals to work as your partner. All three agencies are part of The Interpublic Group of Companies, Inc. (NYSE: IPG), one of the world's leading communications companies. Founded in 1960, Interpublic is parent to many of the largest, most respected advertising, marketing, public relations, branding and specialty communications agencies worldwide. As part of the IPG family, the *Real Change* Partnership offers distinctive areas of expertise in a fully-integrated model to create and sustain robust circulation for the New Presidential \$1 Coin.

We believe that this *Real Change* Partnership is uniquely qualified to successfully accomplish the tasks outlined because we:

- Understand how the United States Mint works
- Work from a keen understanding of consumers and what drives their purchasing decisions; retailers and how to drive market demand; influencers and what shapes their perceptions; governments and policy impact on clients and the public; third party relationships that increase and inspire their loyalty.
- Build trust-based relationships: it's what we do for our clients, and also how we work with our clients
- Ignite consumer passions with the power of a big idea. Connecting brands with the consumer at the right point, right way, right moment
- Blend sound strategic know-how to create news when it isn't inherently present and the ability to maximize these opportunities
- Bring a fresh and sustainable perspective

GolinHarris and Campbell-Ewald work together on a number of highly dynamic and behavior changing programs for clients such as the FDIC, United States Navy, The FAA, and United States Postal Service. Momentum Worldwide brings further retail facing expertise with clients such as Coca Cola, Dominos Pizza, Wendy's, American Express, Anheuser-Busch, GM, Intel, Kraft, Microsoft, United States Army, and Verizon.

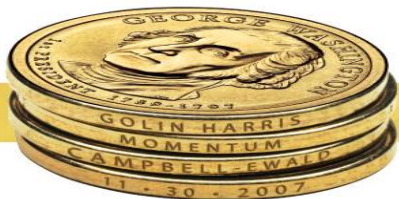
GolinHarris

GolinHarris is a leading full-service public relations firm providing unequalled expertise, resources and commitment to each and every client. With thirty-one offices across the globe, we are proud to maintain the highest staff-to-client ratio among the major public relations agencies. Our multi-disciplinary, best teams approach results in counsel that effectively serves our clients and delivers results. We are proud to have been named **PR Week's 2007 Large Agency of the Year** and **2007 Editors' Choice** and also recognized as **Holmes Report's Large PR Agency of the Year 2007**.

We have also developed one of the industry's first global practice groups focused exclusively on sustainability, GeoImpact. We offer global expertise in helping clients understand and develop platforms that communicate the commitment of their businesses, their employees and their products to the sustainability of our planet and those of us who inhabit it. GolinHarris believes that sustainability cannot be achieved without an understanding and cooperation between consumers, business and governments. For any company, developing a set of sustainable business practices and goals, measuring progress against those goals and communicating success is a global and a local imperative. It's not just about "being green," but rather understanding that there is a both a favorable bottom business and human line to being sustainable.

Campbell-Ewald

Campbell-Ewald is the current contractor to the United States Mint for its national advertising program targeted to the collector community. As such we are intimately familiar with the Mint's business and marketing goals and have actively supported sales of the New Presidential \$1 proof coins. As the chief architects of the current collector communications strategy and advertising campaign, we are the most qualified agency to ensure that this new circulation work is strategically integrated, thus ensuring maximum communications effectiveness and efficiency.



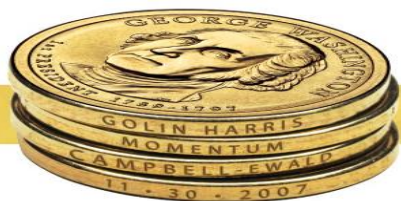
Campbell-Ewald is one of the largest suppliers of communications services to the Federal Government. We believe that our success in the Government sector is based in our adherence to rock-solid process and rigid focus on accountability in everything we do.

Our core strength is in our ability to conduct and, more important, use research to our clients' advantage in the marketplace. Proof of that is the fact that Campbell-Ewald is the "winningest" agency in the history of the Advertising Research Foundation's annual "Ogilvy Award" competition. This competition recognizes outstanding use of research to uncover deep consumer insights that lead to strategically well-targeted communications that deliver measurable marketplace results.

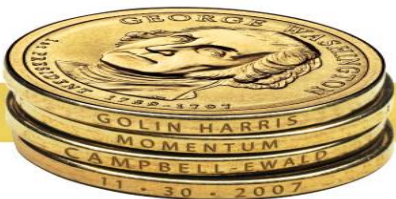
Momentum

Momentum activates demand for the world's top brands by creating unforgettable and unexpected brand experiences that connect with consumers' passions, lives and interests. Our media-neutral approach of utilizing Promotion, Retail, Events, Sponsorship and Entertainment just one of them or all of them allows us to bring best-in-class solutions for clients. With over 2,500 talented, passionate people in 71 offices spanning 53 countries, Momentum is the leading promotion, event, and entertainment agency in the world. We do this by igniting consumer passions with the power of a big idea. Connecting brands with the consumer at the right point, right way, and right moment.

Momentum was the *2005 PROMO Agency of the Year* the only agency to win twice in the last 12 years and was 2005's *GrandEx winner* for Best Event of the Year and in 2006 won the first *Promotional Gold Lion at Cannes*. Our expertise in Retail Marketing and Promotion, demonstrated by key in-store experience such as co-developing the ground-breaking Bud Bowl promotion for Anheuser-Busch, all in-store programming for over 3,000 Verizon Wireless locations (and additional store-within-a-store locations), GPS-enabled "Unexpected Summer" and the current "My Coke Rewards" programs for Coca-Cola, the United States Army's NASCAR and All American Bowl, will provide the United States Mint with best-in-class insight into the retail environment and consumer demand strategies.



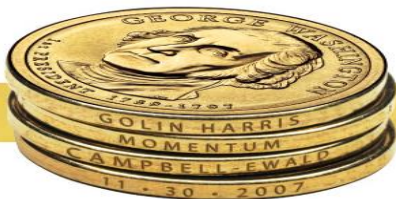
APPENDIX



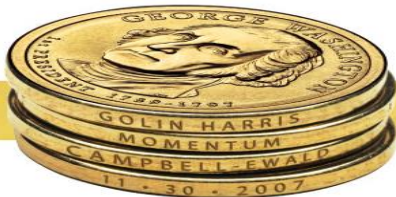
Appendix A: National Retailer Customized Program Examples

These Retailers are used for category reference only, final retail partners to be determined.

<p>Home Depot Customized Retail Activation Example Only</p>	<p>Improve your home. And the environment. Home Depot’s Eco Options brand features over 2,000 products that have less of an impact on the environment in the following areas – Sustainable Forestry, Energy Efficient, Healthy Home, Clean Air and Water Conservation.</p> <p>The United States Mint New Presidential \$1 Coin can be another Home Depot “Eco Option.”</p> <p>Home Depot-Specific Activation:</p> <ul style="list-style-type: none"> • Eco Options product tags – Each Eco Options product brand currently features a tag describing how it makes less of an impact on the environment. To create more understanding, “Ask for Gold. It’s Green.” messaging could be included on the tags or via a shelf talker near the products. • “Gold is Green” Self Checkout – All Home Depot self checkout lanes dispense the New Presidential \$1 Coins. Each lane is marked with “Gold Is Green” POS. • “Gold is Green” in-store clinics – In partnership with Home Depot’s already existing “how-to” clinics, sponsor a clinic featuring Home Depot’s Eco Options brand of products and other ways consumers can help the environment. • Sierra Club – During the month of April, partner with the Sierra Club in the garden department. For every purchase that is made using a gold coin, a sapling of an indigenous tree is donated.
<p>Whole Foods Customized Retail Activation Example Only</p>	<p>Whole Foods, Whole People, Whole Planet Whole Foods received the first “Green Building” award in Austin, Texas in 1998 for the expansion and renovation of their corporate headquarters. Because of the 42% waste reduction, they were profiled by the EPA as a construction waste reduction and recycling record-setter.</p> <p>Whole Foods-Specific Activation:</p> <ul style="list-style-type: none"> • Reusable Bags – Branded bags made of 100% recycled plastic reminds consumers to “Ask for Gold” every time they use it. Whole Foods rewards purchase of the bags with a gold coin rebate and rewards repeat usage of such bags with a 10-cent discount. • Consumer Buttons – Let the environmentally-conscious Whole Foods shopper act as an advocate for the 100% recyclable New Presidential \$1 Coin by wearing our message. • Whole Foods FI@vors Newsletter – Include “Ask for Gold. It’s Green.” Information in the Whole Food’s FI@vors, a free, customizable email newsletter. An article would include program and retailer information as well as special offers and why consumers should “Go Gold.” • Whole Foods Blogs – Create more understanding by becoming a blog topic via the Whole Foods Internet community.



<p>Subway Customized Retail Activation Example Only</p>	<p>Along with its opening of its new “Eco Store,” Subway is making a commitment to the environment by making its napkins with 100% recycled materials saving, an estimated 147,000 trees annually. The company has also switched the materials used to make its cutlery and plastic cups from polystyrene to polypropylene.</p> <p>Subway-Specific Activation:</p> <ul style="list-style-type: none"> • Gold Meal - When consumers purchase a foot-long sub, side and 21-oz. drink, they receive a New Presidential \$1 Coin on the spot. The Coin is provided in a credit card-sized holder that fits easily into a pocket or wallet, and allows for messaging to promote the “Gold is Green” message. ▪ “Gold is Green” Napkins/POS – provide branded napkins to underscore the environmentally-friendly nature of Presidential \$1 coins.
<p>Target Customized Retail Activation Example Only</p>	<p>Real Commitment. Real Progress. Real Results. Minimizing our environmental footprint, one store at a time.</p> <p>In 2006, Target reused 385 million garment hangers and recycled 911.1 million pounds of cardboard. Target also utilizes energy-efficient fluorescent lamps throughout its stores, a first in the retail industry.</p> <p>Target-Specific Activation:</p> <ul style="list-style-type: none"> • Dollar Spot takeover- Create in-store “Dollar Spot” displays for Target’s dollar area at the front of the store, promoting the use of the gold coin and creating understanding that it is the same as a dollar bill. Additional signage can be developed to display throughout the store to bring attention to all the "green" items in the store and feature a dollar off purchase. <p>Target Dollar Spot Point of Sale w/Stand-up</p> <ul style="list-style-type: none"> • “Gold is Green” T-shirts - Create limited-edition T-shirts that are available only at Target. • A portion of the proceeds could go toward helping generate funds for environmental causes. • Charity overlay – Tie in with Target’s existing charitable endeavors – the more New Presidential \$1 Coins they circulate, the more the United States Mint donates to a Target cause.



Appendix B **Real Exchange In-Market Retail Activation Unit**

