Solicitation Information
9/29/15

RFP# 7549921

TITLE: Media Planning, Buying & Measurement Services – MPA#417

Submission Deadline: October 26, 2015 at 11:30 a.m. (Eastern Time)

PRE-BID/ PROPOSAL CONFERENCE:
MANDATORY: NO
DATE: N/A
LOCATION: N/A

Questions concerning this solicitation must be received by the Division of Purchases at lisa.hill@purchasing.ri.gov no later than October 16, 2015 at 4:00 p.m.**(EST).** Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

LISA HILL
CHIEF BUYER

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

Offers received without the entire completed three-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

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SECTION 1: INTRODUCTION

The State of Rhode Island's socio-economic interests are advanced, in part, through externally directed communications intended to engage, inform and empower its residents and entities with business interests in the State. To accomplish this requires the effective placement of prepared advertising messages across the myriad of media channels that reach and influence these constituencies, as each demographic is most accustomed to consuming information.

Through a public invitation to submit credentials, the State of Rhode Island looks to fortify its internal Media Planning, Buying, Management and Measurement resources and expertise by pre-qualifying private sector expert partners for government entities. This 'Request for Proposal' outlines the requirements and expectations by which applicant Media Buying firms are invited to submit their qualifications for consideration.

This RFP has been developed following an extensively researched examination of the current dynamics that are changing industry conventions for the advertising and media buying industries. This included consultation with providers of technology-driven research products as well as leading trade organizations that set industry standards for all aspects of ethical compensation, audience verification and outcomes measurement. Respondents should assume that the State is informed about seismic shifts in these areas and should have this knowledge reflected in a response that demonstrates adoption of the most current, progressive and contemporary practices for this work.

Terms, Conditions + Glossary
References and acronyms are prevalent across the media buying profession and pertain to authorities governing this RFP solicitation:

- DOA - The Rhode Island Department of Administration
- Division – Division of Purchases within the DOA
- State – An all-encompassing reference to authorized users of the firms that are prequalified through this solicitation process, including: Executive Branch state agencies, discretional participation by the Legislative and Judicial branches of government, eligible quasi-public agencies and municipalities (RI cities, towns and public school districts).
- RFP – Request for Proposal, the solicitation tool from which respondent firms are evaluated through a process and certified as eligible to provide specific services to the State. It will be advertised using channels that will populate RFP website indexes, making it known and available to applicant firms from Rhode Island and beyond.
- MPA – Master Price Agreement, a pricing and scope of services agreement between the State and qualified vendor[s] to provide services or goods at an agreed maximum rate or cost as needs arise in the future. The RFP process creates the candidates firms to be certified for contracted project services under the MPA.
- General Conditions of Purchase – found at www.purchasing.ri.gov
- Applicant – aka Offeror, Respondent or Firm
- Agency – aka Client, references a State government entity that is entitled to avail itself of these services as the customer.
- Firm – aka, Vendor, intended to distinguish the services provider from the State government user or client.
- SOW – Scope of Work, the range of services described herein which a firm would be expected to provide. Respondents can indicate partial or specialist capabilities.

Contract Terms

1) Qualified Firms: This MPA may be awarded to one (1) or more qualified firms at the sole discretion of the State as are deemed able to satisfy the requirements and exceed the expectations for performance effectiveness and budget efficiency.

2) Contract: There is no guarantee of any level of media planning or purchasing activity on behalf of the State to any vendor or vendors listed on the MPA. These decisions are made at the discretion of State user agencies, some of which may have separate contracts (MPAs) for parallel services.

3) Eligible Users:
    a. State agencies may elect to independently negotiate, purchase and fully manage the reconciliation and payment for paid media (inclusive of sponsorships), with the same expectation for objective planning against measureable objectives, smooth execution and /or meaningful outcomes evaluation.

    b. The State currently has direct price-fixed contracts with *RI Monthl*y and the *Providence Journal*. The MPA firm's negotiation effectiveness, where these channels are concerned, is being proactive about identifying future special sections or events as may align with a State government agency, institution or initiative. The State reserves the right to contract directly with these two organizations.

4) Free Market Competition: Eligible State government entities seeking to purchase media buying and planning services from the resulting MPA may negotiate lower rates than were submitted in this MPA and are encouraged to do so. If multiple vendors are selected, an Agency may contact the various vendors on the MPA in an effort to compare strategic media planning counsel and cost to implement. Each MPA firm will establish its record for service, quality, turnaround, media planning strategy, program and outcomes measurement.

Duration + Termination

1) The resulting Media Buying Services MPA will be for a three (3) year duration, with two (2) one (1) year extensions at the State's option.

2) The State reserves the right to examine compensation and measurement models annually and to renegotiate aspects of the MPA services portfolio that may have evolved through emerging new best practices that govern the advertising and media buying professions. Examples include but are not limited to: measurement techniques, web video quality, integrity of audience verification, rebates and commissions, etc.

3) Direct contact with State of Rhode Island employees other than the designated procurement officer regarding this RFP is expressly prohibited without prior consent. Vendors directly contacting State of Rhode Island employees risk elimination of their proposal from further consideration. Exceptions exist only for organizations currently doing business in the State who require contact in the normal course of doing that business.

4) Any changes, amendments or modifications to a submitted proposal requires that the original proposal be withdrawn, prior to the time set for the submission of the proposal, and a new proposal submitted prior to the deadline for submission of proposals. Changes, amendments or modifications to proposals shall not be accepted or considered after the hour and date specified as the deadline for submission of proposals. Proposals received after the specified date and time will not be accepted or considered.

5) This is a Request for Proposals, not an Invitation for Bid. Responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

SECTION 2: MPA BACKGROUND

The Rhode Island Media Buying Services MPA exists to avail state government agencies of pre-qualified Media Planning and Media Buying experts with the technical resources, negotiation savvy, and measurement knowledge to effectively and efficiently plan, execute and report on the outcome of any given State media initiative for which it played a contributing role. Serving as media advisors and advertising program implementers, these firms enhance government's marketing communications resources needed to influence, inform or engage their constituencies.

Media Buying Services - Request for Proposal

The State intends to qualify a mix of firms for this MPA which demonstrate both verifiable government client experience and for their capacities to fulfill projected services of varying scope, complexity and channels essential to plan, execute and evaluate integrated advertising programs. This MPA is separate and distinct from that which provides for Creative Services (Advertising Content/Strategy) and the Dept. of Tourism Marketing + Advertising services.

- The firms qualified within this MPA are expected to seamlessly collaborate with multiple decision makers and contributors to any given advertising initiative, necessitating the ability to work alongside other firms or State government management who oversee creative, technical and programmatic outputs.
- The State's interest in building public/private partnerships makes experience in key industries that relate to government and municipal services relevant and valued.
- Versatility working across the myriad of advertising channels that now exist, aided by the latest in technologies support decision making and measurements is an important criterion.
- Specialty firms as may be defined by subject focus, geography, demographic or media channel are welcome to submit with those areas indicated. Alliances and partnerships with a central management and billing point of contact are invited.
- Meaningful, understandable and timely reporting is expected, tying each media program back to the State's specific goals for which it was intended.
- Firms will be qualified on the basis of their demonstrated strengths in these service and channel areas, as well as their foresighted ability to adapt to evolving best practices as to inform fair and ethical compensation, audience verification and impact measurement.
- Responsiveness to multiple clients, some with unenviable but unavoidable tight deadlines, is expected.
- An MPA Firm's past approach to keeping clients informed and educated about new advertising media and measurement tools as well as its stated commitment to providing ongoing enrichment to inform and empower State government liaisons is important.
- Demonstrated ability to deploy a fast-break public information campaign for emergency circumstances is desired.

The State utilizes paid media placement in diverse areas such as outreach programs, general program information, public service announcements and health programs. Attached as **APPENDIX A** is the prior spend for Media Buying Services.

The State defines Media Buying Services, and sets the expectation for qualified providers of these services, as follows:

- The advertising discipline of aligning a specific target constituency to the media channel(s) that will be most effective in accomplishing measureable goals by maximizing intended audience penetration and reach with responsible and skillful negotiation of paid media to maximize a campaign program's performance.
- Planners use the most current research data to identify what channels are going to be the most effective to reach the State's intended audience and provide guidance as how best each channel should be evaluated.

- From planning to ethical negotiating, purchasing, verification/reconciliation, reporting and outcome reviews, the State acknowledges that no two firms' plans will look the same. What is intended within this MPA is to be confident that the optimum mix of media type can be affordably secured through media sellers that, by extension, understand their public-facing accountability for spending and outcomes and the need for transparency.
- This MPA will qualify experts to negotiate, value and translate outcomes for paid media to include: broadcast (community cable, network, affiliate television, radio), print (newspaper, brochures/flyers, magazines, programs), out-of-home/outdoor (billboard, posters, transit, signage, cinema), mobile and web (social, apps, digital, web video), event (festivals, sports marketing, sponsorships), ADA/TDD and multicultural channels as reflect Rhode Island's diverse population.

This definition does not include substantive creation of advertising or marketing material, which is outside the scope of this MPA or considered an additional service. However, it does assume technical channel knowledge to advise on formats for maximum success.

SECTION 3: SCOPE OF WORK

General Scope of Work

It is the intent of the State to solicit Media Buying Services to be made available to the State, including all branches of State government, quasi-public agencies and municipalities (cities and towns and school districts). The services should be from a firm or firms designed to handle media planning, rate and opportunity negotiation, purchasing and placement transaction, verification, reconciliation and outcome measurements in partnership with designated project liaisons from these organizations.

All buys proposed via a media plan and subsequently placed by an MPA firm will put paramount importance on fulfilling the mission and goals for each campaign of the State. The firm must be impartial and objective in relationships with all media outlets, stating forthrightly any previous or current contractual relationships. Personal relationships or business affiliations shall not take precedence over the State's interests.

The Media Buying Services contained in this Scope of Work include, but are not limited to, the following:

1. **Planning:** Collaborate with State communication managers to develop and place media buys that effectively reach target markets. The optimum media channel recommendation will be informed by specific and measurable objectives as defined by the State entity and by known budget resources that must accomplish this outcome. All Media purchases must be documented with prior approval of authorized State personnel.

2. **Negotiating**: The selected firm shall ethically negotiate competitive rates as will be transparently reported, include any 'Added Value' that supports these goals versus

extraneous under-sold or remnant media of negligible relevance to the intended target audience, and confirmable favorable positioning, frequency or airtimes.

3. **Mobile + Social Program Management:** An MPA firm overseeing social campaigns will possess the skill and manpower to adjust the ads as analytics suggests. This includes working with paid search algorithms, ad words, overseeing content and site optimization and, as may be necessary, tweaking artwork or recommending that it be done.

4. **Audit-Ready Quality Control:** From accurate post-reconciliation to confirmation of audiences, an MPA firm will be responsible as standard to furnish invoices with the media seller's back-up attached, and delineating specific computation of allowable commissions as fund the process of procurement and reporting. This will entail providing all media outlet invoices and affidavits to the respective State staff and any other documents to show actualized media run, audience demographics reached and any 'make-good' credits that were used or are available for future use.

5. **Attentive Client Service:**
   a) A qualified MPA firm must have the means and a reasonable plan to meet with State clients in order to fully understand their specific purpose and to build up a profile of their target audience and anticipate outreach needs which may be cyclical.

   b) A qualified MPA firm needs to demonstrate diligence about future media opportunities, keep tabs on any inventory limits attributed to election consumption and bring these for proactive consideration. Reports must be timely and easy to reference as a post-campaign appraisal tool. The firm is expected to have a client education practice in place as will share knowledge that makes the State government liaison more effective as a decision partner.

6. **Reporting as a Management Tool:** An MPA firm will provide reports that are structured to the needs and nuances of the individual state government agency with content that links the media objectives to definable outcomes to measure Return on Investment (ROI). The substance of these reports will be two-phased:

   a) Media Brief: This foundational planning tool documents the strategy, rationale and defined, measureable objectives of any campaign, confirming the metrics by which the campaign is to be evaluated. This step in reporting is required for any media buys of $1,500 or greater, inclusive of commission. See **Appendix B** for sample content of a Media Brief.

   b) Post-Campaign Report: Following the conclusion of the campaign in tandem with reconciliation and invoicing (See Section 4 above), the report should utilize the following metrics for measurement if available:

      i) <u>Action Metrics</u>
         (e.g., Clicks or Conversions)

      ii) <u>Engagement Metrics</u>
         (e.g., Likes, Shares or Comments)

      iii) <u>Cost + Audience Metrics</u>
         (e.g., GRP or reach/frequency)

c) Quarterly Performance Review: With the participation of the State liaison, an evaluation of each campaign, with the intended outcomes more fully examined and recommendations for the future indicated. This is also the forum to identify any business process issues with State government participation. The substance of this report will include:

i) Demographic Target Evaluation of the target audience reached by geography, behavior, culture/language, age/gender

ii) Call-to-Action Response: Attendance, enrollment, sign-ups, traffic, inquiries, perception studies, safety reports, census or other data

7. **Technically Equipped:**
   a) An MPA firm is expected to maintain subscriptions and association memberships as avail them of research and emerging best practices where media is concerned. We look to a firm to advance a learning and 'train the trainer' partnership by which emerging practices and new industry developments are shared with State clients on a regular basis.

   b) A qualified MPA firm must subscribe to the latest technology and platforms to provide informed media buying counsel and independent third-party performance validation. Subscriptions should be to at least one of the leading software tools per media channel for which you provide buying and advisory services. Examples include, but are not limited to: TAB, Nielsen, Netbase, MMI SQAD, HubSpot, Moz, Zignal, DoubleClick, etc.

8. **Ethical + Professional:** As an ambassador of the State of Rhode Island, a qualified MPA firm and its employees must uphold a reputation for professionalism at all times, verified through references and monitored throughout their tenure on this contract. Any deviation from that standard, adjudicated solely by the 'Division', shall be grounds for removal as an approved MPA firm.

SECTION 4: CAPABILITIES + SERVICES PROPOSAL

The separate technical proposal should address specifically each of the elements below. Submitted proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. Please use hyperlinks as may be useful for speed of getting to a contact or other web address.

1. Organization + Team Talent

a) Provide the following general information:
- Company Name and Main Office Mailing Address
- Blog URL, Twitter, Facebook Page
- Submitting Officer Name – Day Phone, Mobile Phone, Email

b) Introduce us to **Your Firm and The Team** who will be providing any of the services required by the proposal. Be clever, concise and relevant. Less is more. This allows for an alliance or subcontractor relationship. Please indicate anyone conversationally fluent in second language(s) who will be participating on this team.

c) Provide an **Organizational Chart** that shows how the account would be managed and the placement of the various staff members who would work on the State's behalf. Please indicate the address where the majority of the work is to be performed, and any additional offices at which relevant services are housed.

d) Furnish at least **five (5) Professional References** with insights about your firm's work performance that would be relevant to the services in both scope and dynamics that are described in this RFP.

- At least two (2) **Client References** should verify work done with or for government. They should know your work quality, ability to understand the demographic targets of their enterprise, the intelligence demonstrated in your media strategy and your command of the entire negotiation from purchase to reporting process.

- One (1) reference from a program with a key **Multicultural or Multilanguage audience** focus should be one of your five. This can overlap with a government reference.

- At least two references should come from **Media Sellers** (different channels) who are in a position to know your firm's base of knowledge, preparation and negotiation style when advocating for a client's best interests.

- Each reference should include: Name, Position, Employer (current), Direct Phone, Email, and a sentence explaining the context of how this person knows a key person proposed for your team, or your firm.

e) Disclose any past or active client relationships to media outlets.

f) Please provide a P&L and Balance Sheet for your firm for Y2014 as would indicate your firm's readiness to handle the financial aspect of this contract.

g) Indicate any past or pending litigation or disputes relating to the services described in this RFP within the last three years, and also any contracts your firm has terminated as the result of litigation or dispute.

h) Active industry memberships to include any offices or committees, awards + recognition, MBE, SBA or other special business designations. Please distinguish those held by the firm, and those held by individuals on your team for this MPA.

2. Experience / Capacity

a) Core Competencies - Please complete **APPENDIX C** and identify any sectors and media from the list for which your firm has strong expertise and could be relied upon as an expert in a media buying or partnership negotiation context (Appendix C is a fillable pdf file and should be included in the firm's technical proposal). Filling in a row indicates your belief that your firm holds a superior reputation and competitive advantage in this area. Do not overstate your firm's sector or channel core competencies, as this is intended as a guide for qualifying your firm for the work it does best. Anything you indicate can be the basis for further questioning to include in conversation with references.

b) Please provide responses to the questions below. Responses should be concise and 'on message' to the question. This section is not requiring the equivalent of 'spec creative' and other than your firm's professional references, there should be no need to expend time contacting media sellers for your responses.

- Tell us why you want to work for Rhode Island. What do you feel your firm brings to the table that is unique, new and exciting?

- For what government clients does your firm currently provide media buying services? Please indicate the primary media channels for each: traditional, direct, social, or all of the above.

- What government or public affairs initiative that included paid media is a story your firm is most proud of and why?

- The ascent of Social Media has upended media and advertising, raising the bar for confirmable audience engagement and verifying true audience connections over assumptions of exposures. For a government client marketer with limited social media familiarity, please recommend a plausible 'launch' experience, explaining the planning, managing/optimization and measurement processes against definable objectives. Explain and distinguish the thought process, intended actions and potential outcomes from: 1) paid search, 2) paid social and 3) organic search. Incorporate representative infographics/charts that depict the hypothetical outcomes of your example as would be shown in a post-campaign report.

- How do you access and manage website and social media analytics when you are dealing with a government client?

- Tell us how you use third-party social media monitoring and benchmarking tools. What tools would you recommend your client to know more about as would help both strategy planning and measurement?

- Tell us how ideally, from a direct experience, a geo-targeting media program can fail. Please discuss how you would advise the State to use this form of marketing and

indicate its margin of error. How would you help to evaluate whether it was strategy, creative or media buy that missed the mark?

- The growth trend of Rhode Island's multicultural population requires more understanding on the negotiation and execution sides for advertising. Experts on both ends of this media strategy point to advantages that would come from native speakers of multiple Spanish language dialects. SQAD, a commonly used broadcast price benchmarking tool, is currently developing a Hispanic media pricing product. Firms are asked to provide an assessment on their expertise in formulating, executing and measuring Hispanic/Multicultural-directed media plans with in-house staff and partner experts. You are welcome to reference a relevant success.

- Explain your philosophy on Value-Add. What does it mean? What does your firm typically look to accomplish in exploring and securing extra audience exposure? How do you compute its benefit using SRDS, Nielsen, SQAD or social media measurements? What should Value Add and your approach to it represent about your firm's benefit to the State? And what Value Add opportunities do you consider extraneous and why?

- Explain how you have previously shared and intend in the future to share professional learning opportunities with State government liaisons and those involved in the chain of paid media strategic planning and execution.

- State agencies, municipal communities and institutions of higher learning often communicate to overlapping and intersecting target constituencies. They also 'own' media assets that could be maximized and cross-purposed through bartering. Explain a hypothetical scenario through which you would recommend a cross-agency collaboration to include shared media assets. How would you demonstrate or 'value' such a partnership assuming that your firm's time for developing the media sharing was paid for as non-commissionable services?

- Describe what your agency considers successful/unsuccessful post-buy ROI analysis and provide an example of how you benchmark and report this to a client. Please include an exhibit of a report style (client's name redacted) that shows a program across at least three distinct media channels. This document should stand as the type of report that would inform a Cabinet-level official as to the effectiveness of your firm's work as well as the ability to make the budget work hard through expert negotiation.

- Please describe your firm's dispute resolution process as would be used for the following issues: billing, client service and responsiveness/access. How would you set expectations at the outset?

- Media buying decisions are deadline-driven. What is your firm's average turnaround time for work estimates or media briefs as would be affirmed by a client reference? If this timeframe isn't going to happen, how do you manage a client's expectations?

- Does your firm actively use media exchanges or programmatic media buying? Does this favorably or adversely affect the paid media strategy? Do you feel these benefit your firm's efficiency and effectiveness and if so, how is this reflected in the client experience?

- Please indicate your firm's division of media buying by channel based on the last year, e.g., Sponsorships (5%), Out-of-Home (12%), Radio (30%), etc.

- In opening up this contract to out-of-state providers, the State remains most committed to furthering the in-state economy. Please indicate how your firm, if out of state, will be using in-state resources.

3) Knowledge, Innovation and Readiness for the Scope of Work (SOW)
Respondents should provide a detail of their services based on the SOW. Please describe any potential challenges or obstacles. Indicate the media budget for any specific program that is referenced. The responses will be assessed for their feasibility, responsiveness to the SOW, effectiveness and thoroughness.

SECTION 5: ORAL PRESENTATION (Invitation Only)

Each firm that meets the scoring threshold as described in the evaluation section will be invited to provide a sixty minute oral presentation inclusive of questions and answers. The presentation should include:

1. Introduction- Highlight the capacity and sense of style of the firm. Proposed team members should provide an understanding of their firm's strategic and creative capabilities and tailored media placement experience. In addition, summarize the agency's philosophy, specific strengths and collaboration style with clients and other agencies (public relations and/or subcontractors).

2. Case History Presentation (PowerPoint)
   Select one recent campaign that was executed by your firm. Present the details from beginning to end. The case history presentation should include at a minimum:

   a. Identification of target markets, including approximate audience size, age range, socioeconomic status, language, and culture/ethnicity.

   b. Media objectives for the selected campaign; discussion must include media deliverables, weight, estimated gross costs, and any added value opportunities that were negotiated, indicating those not by cost but by how these contributed to the outcomes.

   c. How the campaign was evaluated, the results obtained, and how results impacted your client's business objectives. Describe any challenges or other

considerations (e.g., budget, competition, organizational and environmental constraints).

d. Referencing Item 6 of the SOW, please provide illustrative examples of reporting.

SECTION 6: COST

The firm will provide a cost proposal offering a (1) **Commissionable Media Placement Percent** and (2) hourly rates limited to the **Non-Commissionable Services** described below. Please submit the cost proposal in a separate sealed envelope. The cost proposal format to be submitted is illustrated in **Appendix D.**

The cost proposal will cover the three (3) year term of the pricing agreement, plus the two (2) additional one (1) year extensions for a total of five (5) years.

Commissionable Media Placement Percent

The Fixed Fee Media Commission Percent (%) for this contract will be paid based on net billing (Media purchase amount minus any incentives or commissions allotted to Media buying firm from Media seller).

All Media (except Social + Optimization):

Description	%
Firm Fixed Fee Expressed as a Percent of the Net Cost for Media Placement	See Appendix D / Cost Proposal Format

The firm shall understand and agree that the percent quoted is the maximum rate for the contract period and that agencies may negotiate lower rates on an ongoing basis from MPA firms or may purchase Media Buying Services outside of the MPA in accordance with the terms of any delegated authority issued by the Department of Administration.

Non-Commissionable Services

The non-commissionable services that fall outside of a media commission are listed below. It is important to note that these services should only be provided upon request of the State and after a formal quote of non–commissionable services has been agreed to by the firm's authorized State liaison in writing. As with above, services for which spending will hit or exceed $1,500 must be outlined in a Media Brief.

Services that fall outside of a media commission:

1. Social + Paid Search: strategy, planning, hands-on optimization and performance reporting, content calendars, listening /monitoring, trend and progress analysis.
2. Production + Technical Fixes: identify and remedy necessary technical fixes on flawed creative products such as: converting Federal to State agency identifiers, cutting a broadcast spot that was not trafficked correctly, adjusting artwork for a print billboard.

3. Benchmarking and Research: Focus Groups, Social Perception Analysis and other surveys to test or benchmark audience awareness or perception of a State initiative.
4. Inter-Agency Resource Partnerships: Developing a plan that includes media/venue bartering via Inter-Agency Partnerships/Events or promotions.

Firms should designate the titles/rates involved in the services and calculate a blended hourly rate that the State will be billed for services. The calculation method for the blended rate is at the discretion of the frim. The firm shall understand and agree that the blended rates are the maximum rates for the contract period and agencies may negotiate lower rates on an ongoing basis from MPA firms or may purchase Media Buying Services outside of the MPA in accordance with the terms of any delegated authority issued by the Department of Administration.

SECTION 7: EVALUATION

Criteria	Possible Points
Organization and Team Talent	10
Experience / Capacity	25
Knowledge, Innovation and Readiness for the SOW	25
Total Possible Technical Points	**60**
Oral Presentation	10
Total Combined Technical (Technical + Oral)	**70**
Cost	30
Total Possible Points	**100**

A Selection Committee will evaluate submitted proposals on the basis of the above criteria. The Committee will then make a qualifications- based recommendation.

Combined Technical and Oral (Maximum of 70 Possible Points)

- To advance to the Oral Presentation phase, the submitted Technical Proposal must receive a minimum of 48 (80%) out of a maximum of 60 technical points. If the minimum score of 48 is not achieved, the proposal will be dropped from further consideration.

- All firms that score 48 or higher must participate in the Oral Presentation Phase. A maximum of 10 points will be allotted for this phase. After the Oral Presentation Phase, the combined technical and presentation proposal must receive a minimum of 56 (80%) points out of the maximum 70 points to have the cost component opened and evaluated. If the minimum score of 56 is not achieved, the proposal will be dropped from further consideration.

- Combined technical and presentation proposals scoring a minimum of 56 points out of the 70 points will be evaluated for cost assigned up to a maximum of 30 points in the cost category.

Cost (Maximum of 30 Possible Points)

The cost section will be evaluated by the following:

Commissionable – Possible Points = 22.5:

22.5 - (22.5*((FC-LFC)/AFC)
AFC = Average Firm Commission
FC =Firm Commission
LFC = Lowest Firm's Commission

Non-Commissionable – Possible Points = 7.5:

7.5 - (7.5*((FC-LFC)/AFC))
AFC = Average Firm Rate
FC =Firm Rate
Note: The "firm rate" will be derived by using the following allocation among the four designated billed areas/blended rates (Social Media 60%, Research/Benchmarking 17.5%, Technical Fixes 17.5%, and Inter-Agency 5%)
LFC = Lowest Firm's Rate

The Department reserves the exclusive right to select the individual(s) or firm (vendor) that it deems to be in its best interest to accomplish the project as specified herein; and conversely, reserves the right not to fund any proposal(s).

Applicants may be required to submit additional written information. The State will not award a contract to a proposer who, in its opinion, is not fully qualified on the basis of financial resources.

SECTION 8: PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at lisa.hill@purchasing.ri.gov no later than the date and time indicated on page one of this solicitation. Please reference **RFP #7549921** on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 574-9709.

Offerors are encouraged to submit written questions to the Division of Purchases. **No other contact with State parties will be permitted**. Interested offerors may submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases, will not be considered.

RESPONSE CONTENTS
Responses shall include the following:

1. One completed and signed three-page R.I.V.I.P generated bidder certification cover sheet (included in the original copy only) downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.

2. One completed and signed W-9 (included in the original copy only) downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.

3. **An original and seven (7) copies of a separate Technical Proposal** describing the qualifications and background of the applicant and experience with and for similar projects, and all information described earlier in this solicitation.

4. **An original and seven (7) copies of a separate sealed Cost Proposal**.

5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in **electronic format** (**disc or flash drive**). PDF format is preferable labeled as follows: RFP 7449921(company name).pdf. Only 1 electronic copy is requested and it should be placed in the proposal marked "original".

SECTION 9: TERMS + CONDITIONS

Potential vendors are advised to review all sections of this RFP carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal. Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this RFP will be rejected as being non-responsive.

All costs associated with developing or submitting a proposal in response to this RFP, or to provide oral or written clarification of its content shall be borne by the vendor. The State assumes no responsibility for these costs. Proposals are considered to be irrevocable for a period of not less than 60 days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.

All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein. Proposals misdirected to other state locations, or which are otherwise not present in the Division at the time of opening for any cause will be determined to be late and will not be considered. For the purposes of this requirement, the official time and date shall be that of the time clock in the reception area of the Division.

It is intended that an award pursuant to this RFP will be made to a prime vendor, or prime vendors in the various categories, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered. Subcontracts are permitted, provided that their use is clearly indicated in the vendor's proposal and the subcontractor(s) to be used is identified in the proposal. All proposals should include the vendor's FEIN or Social

Security number as evidenced by a W9, downloadable from the Division's website at www.purchasing.ri.gov.

The purchase of services under an award made pursuant to this RFP will be contingent on the availability of funds. Vendors are advised that all materials submitted to the State for consideration in response to this RFP will be considered to be Public Records as defined in Title 38, Chapter 2 of the General Laws of Rhode Island, without exception, and will be released for inspection immediately upon request once an award has been made.

Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.

Equal Employment Opportunity (G.L. 1956 § 28-5.1-1, et seq.) – § 28-5.1-1 Declaration of policy – (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies to all areas where State dollars are spent, in employment, public services, grants and financial assistance, and in state licensing and regulation.

In accordance with Title 7, Chapter 1.2 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). This is a requirement only of the successful vendor(s).

The vendor should be aware of the State's Minority Business Enterprise (MBE) requirements, which address the State's goal of ten percent (10%) participation by MBE's in all State procurements. For further information visit the website www.mbe.ri.gov

SECTION 10: CONCLUDING STATEMENTS

CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest. Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State's General Conditions of Purchase contain the specific contract terms, stipulations and affirmations to be utilized for the contract awarded to the RFP. The State's General Conditions of Purchases/General Terms and Conditions can be found at the following URL: https://www.purchasing.ri.gov/RIVIP/publicdocuments/ATTA.pdf

Appendix A - Media Spend

Media Spend (MPA) from January 1, 2012 to June 30, 2015	
State Agency	Media Spend
RI Department of Transportation	$4,164,556.50
RI Lottery	$3,986,698.72
RI Department of Health	$2,717,332.25
University of RI	$2,509,250.16
HealthSource RI	$2,164,615.00
Community College of RI	$925,569.37
RI College	$296,370.01
RI Department of Labor &Training	$244,257.00
RI Secretary of State	$75,077.00
RI State Police	$65,271.00
RI Department of Environmental Management	$56,347.00
RI Dept of General Treasurer	$30,679.00
Water Resources Board	$28,500.00
RI Department of Corrections	$28,294.00
RI Division of Elderly Affairs	$23,823.00
Dept of Public Safety	$13,337.40
RI Dept of Education	$3,079.00

Total	$17,333,056.41

APPENDIX B - Sample Content for Media Brief

Sample Content for Media Brief
State Project Direct/Client:
Campaign/Program:
Initiated:
Campaign Flight:
Budget:
Target CPC/Cost Per Customer Conversion:
Media Strategy / Measurable Objectives (quantifiable or otherwise confirmable):
Intended Target Demographic (Ex. Age, geography, income, etc):
Call To Action:
Results Forecast (Intended Behaviors: Attend, visit, click, purchase, etc):
Creative Assets + Tools: (Ex. Web video (length), TV ad (length), TV PSA (length), Social (channels):
Media Channel + Audience Strategy (Indicate by media channel tying back to objectives and audiences): <u>Ex. Include:</u> Traditional Media - Media Impressions (as reported by seller/publisher) *Clicks (for companions websites/landing pages)* Organic Content(text, images, video, polls) *KPIs* *Shares,Comments, Likes, Clicks* Organic Paid(promoted posts) *KPIs* *Shares,Comments, Likes, Clicks* Paid Online Ads (static,image,video,carousel) *KPIs* *Click Through Rate* *Cost Per Click* *Conversion(website clicks,app downloads,purchases,bookings,Facebook clicks)* *Audience Relevance* *Reach* *Impressions*

APPENDIX C - Core Competencies

Firm Name: _____

SPECIALITY	YEARS OF EXPERIENCE or N/A	COMMENTS
Agriculture		
America's Cup		
Cause Advocacy		
Construction		
Convention Marketing		
Crisis Response		
Community Events		
Cultural Arts		
Cultural Festivals		
Direct Marketing		
Economic Development		
Elder Care		
Environmental		
Family + Child Welfare		
Focus Groups		
Healthcare		
Health + Social Services		
Higher Education		
Highway Safety		
Housing Urban Redevelopment		
Industrial, Commercial		
Innovation Industries		
Labor + Employment		
Law Enforcement		
Lottery, Casino, Gambling		

Please fill in specialty rows that are applicable only

Maritime		
Mobile Communications		
Multilingual/Multicultural/Hispanic		
Municipal Beautification		
NASCAR		
Natural Resources/ Conservation		
Out-of-Home		
Paid Search		
Paid Social Media		
Policy + Legislative		
Print Media		
Professional Services		
Promotions		
Public Transit		
Public/Private Partnershps		
Recruitment + Retention		
Social Content + Optimization		
Sports Marketing		
Substance Abuse		
Tobacco		
Trade Shows		
Transportation		
Other (indicate):		

Please fill in specialty rows that are applicable only

Appendix D - Cost Proposal Format

1) Commissionable Media Placement Percent

All Media (except Social + Optimization):

Description	%
Firm Fixed Fee Expressed as a Percent of the Net Cost for Media Placement	

2) Non-Commissionable Services

1) Social and Paid Search

Title (s) Involved	Hourly Rate

Blended Hourly Rate	

2) Production and Technical Fixes (All Media Channels)

Title (s) Involved	Hourly Rate

Blended Hourly Rate	

Appendix D - Cost Proposal Format

3) Benchmarking and Research

Title (s) Involved	Hourly Rate

Blended Hourly Rate	

4) Inter-Agency Resource Partnerships

Title (s) Involved	Hourly Rate

Blended Hourly Rate	