

Alabama Department of Public Health
Health Marketing Advertising/Social Media
Request for Proposals (RFP) 2018

Agency Name: Alabama Department of Public Health (ADPH), Bureau of Health Promotion and Chronic Disease, Communications and Health Marketing

RFP Title: Health Marketing Advertising /Social Media RFP

Proposed Funding Period: April 1, 2018 to April 1, 2020

Funding Type: Funding will be provided in the form of a professional services contract using federally appropriated and state funds.

Due Date for Applications: Proposals, along with the State of Alabama Vendor Disclosure Statement, www.ago.state.al.us/File-AL-Vendor-Disclosure-Statement, must be received in the office requested in this RFP by 2:00 p.m. CST on February 14, 2018.

I. OVERVIEW AND PURPOSE

ADPH, in partnership with the medical community, has the responsibility of informing and educating the public, health care professionals and organizations, businesses, educational institutions, government offices, and the media on vital public health concerns.

ADPH seeks the expertise of a full-service advertising agency that will assist the department in creating the most cost-effective communications to target populations. Respondents must have experience in creative development and graphic design, media planning and buying (including post-buy analyses of schedules), broadcast media production, and development of comprehensive communication plans utilizing a variety of media platforms.

II. APPLICATION DETAILS

A. Eligible Applicants

1. The company must address all components of the RFP completely.
2. The company must have a minimum of 5 years experience in the field of advertising.
3. The company must be a full-service agency with a minimum of 5 full-time staff.
4. The company must be registered or eligible to register with State of Alabama as a vendor.
5. The company must have prior experience working with government agencies.

B. Funding Available

A maximum of \$40,000 per year is available for the two-year contract period. Payment for services will be rendered upon receipt by invoice after successful completion of projects.

C. Required Activities

The selected company must provide full-service advertising including audience research, media research planning and buying, social marketing, creative development and production, broadcast production, and provision of materials in all needed formats.

D. Deadline for Submission

Proposals, along with the completed Vendor Disclosure Statement, must be received in the office shown below by 2:00 p.m. CST on February 14, 2018. All applications received after this date will be returned to sender.

Please send completed applications to:

Kathie Blaze
Alabama Department of Public Health
201 Monroe Street, Suite 910
Montgomery, AL 36104
(334) 206-3804
Katherine.Blaze@adph.state.al.us

E. Copies and Format Required

The applicant is required to submit the following information. Please give prices on the following as instructed per item:

Social marketing rates

Marketing needs consultation with client per hour:

Marketing research per hour:

Marketing analysis, planning, evaluation per hour:

Creative and production rates

Creative planning per hour:

Research per hour:

Copywriting per hour:

Layout/design per hour:

Art direction per hour:

Illustration per hour:

Photo/Image manipulation per hour:

Formatting type per hour:

Inputting text per hour:

Art production per hour and per page:

Scanning per hour and per page:

Resource search (e.g., models, props, locations) per hour:

Photo/image search per hour:

Disk charges (Zip, CD, or other electronic source):

E-mail file charges:

Proof copy charges per 8 x 11 & by 11 x 17:

Storyboarding, preparation of other presentational pieces (e.g., campaign pieces mounted on art board with easels), and other manual arts services per hour:

Broadcast Production

Dubbing

Talent search & coordination per hour:

Pre-production planning per hour:

Broadcast direction/production per hour:

Resource search per hour:

Music production/research per hour:

Media

Media planning per hour:

Media buying per hour:

Media billing per hour:

Other Rates

Account service per hour:

Administration per hour:

Estimating per hour:

Clerical per hour:

Travel time:

Long-distance calls:

Mailing charges:

Pickup/delivery:

Estimate fastest possible response time for on-site meetings and pick-ups/deliveries:

Technical assistance (marketing strategies for grants and reports, production assistance, etc.) per hour:

What is your proprietary policy on materials that you produce?

What equipment and software do you use to produce materials?

What media planning resources do you use?

Number of employees:

Number of account service reps:

Number of media planners:

Number of art directors:

Number of couriers:

F. Sample Requirements

Provide a list of some of your clients, with phone numbers, along with samples of work you have done for them. If you have only one sample, you may submit copies or simply run copies of the file. These should include a variety of materials, including but not limited to the following:

Ten examples of work in social marketing

Three examples of brochures

Three commercials or PSAs (preferably on one electronic source)

Three company identity packages

Three annual reports

Three proposals or market analyses (on the analyses you may make a copy and block out the company's name if confidentiality is an issue)

If you feel you must make a substitution for any of these, just provide a short explanation as to why, e.g., "have not done this" or "this is a better sample of our work".

III. APPLICATION EVALUATION CRITERIA

The following point system will be the criteria used to evaluate all eligible applications.

35 points	Lowest costs per services per hour
30 points	Numbers of years of professional experience with multimedia development, production, and placement, including the range and amount of work performed
30 points	Examples of work including the range of health care and government agency work performed and quality of work developed
5 points	Meeting all eligibility requirements
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100 points	Total

A review panel consisting of staff from the Communications and Health Marketing Division will conduct a fair and impartial review of the proposals submitted. The proposal receiving the most points will be awarded the contract.

IV. ADDITIONAL PROPOSAL REQUIREMENTS

A. Contact Information

The applicant should include the following contact information on the cover page of the proposal:

- Name of applicant
- Name of the company or organization
- Mailing address
- Telephone number
- Facsimile number
- E-mail address
- Company or organizational website

V. AWARD NOTIFICATION

The successful applicant will be notified by e-mail no later than March 1, 2018, if they have been awarded the contract.