

# REQUEST FOR QUOTE

## GRAPHIC DESIGN BRANDING AND IDENTITY MARKETING FOR THE ENERGY CHOICE OHIO CONSUMER EDUCATION CAMPAIGN

THE PUBLIC UTILITIES COMMISSION OF OHIO  
Office of Retail Competition  
180 East Broad Street  
Columbus, Ohio  
43215

**Quote DUE: Tuesday, November 20, 2012**

The Public Utilities Commission of Ohio  
Office of Retail Competition

### **BACKGROUND AND SCOPE OF SERVICE**

To address the need to educate Ohio consumers of legislation changes effecting the electric and natural gas utility industry in Ohio, the Public Utilities Commission of Ohio (PUCO) created the Office of Retail Competition (ORC) in June of 2012. The mission of the ORC is *to improve awareness, trust and understanding of market-based utility service in Ohio.*

The Office of Retail Competition is charged with the task of instituting an outreach program to establish and foster understanding and public awareness with the goal of increasing the involvement of Ohio consumers in choosing their electric and natural gas suppliers.

The PUCO is seeking a graphic design branding and marketing consultant to provide an identity package and marketing collateral for an awareness campaign. The consultant must have experience with developing a public sector brand.

### **SCOPE OF SERVICE**

The core areas that encompass this project are branding and marketing.

Branding and marketing materials:

- Create identity package to include: logo, graphics, digital/website graphics, fact sheet templates, newsletter templates, PowerPoint template, brochure template, folders, media kits, and other printed/electronic materials as needed.
- Create marketing materials to possibly include posters, display boards, billboards, Internet, print and video advertisements.
- Strictly follow State of Ohio design standards and PUCO style guide.
- Coordinate with State Printing for the fulfillment of all material.
- All art and collateral material must be provided in the same vector art format (i.e. \*.ai, \*.eps, \*.psd file) as well as high-resolution jpg, png and gif formats.

### **QUOTES SHALL INCLUDE THE FOLLOWING:**

1. Qualifications and experience: Description of background information relevant to proposed work.
2. Samples of related work, specifically public sector branding. Provide images of design work and description of associated past project approach.
3. State Term Schedule number, if applicable.
4. Acknowledgment that Division (I) and (J) of O.R.C. Section 3517.13 applies to service provider, and that not disclosing this information or not being within its realm of acceptance would disqualify service provider from consideration.

5. Completed acknowledgment form indicating that Executive Order 2011-12k has been read and is understood by service provider.
6. Project completion timeline inclusive of incremental deliverables, as appropriate. Please reference Timeframe section below.
7. Cost of service:
  - a. The cost of all completed components of project in the aggregate shall not exceed \$50,000. This is inclusive of all anticipated expenses.
  - b. Provide an itemized cost of services related to scope of service. Invoices will be accepted and payments issued conditioned upon satisfactory approval of completed deliverables and final product.
  - c. Provide a fee schedule of charges for any future proposed additional services not identified in this RFQ.
  - d. All artwork, fonts, licenses and any additional services must be presented in writing to the PUCO with cost for approval before purchase. Without written approval from the PUCO Director of Public Affairs the cost incurred will not be subject to reimbursement and will be at the sole expense of the service provider.
  - e. *Service provider shall not be reimbursed for travel, lodging, meals or any other expenses incurred in the performance of this Agreement.*
8. References: Three relevant client references.
9. Other: **Full proprietary rights for use of graphics/materials.**

#### **SUBMISSION OF QUOTES AND SELECTION PROCESS**

The selection process will take place under the direction of the Public Utilities Commission of Ohio/Office of Retail Competition and its Director of Public Affairs.

#### **TIMEFRAME**

Written quotes will be submitted **no later than 4:00 EST, on Tuesday, November 20, 2012**. All quotes become the property of the State of Ohio upon submission and will not be returned.

- Evaluation committee review: Tuesday, December 4, 2012
- Final selection/contract negotiations: Friday, December 14, 2012
- The work shall be delivered as follows:
  - Brand and logo concepts: Friday, December 28, 2012
  - Final approval of brand and logo: Wednesday, January 9, 2013
  - Marketing/informational collateral concepts: Wednesday, January 23, 2013
  - Final approval of marketing/informational collateral: Wednesday, February 6, 2013
  - Project completion by Wednesday, February 20, 2013

#### **NOTES:**

- There will be a PUCO/ORC review on each deliverable of the project.
- Payment will be administered 30 days after receipt of invoice, and contingent upon satisfactory approval of each deliverable product for which the invoice is attributed.
- Payments are subject to the approval of the Director of Ohio Budget Management.

Please address quotes to Holly Karg, Director of Public Affairs, Public Utilities Commission of Ohio. Electronic quote submission in PDF format is requested and should be sent directly to [holly.karg@puc.state.oh.us](mailto:holly.karg@puc.state.oh.us)

#### **ADDITIONAL INFORMATION**

1. Every effort should be made to keep quotes as complete and concise as possible.
2. Service provided will be subject to and conditioned upon service provider's acceptance of the terms of a consulting agreement.
3. The Public Utilities Commission of Ohio/Office of Retail Competition will evaluate quotes based on the below criteria:
  - a. Samples of related work, specifically with public sector branding.
  - b. Staffing plan that includes identification of skills, work hours, areas of expertise and how each person will be used. The firm must demonstrate success in planning and implementing similar projects.
  - c. How regular communications will be maintained with the PUCO in terms of meeting the stated deliverables of the project.
  - d. A straightforward and concise cost quote—the PUCO will give preference to low cost quotes.
  - e. The PUCO will give preference to firms based in the state of Ohio.
  - f. A firm grasp of the requested tasks and minimum expectations.
  - g. Willingness to accept scope change up to 20%.
  - h. Three (3) references that clearly demonstrate experience with creating successful branding and identity packages.
  - i. The proposed project approach, staffing responsibilities, timelines and schedule.
  - j. **It is important to note that the PUCO/ORC intends to own its own material. The RFQ response should clearly acknowledge this requirement.**
4. Follow-up interviews may be held with short listed firms.

NOTE: The Public Utilities Commission of Ohio/Office of Retail Competition reserves the right to modify deadlines, change the scope of work, amend said RFQ, reject any or all submissions for any reason without incurring any cost or liability, negotiate with any firm, and select the firm that best meets the PUCO/ORC's needs.

Thank you for your interest and cooperation with our RFQ process.

## PUCO/ORC: Graphic Design Vendor Selection Criteria

<b>CRITERIA AND POINT VALUES</b>		
<p>Proposal must address each of the following criteria.            Each proposal may be awarded points up to the amount listed.</p>		
<b>CRITERIA</b>	<b>POSSIBLE POINTS</b>	<b>SCORE</b>
Samples of related work, specifically with public sector branding.	30	
Staffing plan that includes identification of skills, work hours, areas of expertise and how each person will be used.	25	
How regular communications will be maintained with the PUCO in terms of meeting the stated deliverables of the project.	25	
A straightforward and concise cost quote.	25	
An Ohio based company.	20	
A firm grasp of the requested tasks and minimum expectations.	20	
Willingness to accept scope change up to 20%.	20	
Three (3) references that clearly demonstrate experience with creating successful branding and identity packages.	15	
The proposed project approach, plan and timeline for all phases of the project.	10	
Acknowledgment of requirement stating the PUCO/ORC intends to own its own material and hold ownership of all materials created for the purpose of fulfilling the scope of this project.	10	
<b>Total</b>	<b>200</b>	