



STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

MANDATORY USE CONTRACT FOR: HELP ME GROW STATEWIDE PUBLIC AWARENESS CAMPAIGN

CONTRACT NUMBER: CSP908214

EFFECTIVE DATES: February 14, 2014 TO June 30, 2014

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP908214 that opened on 12/13/13. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Department of Health as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

Questions regarding this and/or the Services Contract may be directed to:

Patrick Means, CPPB
patrick.means@das.ohio.gov

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

MINORITY SET-ASIDE BID IN ACCORDANCE WITH ORC CH. 125.081

MUTUALLY AGREED UPON CLARIFICATIONS AND MODIFICATIONS.

ASSUMPTIONS:

1. Cost Proposal includes cost for travel up to \$2,000 for approved project related expenses.
2. Cost Proposal includes an amount of up to \$5,000 for focus group participation incentives.
3. Focus Group population will be determined.
4. Talent for creative assets (i.e., video) will consist of true HMG brand ambassadors versus actors.
5. It is assumed that the State of Ohio will absorb costs and/or management internally for the following:
 - (1) Print Production/Reproduction Services,
 - (2) Web and technical development support (IT)

Cost Summary

Help Me Grow Statewide Public Awareness Campaign
CSP908214

UNSPSC CATEGORY CODE: 80171000, 80141000

OAKS Item Code: 25748

Description	Rate Per Hour
The successful bidder (s) shall perform all of the following activities for which there is an awarded contract in consultation with, and with the approval of the ODH Contract Manager. Deliverables for this campaign include a Public Awareness Campaign which include:	Cost
Develop a specific work plan and overall schedule and submit in the Bidder's RFP response. Work Schedule may be revised with ODH approval.	\$15,000
Targeted public awareness strategy for HMG intended to establish and/or enhance relationships between HMG and local, state, and national government agencies, associations, and the medical community, by way of messages calculated to heighten awareness of HMG program goals and encourage both partnership and referrals to programs.	\$25,000
Develop a slogan that resonates with target audiences to be served, further establishing community brand.	\$25,000
Conduct 2 focus groups, 1 urban and 1 rural. Provide recruitment for focus group session participants with assistance from ODH HMG staff. Assure that the characteristics of participants match the demographics makeup of the ODH identified targeted population.	\$28,900
Develop and produce videos and video clips that reflect the mission, values, goals, and community impact of HMG.	\$50,000
Compile video footage and create videos in a format that permits web-based use (i.e. posting to YouTube and project websites), as well as use by local media outlets if so desired.	\$15,000
Total not to exceed cost.	\$158,900

Only actual hours worked shall be billable.

The Contractor must hold the accepted prices and/or costs for the entire contract period. No price change shall be effective without prior written consent from DAS and DOH.

The State shall not be liable for any costs the Offeror does not identify in its Proposal. There will be no additional reimbursement for travel or other related expenses.

All costs must be in U.S. Dollars.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP908214-1 (06/30/14)

213186
Progressive Marketing Management (PMM Agency)
1301 Dublin Road, Suite 102
Columbus, OH 43215

TERMS: Net 30

CONTRACTOR'S CONTACT:

Ms. Kimberly Blackwell, CEO

Office: 614-487-1500 (ext. 11)
E-mail: kimberly@pmm-agency.com