

## REQUEST FOR PROPOSAL

RFP NUMBER: CSP906015  
INDEX NUMBER: DEV014  
UNSPSC CATEGORY: 82101800

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Development Services Agency, Office of TourismOhio is requesting Proposals for:

**TITLE: BRAND ARCHITECTURE & POSITIONING, CREATIVE SERVICES AND MEDIA SERVICES**

**OBJECTIVE:** To obtain a contractor(s) for Brand Architecture and Positioning, Creative Services and Media Services to strengthen the Ohio tourism industry.

RFP ISSUED: December 4, 2014  
INQUIRY PERIOD BEGINS: December 4, 2014  
INQUIRY PERIOD ENDS: December 18, 2014 at 8:00 AM  
PROPOSAL DUE DATE: December 31, 2014 by 1:00 PM

Proposals received after the due date and time will not be evaluated.

Submit Sealed Proposals to:

Department of Administrative Services  
Office of Procurement Services  
Attn: Bid Desk  
4200 Surface Road  
Columbus, OH 43228-1395

Note: Please review the [Proposal Instructions](#) on our Web site.

The Offeror must submit this cover page (signed) with its Technical Proposal.

<b>Offeror Name and Address:</b>  _____  _____  _____  _____  E-Mail Address: _____  Phone Number: (        ) _____ - _____, Ext. _____	<b>Name/Title:</b>  _____  _____  Signature: _____  By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.
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RFP GLOSSARY OF TERMS

AA:	Affirmative Action
Contractor:	Vendor after Award
CSP:	Competitive Sealed Proposal
DAS:	Department of Administrative Services
EOD:	Equal Opportunity Division
FEI:	Federal Employer Identification
Mandatory:	Must, Will, Shall
OAC:	Ohio Administrative Code
OAKS:	Ohio Administrative Knowledge System (Ohio's Accounting System)
OBG:	Ohio Business Gateway
Offeror:	Vendor Submitting Proposal
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SOS:	Secretary of State
UNSPSC:	The United Nations Standard Products and Services Code

## 1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the Ohio Development Service Agency, Office of TourismOhio (the Agency), is soliciting competitive sealed proposals (Proposals) for Brand Architecture and Positioning, Creative Services and Media Services. If a suitable offer is made in response to this RFP, the state of Ohio (State), through DAS, may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how the State will evaluate the Proposals, and what will be required of the Contractor in performing the Work.

This RFP gives the dates on page 1 for the various events in the submission process. While these dates are subject to change, prospective Offerors must be prepared to meet them as they currently stand.

1.2 CONTRACT PERIOD Once awarded, the term of the Contract will be from the contract award through December 31, 2016. The State may solely renew all or part of this Contract at the discretion of DAS for a period of one month and subject to the satisfactory performance of the Contractor and the needs of the Agency. Any other renewals will be by mutual agreement between the Contractor and DAS for any number of times and for any period of time. The cumulative time of all mutual renewals may not exceed two (2) years and are subject to and contingent upon the discretionary decision of the Ohio General Assembly to appropriate funds for this Contract in each new biennium.

## 1.3 BACKGROUND

### Making a Difference for the Good of Ohio

A Request for Proposal (RFP) from the state – ah, every company's favorite thing to respond to...but stick with us because this is an RFP that is worth your time. There is an opportunity for you to make a real difference for Ohio tourism industries and the state's economy by helping us think outside of the box on how best to tell the story of us. Ohio may not have an ocean coast line or mountain peaks – but one thing we know from research is that when visitors come to Ohio for the first time, they leave impressed and wanting to come back for more of the places, spaces, and people that create lasting memories. We know visitors are surprised by what Ohio has to offer – the cascading waterfalls of the Hocking Hills that will leave you breathless, the hip Short North bars and galleries in Columbus that rival the biggest cities in the country, the number one boutique hotel in the nation in Cincinnati that wraps you in artistic luxury, the local micro-breweries and wineries that bring friends together, the world-class foodie scene in Cleveland that will make your mouth water – the list goes on and on. We often hear “wow, I didn't know they had this in Ohio!” It's time to take the “surprise” out of Ohio. We want people to know who we are and what they can expect when they visit. In the past, TourismOhio has engaged in what we like to call “random acts of marketing”. However, it's not just about throwing a bunch of destinations at people and saying “come spend time here” – we need to capture the emotional and experiential qualities of Ohio that make us distinctive among our contiguous states. If you would like to be a part of this new creative process for Ohio, then keep reading and respond. We want to hear from you. What can you bring to the table to take Ohio tourism to the next level – ultimately breaking beyond a regional campaign? Get through all the details of this RFP and then let us know how you can help us create something cool and unique that tells the story of Ohio to inspire those within our borders and beyond. Thanks for your time and dedication for the good of Ohio.

### Mission

Aggressively position the state of Ohio as a relevant travel destination and support Ohio's tourism industry to drive economic prosperity throughout the state.

### TourismOhio objectives:

- Increase our market share amongst our competitive set (Michigan, Pennsylvania, West Virginia, Kentucky, Indiana)
- Continue to deliver a positive return on our advertising investment
- Increase the economic impact of tourism on the Ohio economy

TourismOhio seeks to tell the story of what makes Ohio experiences distinctive and unforgettable. We provide support to Ohio tourism industries as they share their stories through public relations, marketing, advertising, and social media channels. Tourism is a key economic driver for Ohio, and our team works to promote the state as a premiere travel destination, focusing on the people, places and spaces that make Ohio great. TourismOhio strives to inform and inspire each person within our borders and beyond to discover all Ohio has to offer.

#### Economic Impact

Tourism is a major economic driver for the state and is a \$38 billion industry. Ohio has seen a steady increase in visitor spending since 2009. In 2013, Ohio welcomed 195 million visitors, most of which are within a day's drive (300-500 miles).

More than 37 million visitors stay overnight in Ohio, spending 3 times as much as a day visitor. Daytrip visitors spend an estimated \$110 per person, while overnight visitors spend an estimated \$335 per person.

The tourism industries also support about 405,000 Ohio jobs (full time, part time, and seasonal).

#### 1.4 OBJECTIVES/SCOPE OF WORK

The State anticipates awarding the RFP to a successful Offeror(s) who can meet the requirements of this solicitation. The State may award to the Offeror(s) that bid one or more of the three (3) sections. Individual Offeror(s) may bid on any section(s) or they may bid on all three (3) sections (Brand Architecture and Positioning, Creative Services and Media Services). If said sections are awarded to separate Contractor(s) said Contractors will be required to work together, and with TourismOhio's public relations contractor on these projects, at the direction of TourismOhio without additional cost to the State.

##### OBJECTIVES

1. TourismOhio seeks a strategic, creative, and passionate branding/creative/media partner to act as its Contractor.
2. The Contractor will partner with TourismOhio to develop an identifiable and distinctive brand position and create a brand campaign to promote Ohio to the target audiences. The Contractor will have a history and proven methodology of developing a successful brand positioning for clients across multiple industries.
3. The Contractor must have extensive experience conceiving ways to bring brands to life with innovative, cutting edge creative through broadcast, print and digital media in a way that is relevant and exciting to TourismOhio's target audiences.
4. TourismOhio seeks a skilled media planning/buying partner that will bring creative thinking and demonstrated success at maximizing/extending reach and frequency of message to target audiences.
5. TourismOhio seeks a partner that will productively challenge and bring forth new and innovative thinking in a mutually productive capacity.
6. The Contractor must align well with TourismOhio's vision, accountability and transparency.
7. The Contractor must act as an extension of TourismOhio's internal resources to conceive, build, maintain and help the client's internal team promote its offerings to visitors and potential visitors. To this end, exceptional levels of account service are expected.

The following describes the Work and what the Contractor must do to get the job done. It also describes what the Contractor must deliver as part of the completed Work (the "Deliverables"). Additionally, it gives a detailed description of the Work's schedule.

The Contractor must meet all RFP requirements for the Work and complete all Work satisfactorily.

The target date for the new brand campaign to "go live" is on or before June 1, 2015. The brand positioning, marketing communications plan and media plan must be completed and approved by the TourismOhio director in advance to meet the "go live" date. Any offeror must be prepared to reach this target date.

Note: If the Contractor has to replace key staff during the life of the contract, said qualifications and approval must be obtained from the agency prior to the new staff starting.

## SCOPE OF WORK:

The following overview is applicable to all aspects: The Contractor will be required to perform some or all, but not limited to the following activities described in each of the three sections below. The Contractor selected will need to operate as an extension of TourismOhio and staff the account to handle frequent client contact. Contractor is accountable for timely and efficient turn-around of deliverables with keen awareness of client deadlines and the necessity to proactively plan Contractor resources in order to meet timelines. For each area described below, Contractor will need to staff account to provide timeline development, project management, weekly status updates, ongoing follow-up and follow-through, budget management, forecasting and client billing. Contractor will be expected to collaborate, cooperate and partner with other TourismOhio Contractors. Travel to Columbus, Ohio and throughout the state for face-to-face meetings, at the Contractors expense will also be required. Individual Offeror(s) may bid on any section(s) or they may bid on all three (3) sections (Brand Architecture and Positioning, Creative Services and Media Services).

### 1. Brand Architecture and Positioning

Contractor will lead or partner on appropriate qualitative and quantitative research efforts to inform and establish an own-able and distinctive brand position. Harness and build upon the strengths of current perceptions, define the functional and emotional benefits that Ohio can own; the authentic and credible brand assets that become our signature, those that allow Ohio to occupy a distinctive market position that resonates with the target audience so that over time, the message becomes more and more effective and delivers trial and repeat visitation.

Additional research that the Contractor may be expected to manage or contribute to include but is not limited to: brand health as well as demographic, perception, visitation and economic studies. Survey methods may include but are not limited to focus groups, consumer intercept surveys, on-line or written surveys. All formal research and research partners will be approved and paid for by TourismOhio. Research will be the property of TourismOhio.

### 2. Creative Services

The Contractor will be responsible for TV, video, radio and digital development, direction, production and post-production including: creative concept, development, copywriting, casting, shooting and editing. Contractor will provide development and design of print elements including concept development, copy writing, art direction, layout, mock-ups and production services as required for each project. Contractor will be responsible for all aspects related to the successful execution of at least 3 seasonally relevant campaigns that deliver on the strategy through coordinated and cohesive messaging across communications channels and markets as evidenced by an increase in brand awareness and/or tourism spending. The State of Ohio will be the sole judge of the campaign's relevancy. Creative must be innovative and fresh, it must elevate the perception of Ohio and it must result in Ohio getting noticed, through increased brand awareness and/or tourism visits/spending. A range of executions for consideration/evaluation will be required for each campaign and the State of Ohio will be the sole judge of the adequacy of the Work. Pre-and-post creative/ad testing will be expected and Contractor may need to derive insights and provide recommendations to improve or refine marketing messages and strategies to enhance the effectiveness of campaigns. All research and research partners will be approved and paid for by TourismOhio. All production costs will be paid for by TourismOhio and thus all rights to the production are owned by TourismOhio.

### 3. Media Services (Strategy, Planning and Buying)

Approximately sixty percent of the U.S. population can reach Ohio in a single day's drive making Ohio physically accessible to many travelers. The availability and accessibility of the TourismOhio campaign needs to rival Ohio's physical accessibility. Through research, Contractor will need to identify Ohio's current travel consumer and how Ohio fits in consumers' lives. Applying innovative thinking, cost effective targeting and the right mix of traditional and non-traditional media, the campaign needs to reach more of the target audience, in more places, more often to increase brand awareness and drive visits and visitor spending.

The Contractor will perform media-buying services such as: media planning (to best deliver on defined target), prioritizing markets, media buying (negotiating best rates and placement as well as added value), tracking, optimizing and post-buy analysis. TV and radio plans will include information standard to the industry such as market and station demographics, buy detail by market including proposed placements, reach and frequency and cost per point/gross rate point(CPPs/GRPs). Contractor will be responsible for talent/ownership negotiations as well as for timely dubbing and trafficking of spots. Print media plans will similarly include information standard to the industry such as placement dates, readership demographics, circulation, etc. The Contractor will also provide media planning and, buying related to digital technologies, such as internet marketing, SEP, Google AdWords, mobile marketing, social media messaging (e.g., Facebook and Twitter) and other new technologies (e.g., podcasting, web streaming, text messaging, etc.). Perform timely post-buy analysis to measure return on investment and other marketing metrics that quantify campaign effectiveness.

Additionally, Contractor will design, negotiate and execute at least 2 effective cooperative marketing and advertising campaigns to benefit tourism industry partners. Responsible for the following: identify relevant media for our partners, develop media schedules, create content, design and execute creative materials that promote co-op opportunities. Accountable to organize and execute forums to promote co-op programs in order to broaden awareness and participation. Bring innovative thinking to experiential component of co-op program and continually build upon success of co-op with new thinking and innovative partnership possibilities. Leverage co-op investments to increase reach and frequency through added value opportunities.

The completed brand positioning, marketing communications plan and media plan must be completed and approved by the TourismOhio Director so that the new campaign can be implemented on or before June 1, 2015. Any offeror must be prepared to reach this target date.

- 1.5 CONFIDENTIAL, PROPRIETARY OR TRADE SECRET INFORMATION DAS procures goods and services through a RFP in a transparent manner and in accordance with the laws of the state of Ohio. All proposals provided to DAS in response to this RFP become records of DAS and as such, will be open to inspection by the public after award unless exempt from disclosure under the Ohio Revised Code or another provision of law. Refer to section 5.1.6 in the Instructions.
- 1.6 REGISTRY OF OFFERORS DAS will prepare a registry of Proposals containing the name and address of each Offeror. The registry will be on the Office of Procurement Services Web site and available for public inspection after the Proposals are received.
- 1.7 PROPOSAL SUBMITTAL Offeror must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted in separate sealed envelopes/packages, clearly identified on the exterior as either "Technical Proposal" or "Cost Proposal" with CSP906015 and due date on each. Offeror must submit this signed cover page with its technical Proposal. Offeror shall mark the correct CSP number on all envelopes/packages. Refer to section 5.1.6 in the Instructions for further detail.
- 1.8 NUMBER OF PROPOSALS TO SUBMIT Offeror must submit one (1) original, completed and signed in blue ink, and five (5) copies for a total of six (6) Proposal packages.

2.0 EVALUATION OF PROPOSALS

2.1 MANDATORY REQUIREMENTS The following table contains items that are Mandatory Requirements for this RFP.

Determining the Offeror’s ability to meet the Mandatory Requirements is the first step of the DAS evaluation process. The Offeror’s response must be clearly labeled “Mandatory Requirements” and collectively contained in Tab 2 of the Offeror’s Proposal in the “Offeror Required Information and Certification” section.

DAS will evaluate Tab 2 alone to determine whether the Proposal meets all Mandatory Requirements (accept/reject). If the information contained in Tab 2 does not clearly meet every Mandatory Requirement, the Proposal may be disqualified by DAS from further consideration.

TABLE 1 - MANDATORY PROPOSAL REQUIREMENTS

Mandatory Requirements
1. The Offeror must have experience in the section(s) in which they are bidding on (brand architecture and positioning, creative services and media services).

If the State receives no Proposals meeting all of the mandatory requirements, the State may elect to cancel this RFP.

2.2 PROPOSAL EVALUATION CRITERIA If the Offeror provides sufficient information to DAS in its Proposal, demonstrating it meets the Mandatory Requirements, the Offeror’s Proposal will be included in the next step of the evaluation process which involves the scoring of the Proposal Technical Requirements (Table 3), followed by the scoring of the Cost Proposals. In the Proposal evaluation step, DAS rates the Proposals based on the following listed criteria and the weight assigned to each criterion. The possible points allowed in this RFP are distributed as indicated in the Table 2 - Scoring Breakdown.

2.3 TABLE 2 - SCORING BREAKDOWN

Criteria	Maximum Allowable Points Per Category
Proposal Technical Requirements	580 Points
Proposal Cost	100 Points
Presentations, Interviews, Demonstrations (optional)	150 Points
Total	830 Points

2.4 SCORE RATINGS The scale below (0-5) will be used to rate each proposal on the criteria listed in the Technical Proposal Evaluation table.

DOES NOT MEET 0 POINTS	WEAK 1 POINT	WEAK TO MEETS 2 POINTS	MEETS 3 POINTS	MEETS TO STRONG 4 POINTS	STRONG 5 POINTS
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DAS will score the Proposals by multiplying the score received in each category by its assigned weight and adding all categories together for the Offeror’s Total Technical Score in Table 3. Representative numerical values are defined as follows:

DOES NOT MEET (0 pts.): Response does not comply substantially with requirements or is not provided.

WEAK (1 pt.): Response was poor related to meeting the objectives.

WEAK TO MEETS (2 pts.): Response indicates the objectives will not be completely met or at a level that will be below average.

MEETS (3 pts.): Response generally meets the objectives (or expectations).

MEETS TO STRONG (4 pts.): Response indicates the objectives will be exceeded.

STRONG (5 pts.): Response significantly exceeds objectives (or expectations) in ways that provide tangible benefits or meets objectives (or expectations) and contains at least one enhancing feature that provides significant benefits.

2.5 TABLE 3 - TECHNICAL PROPOSAL EVALUATION

**Brand Architecture and Positioning**

Criterion	Weight	Rating (0 to 5)	Extended Score
<b>Offeror Profile:</b>			
Company history, years of relevant experience	10		
Number of years in business, number of employees, financial stability			
Capacity to do the Work			
<b>Offeror Prior Projects (at least two (2) previous project examples):</b>			
Offeror must describe two (2) previous examples in the past three (3) years of projects of similar scope, size and complexity	35		
Offeror must document two (2) previous examples of relevant experience within the past three (3) years that demonstrates research methodology used to develop brand architecture and positioning on an accelerated timeline that achieved desired objectives			
<b>Staffing Plan (including subcontractors):</b>			
The Offeror must provide a staffing plan that identifies all key personnel required to do the project and their responsibilities on the project. TourismOhio is seeking a staffing plan that matches the proposed project personnel and qualifications to the activities and tasks that will be completed on the project. In addition, the plan must have the following information:	20		
a. A matrix matching each key team member to the requirements in this RFP.			
b. A contingency plan that shows the ability to add more staff if needed to ensure meeting the Project's due date(s).			
c. A discussion of the Offeror's ability to provide qualified replacement personnel.			
d. The Offeror must submit a statement and chart that clearly indicate the time commitment of the proposed work team, including the Project Manager, to the Project and any other, non-related work during the term of the Contract. The Offeror must also include a statement indicating to what extent, if any, the Project Manager may be used on other projects during the term of the Contract. The Evaluation Committee may reject any Proposal that commits the proposed Project Manager to other work during the term of the Contract if the committee believes that doing so will be detrimental to the Offeror's performance.			
The Offeror must include staff qualifications, formal education, experience, average length of service and turnover rate for the specific area that your firm is proposing			
Share insight about whether Offeror aligns staff compensation with client success and if so how?			
Identify the percent of your staff focused on each of the following: research, branding, copy writing, creative development, media planning/buying and account management?			
<b>Scope of Work (Work Plan):</b>			
Offeror must describe the plan of action/solution (including methodologies)	50		
Offeror must demonstrate understanding of project			
Timeline proposed			
Ohio Based Company and/or have significant Ohio presence(max points 5)	5		

Total Technical Score: \_\_\_\_\_



**Creative Services**

Criterion	Weight	Rating (0 to 5)	Extended Score
<b>Offeror Profile:</b>			
Company history, years of relevant experience	10		
Number of years in business, number of employees, financial stability			
Capacity to do the Work			
<b>Offeror Prior Projects (at least two(2) previous project examples):</b>			
Offeror must describe two (2) previous examples in the past three (3) years of projects of similar scope, size and complexity	35		
Offeror must document two (2) previous examples of relevant experience within past three (3) years of projects on an aggressive timeline that achieved desired objectives			
Offeror must demonstrate at least two (2) examples in the past three (3) years of developing integrated messaging across channels to deliver a cohesive campaign that activated target and delivered growth			
Offeror must describe two (2) examples of relevant experience within the past three (3) years that demonstrates methodology for tracking and measuring effectiveness of advertising and the actions taken as a result of the learnings..			
<b>Staffing Plan (including subcontractors):</b>			
The Offeror must provide a staffing plan that identifies all key personnel required to do the project and their responsibilities on the project. TourismOhio is seeking a staffing plan that matches the proposed project personnel and qualifications to the activities and tasks that will be completed on the project. In addition, the plan must have the following information:	20		
<ul style="list-style-type: none"> <li>a. A matrix matching each key team member to the requirements in this RFP.</li> <li>b. A contingency plan that shows the ability to add more staff if needed to ensure meeting the Project's due date(s).</li> <li>c. A discussion of the Offeror's ability to provide qualified replacement personnel.</li> <li>d. The Offeror must submit a statement and chart that clearly indicate the time commitment of the proposed work team, including the Project Manager, to the Project and any other, non-related work during the term of the Contract. The Offeror must also include a statement indicating to what extent, if any, the Project Manager may be used on other projects during the term of the Contract. The Evaluation Committee may reject any Proposal that commits the proposed Project Manager to other work during the term of the Contract if the committee believes that doing so will be detrimental to the Offeror's performance.</li> </ul>			
The Offeror must include staff qualifications, formal education, experience, average length of service and turnover rate for the specific.			
Share insight about whether Offeror aligns staff compensation with client success and if so how?			
Offeror must identify the percent of your staff focused on each of the following: research, branding, copy writing, creative development, media planning/buying and account management?			
<b>Scope of Work (Work Plan):</b>			
Offeror must describe the plan of action/solution (including methodologies)	50		
Offeror must demonstrate understanding of project			
Timeline proposed			
Ohio Based Company and/or have significant Ohio presence(max points 5)	5		

Total Technical Score: \_\_\_\_\_

**Media Services (Strategy, Planning and Buying)**

Criterion	Weight	Rating (0 to 5)	Extended Score
<b>Offeror Profile:</b>			
Company history, years of relevant experience	10		
Number of years in business, number of employees, financial stability			
Capacity to do the Work			
<b>Offeror Prior Projects (at least two(2) previous project examples):</b>			
Offeror must describe two (2) previous examples in the past three (3) years of projects of similar scope, size and complexity	35		
Offeror must demonstrate media planning/buying experience by sharing two (2) previous examples within the past three (3) years for a \$4 to \$6 million campaign including campaign analytics.			
Offeror must describe two (2) previous examples of relevant experience within the past three (3) years in which you maximized the media budget for a client.			
<b>Staffing Plan (including subcontractors):</b>			
The Offeror must provide a staffing plan that identifies all key personnel required to do the project and their responsibilities on the project. TourismOhio is seeking a staffing plan that matches the proposed project personnel and qualifications to the activities and tasks that will be completed on the project. In addition, the plan must have the following information:	20		
a. A matrix matching each key team member to the requirements in this RFP.			
b. A contingency plan that shows the ability to add more staff if needed to ensure meeting the Project's due date(s).			
c. A discussion of the Offeror's ability to provide qualified replacement personnel.			
d. The Offeror must submit a statement and chart that clearly indicate the time commitment of the proposed work team, including the Project Manager, to the Project and any other, non-related work during the term of the Contract. The Offeror must also include a statement indicating to what extent, if any, the Project Manager may be used on other projects during the term of the Contract. The Evaluation Committee may reject any Proposal that commits the proposed Project Manager to other work during the term of the Contract if the committee believes that doing so will be detrimental to the Offeror's performance.			
The Offeror must include staff qualifications, formal education, experience, average length of service and turnover rate for the specific.			
Share insight about whether Offeror aligns staff compensation with client success and if so how?			
Identify the percent of your staff focused on each of the following: research, branding, copy writing, creative development, media planning/buying and account management?			
<b>Scope of Work (Work Plan):</b>			
Offeror must describe the plan of action/solution (including methodologies)	50		
Offeror must demonstrate understanding of project			
Timeline proposed			
<b>Ohio Based Company and/or have significant Ohio presence(max points 5)</b>			
	5		

Total Technical Score: \_\_\_\_\_

2.6 **PRESENTATIONS AND INTERVIEWS** DAS may require top Offerors to be interviewed. Such interviews will provide an Offeror with an opportunity to present its Proposal and to ensure a mutual understanding of the Proposal's content. This will also allow DAS and the Agency an opportunity to test or probe the professionalism, qualifications, skills, and work knowledge of the proposed candidates. The interviews will be scheduled at the convenience and discretion of DAS and the Agency. DAS or the Agency may record any presentations and interviews. The one (1) to three (3) highest scoring Offerors; but no more than the top three (3) may be required to participate. Interviews will be scheduled to be held in Columbus, Ohio at the vendor's expense, if applicable.

Presentations, Interviews, Demonstrations (Optional)			
<b>Oral Presentation</b> All Offerors selected for Oral Presentation must present on items 1 and 2. Offerors then only need to present on items 3-5 if they bid that section.	Weight	Rating (0 to 5)	Extended Score
1. In place of speculative work, Offeror must share thinking about how it recommends approaching the task at hand	10		
2. Offeror must describe two (2) instances within the past three (3) years of collaborating with other marketing/advertising agencies for the benefit of a particular client. Please cite specific results of the collaboration.	10		
3. Brand Architecture and Positioning Oral Presentation: The Offeror must document two (2) previous examples of relevant experience within the past three (3) years that demonstrates research methodology used to develop brand architecture and positioning on an accelerated timeline that achieved desired objectives.	10		
4. Creative Services Oral Presentation: The Offeror must demonstrate at least two (2) examples in the past three (3) years of developing integrated messaging across channels to deliver a cohesive campaign that activated target and delivered growth.	10		
5. Media Services Oral Presentation: The Offeror must demonstrate media planning/buying experience by sharing two (2) previous examples within the past three (3) years for a \$4 to \$6 million campaign including campaign analytics..	10		

Total Presentation Score: \_\_\_\_\_

In this RFP, DAS asks for responses and submissions from Offerors, most of which represent components of the above criteria. While each criterion represents only a part of the total basis for a decision to award the Contract to an Offeror, a failure by an Offeror to make a required submission or meet a mandatory requirement will normally result in a rejection of that Offeror's Proposal. The value assigned above to each criterion is only a value used to determine which Proposal is the most advantageous to the State in relation to the other Proposals that DAS received.

Once the technical merits of a Proposal are evaluated, the costs of that Proposal will be considered. It is within DAS' discretion to wait to factor in a Proposal's cost until after the conclusion of any interviews, presentations, demonstrations or discussions. Also, before evaluating the technical merits of the Proposals, DAS may do an initial review of costs to determine if any Proposals should be rejected because of excessive cost. DAS may reconsider the excessiveness of any Proposal's cost at any time in the evaluation process.

- 2.7 COST PROPOSAL POINTS DAS will use the information the Offeror submits on the Cost Summary Form to calculate Cost Proposal Points. DAS will calculate the Offeror's Cost Proposal points after the Offeror's total technical points are determined, using the following method:

Cost points = (lowest Offeror's cost/Offeror's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. "Cost" = Total cost per category as identified in the Cost Summary section of Offeror's Proposal. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

An example for calculating cost points, where Maximum Allowable Cost Points Value = 60 points, is the scenario where Offeror X has proposed a cost of \$100.00. Offeror Y has proposed a cost of \$110.00 and Offeror Z has proposed a cost of \$120.00. Offeror X, having the lowest cost, would get the maximum 60 cost points. Offeror Y's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$110.00 (Offeror Y's cost) equals 0.909 times 60 maximum points, or a total of 54.5 points. Offeror Z's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$120.00 (Offeror Z's cost) equals 0.833 times 60 maximum points, or a total of 50 points.

Cost Score: \_\_\_\_\_

- 2.8 FINAL STAGES OF EVALUATION The Offeror with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: \_\_\_\_\_ + Cost Score: \_\_\_\_\_ = Total Score: \_\_\_\_\_

If DAS finds that one or more Proposals should be given further consideration, DAS may select one or more of the highest-ranking Proposals to move to the next phase. DAS may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

- 2.9 REJECTION OF PROPOSALS DAS may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DAS believes is excessive in price or otherwise not in the interest of the State to consider or to accept. In addition, DAS may cancel this RFP, reject all the Proposals, and seek to do the Work through a new RFP or by other means.

3.0 COST SUMMARY

- 3.1 SUBMISSION The Cost Summary shall be submitted with the Proposal (under separate cover labeled as the Cost Proposal). All prices, costs, and conditions outlined in the Proposal shall remain fixed and valid for acceptance for 120 days, starting on the due date for Proposals. No price change shall be effective without prior written consent from DAS, Office of Procurement Services.

The Offeror's total cost for the entire Work must be represented as the not-to-exceed total. All costs for furnishing the services must be included in the Cost Proposal.

- 3.2 THE OFFEROR'S FEE STRUCTURE The Contractor will be paid as proposed on the Cost Summary after the Agency approves the receipt of product(s)/services and continued completion of all deliverables. All costs must be in U.S. Dollars. Additional cost for research and production cost will be paid for by the agency.
- 3.3 REIMBURSABLE EXPENSES None; there will be no additional reimbursement for travel or other related expenses, with the exception of the additional cost for research and production which will be paid for by the agency. The State will not be responsible for any costs not identified.

3.4 BILL TO ADDRESS

Office of TourismOhio  
Ohio Development Service Agency  
77 S. High St.  
P.O. Box 1001  
Columbus, Ohio 43125

The Contractor(s) will be required to submit a spreadsheet to the Agency on a monthly and annual basis that details the status of the budget. The spreadsheet must include expenditures for the month, expenditures to date by project and the remaining balances. The contractor must have the financial ability to contract and purchase media without advance payment by TourismOhio.

Brand Architecture & Positioning, Creative Services, Media Services  
CSP906015  
UNSPSC CATEGORY CODE: 82101800  
BUDGET: Media budget is \$4-\$6 million dollars.

Budget/Funding

The Ohio tourism pilot funding mechanism creates a performance-based model directing a percentage of tourism-related sales tax growth into the Office of TourismOhio for tourism marketing efforts without creating any new taxes. When tourism-related tax receipts increase, the State of Ohio and local tax coffers will increase, and the Office of TourismOhio will receive more dollars to market Ohio up to a ceiling of \$10 million in any one year. (Ohio Office of Tourism 2012 DSA (SB 314) Legislation).

OFFEROR: \_\_\_\_\_

Description	Cost
Branding Architecture and Positioning (Flat Fee for initial term of the contract).	\$ (flat rate)
Creative Services (Professional Fee monthly rate)	\$ /monthly rate
Media Services (Strategy, Planning and Buying) (Flat hourly fee per professional position)	\$
<b>Miscellaneous Cost</b>	TBD

All Offerors who seek to be considered for a contract award must submit the above information in the format specified. The Original Cost Summary must be included in a separate, sealed envelope/package labeled on the exterior as "Cost Proposal" with the RFP Number and due date.

Note: Research cost and production cost will be paid for by the agency.

#### 4.0 AWARD OF THE CONTRACT

- 4.1 CONTRACT AWARD DAS intends to award the Contract based on the schedule in the RFP, if DAS decides the Work is in the best interests of the State and has not changed the award date.

DAS expects the Contractor to commence the Work upon receipt of a state issued purchase order. If DAS awards a Contract pursuant to this RFP and the Contractor is unable or unwilling to commence the Work, DAS reserves the right to cancel the Contract and return to the original RFP process and evaluate any remaining Offeror's Proposals reasonably susceptible of being selected for award of the Contract. The evaluation process will resume with the next highest ranking, viable Proposal.

- 4.2 CONTRACT If this RFP results in a Contract award, the Contract will consist of this RFP including the Terms and Conditions, all forms, written addenda to this RFP, the Contractor's accepted Proposal and written authorized addenda to the Contractor's Proposal. It will also include any materials incorporated by reference in the above documents and any purchase orders and amendments issued under the Contract. The general terms and conditions for the Contract are contained in the following link:

<https://procure.ohio.gov/Zip/5.3%20Terms%20and%20Conditions.pdf>

If there are conflicting provisions between the documents that make up the Contract, the order of precedence for the documents is as follows:

1. The one-page Contract Signature Page, Form 5.2.2
2. The RFP, as addended, including the Terms and Conditions;
3. The documents and materials incorporated by reference in the RFP;
4. The Executive Order. EO2011-12K incorporated by reference in the RFP;
5. The Contractor's Proposal, as amended, clarified, and accepted by the State; and
6. The documents and materials incorporated by reference in the Contractor's Proposal.

Notwithstanding the order listed above, amendments issued after the Contract is executed may expressly change the provisions of the Contract. If they do so expressly, then the most recent amendment will take precedence over anything else that is part of the Contract.

- 4.3 ECONOMIC PRICE ADJUSTMENT The Contract prices(s) will remain firm throughout the initial term of the Contract. Thereafter, prior to Contract renewal, the Contractor may submit a request to adjust their price(s) to be effective on the effective date of the Contract's renewal. No price adjustment will be permitted prior to the effective date; on purchase orders that are already being processed; or on purchase orders that have been filled.

Price increases must be supported by a general price increase in the cost of the materials/services rendered due to documented increases in the cost of related materials/services. Detailed documentation, to include a comparison list of the Contract items and proposed price adjustments must be submitted to support the requested adjustment. Supportive documentation should include, but is not limited to: copies of the old and the current price lists or similar documents which indicate the original base cost of the product to the Contractor and the corresponding adjustment, and/or copies of correspondence sent by the Contractor's supplier on the supplier's letterhead, which contain the above price information and explains the source of the adjusted costs in such areas as raw materials, freight, fuel or labor, etc.

Should there be a decrease in the cost of the finished product due to a general decline in the market or some other factor, the Contractor is responsible to notify DAS immediately. The price decrease adjustment will be incorporated into the Contract and will be effective on all purchase orders issued after the effective date of the decrease. If the price decrease is a temporary decrease, such should be noted on the invoice. In the event that the temporary decrease is revoked, the Contract pricing will be returned to the pricing in effect prior to the temporary decrease. Failure to comply with this provision will be considered as a default and will be subject to the Suspension and Termination section contained herein.

5.0 LINKS To be applicable to all Proposals and subsequent award(s), including sections named below.

5.1 Instructions

- 5.1.1 Proposal Instructions
- 5.1.2 Evaluation of Proposals
- 5.1.3 Proposal Format & Documentation Required

5.2 Forms

- 5.2.1 Offeror Required Information
- 5.2.2 Contract Signature Page
- 5.2.3 Offeror Profile
- 5.2.4 Offeror Prior Projects
- 5.2.5 Offeror's Candidate References
- 5.2.6 Offeror's Candidate Education, Training, Experience
- 5.2.7 Offeror Performance Form
- 5.2.8 Contractor/Subcontractor Affirmation and Disclosure

5.3 Terms and Conditions

- 5.3.1 Performance and Payment
- 5.3.2 Work and Contract Administration
- 5.3.3 Ownership & Handling of Intellectual Property & Confidential Information
- 5.3.4 Representations, Warranties and Liabilities
- 5.3.5 Acceptance and Maintenance
- 5.3.6 Construction
- 5.3.7 Law & Courts

5.4 ADDITIONAL RESOURCES

EOD Reporting <http://eodreporting.oit.ohio.gov/searchEODReporting.aspx>

Office of Budget and Management <http://obm.ohio.gov/LandingPages/Vendor/default.aspx>

Office of Procurement Services <http://procure.ohio.gov/proc/index.asp>

Ohio Shared Services <http://www.ohiosharedservices.ohio.gov/Home.aspx>

Ohio Business Gateway <http://business.ohio.gov/>

Ohio Secretary of State <http://www.sos.state.oh.us/SOS/Businesses.aspx>

2013 Ohio Visitor Profile Study- Longwoods International <http://consumer.discoverohio.com/AboutTourismOhio.aspx>

2013 Ohio Tourism Economic Impact Study- Tourism Economics  
<http://consumer.discoverohio.com/AboutTourismOhio.aspx>

All links are subject to change in accordance with state of Ohio laws, Ohio Revised Code, Ohio Administrative Code, Executive Orders or any other updates issued by the state of Ohio, Department of Administrative Services, and the Office of Procurement Services. It is the Offeror's responsibility to read and be aware of any changes, corrections, updates or deletions to any information included in the link(s) above.



- 6.0 Guide for Proposal Submission This guide outlines steps for submission of a Proposal in response to the advertised Request for Proposal. This guide does not contain the complete instructions for preparing and submitting a Proposal and anything stated herein shall not be considered a term or condition of the Contract. The complete instructions can be found in section 5.1.1, Proposal Instructions.
- 6.1 \_\_\_\_\_ Read the entire document, including all Web site links. Note critical items such as: Mandatory Requirements; goods or services required, submittal date and time; number of copies to submit; contract requirements; reporting requirements; minimum qualifications; read and understand the terms and conditions.
- 6.2 \_\_\_\_\_ Take advantage of the “question and answer” period specified in the schedule of events. Questions must be submitted on-line in the Inquiry Process as explained in the Instructions. See section 5.1.1, Proposal Instructions.
- 6.3 \_\_\_\_\_ Follow the format required in the RFP Instructions when preparing the response in chronological order. Provide point-by-point responses to all sections in a clear and concise manner. See section 5.1.3, Proposal Format & Documentation Required.
- 6.4 \_\_\_\_\_ Use the forms provided; i.e. Signed RFP Cover Page, Offeror Required Information, Contract Signature Page, Offeror Profile and Prior Projects, Key Personnel forms, Disclosure Form, and Cost Summary Form, See section 5.2, Forms.
- 6.5 \_\_\_\_\_ Provide complete answers/descriptions. Do not assume the State or any evaluation committee member will know what the Offeror’s capabilities are or what items/services the Offeror can provide, even if previously contracted with the State. The Proposals are evaluated based solely on the information and materials provided in the Offeror’s response.
- 6.6 \_\_\_\_\_ Check the State’s Web site for RFP addenda. It is the responsibility of the Offeror to be aware of additional information posted on the Web.
- 6.7 \_\_\_\_\_ The following documents may be submitted with the Proposal or within five (5) business days of request from the Office of Procurement Services: Affirmative Action and proof of insurance. No award will be made without this documentation. Offeror’s Proposal may be eliminated from further consideration upon failure to submit within the specified time frame
- 6.8 \_\_\_\_\_ If not a current vendor of the state of Ohio, the Offeror will download both the W-9 and Vendor Information Form and submit to Ohio Shared Services (OSS) at [vendor@ohio.gov](mailto:vendor@ohio.gov). See section 5.4, Additional Resources.
- 6.9 \_\_\_\_\_ Review and read the RFP Document again to make sure that you have addressed all requirements. Read and understand Supplements, if applicable. Offeror’s original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and used to score the response.
- 6.10 \_\_\_\_\_ Offeror’s response must be submitted on time. Late Proposals are never accepted. Make sure the response is labeled on the exterior of the envelope/package with the RFP# and due date, and whether the packet is for the Technical Proposal or the Cost Proposal. Do not place the Cost Proposal in the Technical Proposal.