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: CONSUMER PERCEPTION STUDY FOR THE OHIO GRAPE INDUSTRIES COUNCIL

CONTRACT NUMBER: CSP902216 EFFECTIVE DATES: 09/17/15 TO 06/30/16

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP902216 that opened on July 1, 2015. 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 Agriculture 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.

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

www.ohio.gov/procure

Minority Business Enterprise Award in accordance with ORC CH. 125.081

MUTUTALLY AGREED UPON CLARIFICATIONS

1. Task Timeline. Below is an outline of timing for each task. Timing is consistent with the maximum allowable weeks outlined in the RFP. Contractor will work to advance the timeline whenever possible. For instance, Contractor believes that Stages 1 and 2 could actually be conducted concurrently, thus shaving four weeks from the total timeframe. This would allow the Contractor to complete this project in 25 weeks versus the 29 shown below. There may be additional time-saving opportunities as we execute each stage, particularly during the primary research stage, which may not take the full amount of weeks allotted in the RFP.

Key Tasks for Each Stage	Timing
Stage 1: Key Stakeholder Input Gather input from key industry stakeholders regarding current market environment, opportunities and challenges/obstacles for the Ohio wine industry. Develop key stakeholder interviews, synopses and learnings.	**Maximum timeframe**: Weeks 1-5
Stage 2: Review Current Marketing Data Review current wine marketing data regarding consumer purchasing trends. Conduct knowledge gap analysis. Develop marketing data synopses and learnings and develop primary research plan.	**Maximum timeframe**: Weeks 5-8
Stage 3: Primary Research – Focus Groups Social Listening: peruse the various Ohio winery social pages and search consumer pages via keywords to “listen in” on what consumers are saying. Conduct a minimum of four focus groups (potential combination of Friendship Groups and Conflict Groups) consisting of frequent, moderate/occasional and non-Ohio wine drinkers/buyers. Develop a full research report with actionable learnings and an outline of what should be validated in quantitative research.	**Maximum timeframe**: Weeks 8-16
Stage 4: Primary Research – Online Survey Conduct an online survey, including both in-state and out-of-state component (within 200 miles of Ohio) to gather input. Develop a full quantitative research report with actionable learnings.	**Maximum timeframe**: Weeks 17-26
Stage 5: Final Report – Insight Definition Determine research-based genuine insight for our consumer targets. Develop key actionable tactics and marketing approaches based on the learnings and insight.	**Maximum timeframe**: Weeks 27-29

2. Existing Consumer Information. Contractor confirms that the Ohio Grape Industries does not have consumer information to share.

3. Social Listening. For the Social Listening portion of the work, Contractor will peruse the various Ohio wineries and wine brands' social platforms, such as Facebook, Instagram, Twitter and Vine, to "listen in" on what consumers are talking about related to these brands and to their experiences. The Contractor will not spend an inordinate amount of time conducting the Social Listening nor will this portion of the research be heavily relied upon. Rather, it will provide additional information to inform focus group discussion guides and insight development.

4. Raw Research Data. Contractor confirms that all raw research data will be given to OGIC upon completion of the project.

5. Stakeholder Interviews. No interviews will take place via email. Interviews make take place as one-on-one phone interviews, face-to-face meetings or one-on-one videoconferences.

COST SUMMARY

Consumer Perception Study For the Ohio Grape Industries Committee CSP902216
UNSPSC Category Code: 80100000

Description	Cost
OAKS Item Number: 27737 Stage 1Tasks. 1. Key Stakeholder Input. Gather input from key industry stakeholders regarding current market environment, opportunities and challenges/obstacles for the Ohio wine industry. 2. This stage should take no longer than three weeks to complete, based on stakeholder availability. 3. Within 2 weeks of completing this stage, a written report must be provided by the Contractor.	$ 10,000 (agency time only; all interviews to be done via phone or email)
OAKS Item Number: 27738 Stage 2 Tasks 1. Review current wine marketing data regarding consumer purchasing trends. 2. This stage should take no longer than two weeks to complete. 3. Within 2 weeks of completing this stage, a written report must be provided by the Contractor.	$ 3,000 (agency time only)
OAKS Item Number: 27739 Stage 3 Tasks 1. Conduct a minimum of four focus groups consisting of frequent, moderate/occasional and non-Ohio wine drinkers/buyers. Each group must be comprised of 8-12 participants representing different geographic regions of the state, focusing on the experience of a winery. 2. This stage should take no longer than 6 weeks to complete. 3. Within 2 weeks of completing this stage, a written report must be provided by the Contractor.	$ 40,000 (includes agency time + expenses: recruit, facility, moderator, incentives, travel costs to attend focus groups)
OAKS Item Number: 27740 Stage 4 Tasks 1. On-Line Survey. Conduct an on-line survey, including both in-state and out-of-state (within 200 miles of Ohio) to gather input. 2. This stage should take no longer than 8 weeks to complete. 3. Within 2 weeks of completing this stage, a written report must be provided by the Contractor.	$ 12,000 (includes agency time + OOPs: recruit, survey programming and distribution, incentives)
OAKS Item Number: 27741 Stage 5 Task 1. Final report.	$ 5,000 (agency time only)
Not-To-Exceed Total Cost	$ 70,000

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

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CSP CONTRACT NO.: CSP902216

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Blackboard Marketing
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TERMS:

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SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
1	07/01/16	To notify of contract expiration on June 30, 2016 and add the Summary of Amendments page.