



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: Development of Social Marketing Campaign for Prescribers and General Public

CONTRACT NUMBER: CSP904517

EFFECTIVE DATES: 07/22/16 TO 10/31/16

* Renewal through 10/31/17

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP909516 that opened on 06/3/16. That contract number has been changed to CSP904517. 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.

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

www.ohio.gov/procure

COST SUMMARY FORM

RFP Title: Development of Social Marketing Campaign for Prescribers and General Public

UNSPSC CATEGORY CODE: 82000000, 83110000, 80171602

OAKS ID No.	Description	Cost
29854	*1. Provide confirmation of representatives' agreement to serve as part of the Project Advisory Committee.	\$ 3,000.00 Lot
29855	*2. Conduct two (2) exploratory research meetings with ODH, GCOAT PEW, and PDAAG PEW and provide meeting minutes outlining prescribers' discussions on identified topics.	\$ 2,000/00 Each Per Meeting
29856	*3. Develop and submit five (5) distinct marketing concept drafts to ODH Project Manager.	\$ 3,000.00 Each Per Draft
29857	*4. Present five (5) marketing draft concepts to Project Advisory Committee.	\$ 1,000.00 Each Per Draft
29858	*5. Make edits and then submit three (3) final marketing concepts.	\$ 1,500.00 Each Per Concept
29859	*6. Submit plan to ODH Project Manager detailing focus groups to be conducted with health care providers and Ohioans in the target areas.	\$ 5,000.00 Each
29860	*7. Conduct eight (8) focus groups and submit summary reports.	\$ 500.00 Each Per Group
29861	*8. Submit a draft written report based on focus group information to the ODH Project Manager.	\$ 2,500.00 Each
29862	*9. Provide final marketing concept design files to ODH Project Manager.	\$ 2,000.00 Each
*30078	*10A. Develop supporting patient education materials and submit to ODH Project Manager	\$ 25,000.00 Each
*30079	*10B. Submit final patient education materials to ODH.	\$ 2,000.00 Each
29864	*11. Develop and submit implementation plan to ODH Project Manager.	\$ 5,000.00 Each

*Indicates removal of line item due dates.

All costs are in U.S. Dollars.

The State is not responsible for any costs not identified.

There are no additional reimbursement for travel or other related expenses.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

CONTRACT NO: CSP904517-1



9172
Origo Branding Company.
149 N. High Street
Columbus, OH 43215

Remit to Address:

TERMS:

Net 30 Days

9172
Origo Branding Company.
149 N. High Street
Columbus, OH 43215

CONTRACTOR'S CONTACT: Mr. Alessandro Ciaffoncini

Telephone: (614) 784-0020 x108
Fax: (614) 784-0021
Email: alessandro@origobranding.com

SUMMARY OF ADMENDMENTS

ADMENDMENT NUMBER	EFFECTIVE DATE	DESCRIPTION
*2	11/01/16	This amendment is issued to notify that as a result of mutual agreement between the State of Ohio and the contractor, this contract is renewed for an additional 12 months, effective November 1, 2016 through October 31, 2017. All other prices, terms and conditions remain unchanged and to remove line item due dates.
1	08/19/16	Issued to adjust the Contract expiration date, adjust the deliverable due dates and split the cost of line item 10 from one item to two; and, to add the Summary of Amendments page.

*Add amendment number 2.