

REQUEST FOR PROPOSALS

ADDENDUM # 1

ISSUED: 12/08/2014

**RFP NUMBER: CSP906015
INDEX NUMBER: DEV014**

The State of Ohio, through the Department of Administrative Services, Office of Procurement Services, for the Ohio Development Service Agency is requesting proposals for:

BRAND ARCHITECTURE & POSITIONING, CREATIVE SERVICES AND MEDIA SERVICES

Attached are page(s) 4 and 18 to this Request for Proposal (RFP). Remove the corresponding page(s) from the existing RFP and replace with the attached.

Reason for Addendum. This addendum is issued to notify of removal of language on page 4 of the RFP and to notify of the addition of attachment 1, page 18, Offeror References form.

PROPOSAL DUE DATE:	December 31, 2014 by 1:00 PM
OPENING LOCATION:	Department of Administrative Services General Services Bid Desk 4200 Surface Road Columbus, Ohio 43228-1395

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).

1.3 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.

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*Denotes deletion of language with addendum 1.

ATTACHMENT ONE
OFFEROR REFERENCES

Three (3) professional references who have received services from the Offeror in the past five (5) years

Company Name:		Contact Name:	
Address:		Phone Number:	
		E-Mail Address:	
Project Name:	Beginning Date of Project: (Month/Year)	Ending Date of Project: (Month/Year)	
Description of project size, complexity and the Offeror's role in this project.			

Company Name:		Contact Name:	
Address:		Phone Number:	
		E-Mail Address:	
Project Name:	Beginning Date of Project: (Month/Year)	Ending Date of Project: (Month/Year)	
Description of project size, complexity and the Offeror's role in this project.			

Company Name:		Contact Name:	
Address:		Phone Number:	
		E-Mail Address:	
Project Name:	Beginning Date of Project: (Month/Year)	Ending Date of Project: (Month/Year)	
Description of project size, complexity and the Offeror's role in this project.			