

MANDATORY REQUIREMENT CLARIFICATION

Per Section 3.1 Mandatory Vendor Qualifications:

The applicant must provide a narrative and a copy of a report that demonstrates the vendor has completed at least one (1) project in the past three (3) years which demonstrates the vendor's experience in effectively utilizing an organization's established brand and materials to disseminate an awareness campaign through various formats and mediums throughout all eighty-eight (88) counties in Ohio. It should be clear that the tactics utilized to disseminate the campaign were tailored based on the capacity of the communities targeted to maximize engagement of the audience, e.g. utilization of print media tactics where internet reception is poor.

Clarification for Section 3.1 Mandatory Vendor Qualifications:

Vendors do not need to provide actual project experience in effectively utilizing an organization's established brand and materials to disseminate an awareness campaign through various formats and mediums throughout all eighty-eight (88) counties in Ohio. The requirement is that vendors must provide a narrative and a copy of a report that effectively demonstrates at least one (1) project in the past three (3) years which demonstrates experience in effectively utilizing an organization's established brand and materials to disseminate an awareness campaign through various formats and mediums throughout metropolitan (urban, large cities) and hard-to-reach areas (rural).