



# STATE OF ARKANSAS

OFFICE OF STATE PROCUREMENT

1509 West 7th Street, Room 300

Little Rock, Arkansas 72201-4222

## ***RESPONSE PACKET***

### ***SP-17-0033***

#### **CAUTION TO VENDOR**

Vendor's failure to submit required items and/or information as specified in the *Bid Solicitation Document* **shall** result in disqualification.



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**RESPONSE SIGNATURE PAGE**

Type or Print the following information.

RESPONDENT'S INFORMATION			
Company:			
Address:			
City:	State:	Zip Code:	
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Partnership	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation	<input type="checkbox"/> Public Service Corp <input type="checkbox"/> Nonprofit
Minority Designation: <i>See Minority Business Policy</i>	<input type="checkbox"/> Not Applicable <input type="checkbox"/> African American <input type="checkbox"/> American Indian	<input type="checkbox"/> Hispanic American <input type="checkbox"/> Asian American	<input type="checkbox"/> Pacific Islander American <input type="checkbox"/> Service Disabled Veteran
	AR Minority Certification #: _____	Service Disabled Veteran Certification #: _____	

VENDOR CONTACT INFORMATION		
<i>Provide contact information to be used for bid solicitation related matters.</i>		
Contact Person:	Title:	
Phone:	Alternate Phone:	
Email:		

CONFIRMATION OF REDACTED COPY
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested.  <i>Note: If a redacted copy of the submission documents is not provided with vendor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), shall be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Bid Solicitation for additional information.</i>

**An official authorized to bind the vendor to a resultant contract must sign below.**

The signature below signifies agreement that either of the following **shall** cause the vendor's response to be disqualified:

- Additional terms or conditions submitted in their response, whether submitted intentionally or inadvertently.
- Any exception that conflicts with a Requirement of this *Bid Solicitation*.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_  
*Use Ink Only.*

Printed/Typed Name: \_\_\_\_\_ Date: \_\_\_\_\_

**SECTION 1 - VENDOR AGREEMENT AND COMPLIANCE**

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

**Authorized Signature:** \_\_\_\_\_  
*Use Ink Only.*

**Printed/Typed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## SECTION 2 - VENDOR AGREEMENT AND COMPLIANCE

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: \_\_\_\_\_  
*Use Ink Only.*

Printed/Typed Name: \_\_\_\_\_ Date: \_\_\_\_\_

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**SECTIONS 3, 4, 5 - VENDOR AGREEMENT AND COMPLIANCE**

- *Exceptions to Requirements **shall** cause the vendor's response to be disqualified.*

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

**Authorized Signature:** \_\_\_\_\_

*Use Ink Only.*

**Printed/Typed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## PROPOSED SUBCONTRACTORS FORM

- **Do not** include additional information relating to subcontractors on this form or as an attachment to this form.

**VENDOR PROPOSES TO USE THE FOLLOWING SUBCONTRACTOR(S) TO PROVIDE SERVICES.**

*Type or Print the following information*

Subcontractor's Company Name	Street Address	City, State, ZIP

**VENDOR DOES NOT PROPOSE TO USE SUBCONTRACTORS TO PERFORM SERVICES.**

By signature below, vendor agrees to and **shall** fully comply with all Requirements related to subcontractors as shown in the bid solicitation.

**Authorized Signature:** \_\_\_\_\_  
*Use Ink Only.*

**Printed/Typed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## INFORMATION FOR EVALUATION

- Provide a response to each item/question in this section. Vendor may expand the space under each item/question to provide a complete response.
- **Do not** include additional information if not pertinent to the itemized request.

<b><u>PART I</u></b>		<b>Maximum RAW Score Available</b>
<b>E.1</b>	<b>PHILOSOPHY</b>	
A	Describe your philosophy of marketing communications in today’s ever changing, consumer centric, technology driven world, and the approach your agency takes in developing compelling communications to ensure they resonate sufficiently with consumers to stimulate behavior change.	10 points
<b>E.2</b>	<b>QUALIFICATIONS AND EXPERIENCE</b>	
A	Describe your firm’s experience and capabilities in consumer brand and consumer goods development, multi-channel marketing, advertising, and public relations. Detail your firm’s organizational structure. Include what services and roles are covered in-house, and which are covered by external contractors or subcontractors.	10 points
B	Describe your firm’s multi-channel, media planning, and buying experience and capabilities.	10 Points
C	Detail your firm’s strategic approach to developing campaigns through owned, earned and paid media.	10 Points
D	Describe your firm’s experience and capabilities with conceptual creative development across both traditional and digital marketing channels.	10 Points
E	Describe your firm's scalable video production and post-production experience and capabilities.	10 Points
F	Describe your firm’s experience and capabilities with graphic design, print production, and logo creation and corporate identity.	10 Points
H	Describe your firm’s digital video content experience and capabilities for web and mobile platforms.	10 Points
I	Describe your firm’s social media and niche network experience and capabilities.	10 Points
J	Describe your firm’s capabilities and experience using consumer insight and tracking to make informed decisions.	10 Points
K	Describe your firm’s experience with metrics, analytics, and comprehensive reporting.	10 Points
L	Describe your firm’s reputation and trust management experience and capabilities.	10 Points
M	Describe your firm’s experience with stakeholder mapping and public engagement.	10 Points
N	Describe your firm’s capabilities and experience with earned media strategy.	10 Points
O	Describe your firm’s special event marketing and thought leadership experience and capabilities.	10 Points

P	Detail any potential conflicts of interest between ASL's products, goals, 5-year business plan, or other projects in which your firm or its subcontractors are involved.	10 points
Q	Disclose any civil or criminal litigation or indictment involving your firm or your firm's subcontractors.	10 points
<b>E.3</b>	<b>WEB HOSTING</b>	
A	Describe your firm's website hosting and content management experience and capabilities.	10 Points
<b>E.4</b>	<b>STAFFING</b>	
A	Describe your firm's capacity to provide dedicated account staff and timely response services for the ASL's advertising, marketing and public relations needs in Little Rock, Arkansas.	10 Points
B	Detail the names, titles, and anticipated duties of your firm's in-house staff members to be assigned to the OAL account, highlighting those who will perform the following:	10 points
1	Strategic Planning	
2	Public Relations	
3	Creative Concepting	
4	Copywriting	
5	Media Planning/Negotiating/Buying	
6	Social & Digital Media and Digital Content	
<b>E.5</b>	<b>RECOGNITION AND CERTIFICATION</b>	
A	List and describe any advertising, creative, or PR awards won by your company for original work in the most recent fiscal year.	10 Points
B	List and describe any certifications, memberships, and/or accreditations relevant to branding and multi-channel marketing communications.	10 Points
<b>E.6</b>	<b>STRATEGIC MARKETING PLAN SAMPLE WORK SUBMISSION</b>	
A	Provide two (2) marketing client case studies, <i>one each from different industries</i> . Include studies that represent the firm's best and most recent work. Do not include any pricing in your answer.	
B	<b>INDUSTRY 1</b> Provide the following information and relevant support material for the Strategic Marketing Plan Sample Work Submission for Industry #1:	
1	Provide a comprehensive multi-channel, strategic marketing plan including client challenges, opportunities, and goals. Detail the approach taken to address the client challenges.	10 Points
2	Describe the analysis and research conducted to inform the plan such as reports, focus groups, online surveys, etc.	10 Points
3	Describe the big idea you developed as the foundation or vehicle for the campaign.	10 Points
4	Provide the branded campaign components and correlating, multi-channel, creative executions developed as a result of the plan such as logos, mass media, digital, signage, etc.	10 Points
5	List and describe the metrics and/or analytics that were established and measured to demonstrate results. Describe how those metrics were used to optimize the plan.	10 Points



6	Describe the goals or conversion metrics such as sales or leads and explain the success of the marketing program in terms of results such as goal achievement, return on investment (ROI) and conversion growth.	10 Points
C	Organize the presentation of your Strategic Marketing Plan Sample Work Submission for Industry #1 with the following titles:	10 Points
1	Strategic Marketing Plan	
2	Research	
3	The Big Idea	
4	Creative	
5	Media	
6	Metrics/Analytics	
7	Results	
D	<i>INDUSTRY 2</i> Provide the following information and relevant support material for the Strategic Marketing Plan Sample Work Submission for Industry #2:	
1	Provide a comprehensive multi-channel, strategic marketing plan including client challenges, opportunities, and goals. Detail the approach taken to address the client challenges.	10 Points
2	Describe the analysis and research conducted to inform the plan such as reports, focus groups, online surveys, etc.	10 Points
3	Describe the big idea you developed as the foundation or vehicle for the campaign.	10 Points
4	Provide the branded campaign components and correlating, multi-channel, creative executions developed as a result of the plan such as logos, mass media, digital, signage, etc.	10 Points
5	List and describe the metrics and/or analytics that were established and measured to demonstrate results. Describe how those metrics were used to optimize the plan.	10 Points
6	Describe the goals or conversion metrics such as sales or leads and explain the success of the marketing program in terms of results such as goal achievement, return on investment (ROI) and conversion growth.	10 Points
E	Organize the presentation of your Strategic Marketing Plan Sample Work Submission for Industry #2 with the following titles:	10 Points
1	Strategic Marketing Plan	
2	Research	
3	The Big Idea	
4	Creative	
5	Media	
6	Metrics/Analytics	
7	Results	
<b>E.7</b>	<b>STRATEGIC PUBLIC RELATIONS SAMPLE WORK SUBMISSION</b>	
A	Provide one (1) public relations client case study reflecting your best and most recent work. Do not include any pricing in your answer.	
B	Provide the following information and relevant support material for the Public Relations Sample Work Submission:	

1	Provide a comprehensive, strategic public relations (PR) platform and/or earned media plan, including client challenges, opportunities and goals. Detail the approach taken to address the client challenge(s).	10 Points
2	List and provide any research conducted and the resulting analysis of your client’s reputation and/or situation before implementing your strategic communications efforts.	10 Points
3	Describe the big idea you developed as the foundation and/or vehicle for the campaign.	10 Points
4	List and describe the PR campaign elements utilized in conjunction with the plan. Detail such items as inbound methodology, brand reputation, media relations, influencer relations, content marketing, social media and thought leadership.	10 Points
5	Provide the correlating earned media executions developed as a result of the plan, detailing any earned editorial, blogs, social posting, event ideation and/or SME opportunities.	10 Points
6	Provide a channel synopsis illustrating the earned channels and resource allocation for the plan. Do not include any pricing in your answer.	10 Points
7	List and describe the metrics and/or analytics established to define success and optimize the campaign. Detail items such as message pull-through, attribution modeling, social analytics, etc.	10 Points
8	Describe the goals or conversion metrics such as attractions, leads, sales, etc. Explain the success of the program in terms of results including goal achievement and conversion growth.	10 Points
C	Organize the presentation of your Strategic Public Relations Sample Work Submission with the following titles:	10 Points
1	Strategic Public Relations Plan	
2	The Big Idea	
3	Campaign Elements	
4	Executions	
5	Channel Synopsis	
6	Metrics/Analytics	
7	Results	