



STATE OF ARKANSAS  
Arkansas Economic Development Commission  
900 West Capitol Ave., Suite 400  
Little Rock, Arkansas 72201

# ***RESPONSE PACKET***

## ***RFQ AED-16-0015***

Branding and Multi-channel  
Marketing Communications

### **CAUTION TO VENDOR**

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



**STATE OF ARKANSAS**  
**Arkansas Economic Development Commission**  
 900 West Capitol Ave., Suite 400  
 Little Rock, Arkansas 72201

**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.
<p><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), <b>shall</b> be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See bid solicitation for additional information.</i></p>

**An official authorized to bind the vendor to a resultant contract must sign below (page 3).**

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*.

*Use Ink Only.*

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

**Title:** \_\_\_\_\_

**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:** \_\_\_\_\_

**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:** \_\_\_\_\_

**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:** \_\_\_\_\_

**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.
- Fully respond to these questions in conjunction with the sample work described on the last page of this document to guarantee a complete evaluation.

Continued on next page.

QUESTIONS FOR VENDOR EVALUATION: BRANDING, MULTI-CHANNEL MARKETING, & VIDEO PRODUCTION SERVICES		MAX POSSIBLE SCORE
1	Describe your company's business-to-business (B2B) brand development and multi-channel marketing experience and capabilities.	20
2	Describe your company's quantitative and qualitative research experience and capabilities.	20
3	Describe your company's omni-channel, multi-device and cross-channel optimization experience and capabilities.	20
4	Describe your company's multi-channel media planning and buying experience and capabilities.	20
5	Describe your company's experience and capabilities with conceptual creative development across both traditional and digital marketing channels.	20
6	Describe your company's experience and capabilities with graphic design, logo creation and corporate identity, and print production.	20
7	Describe your company's experience and capabilities with special event marketing and offline-to-online strategies.	20
8	Describe your company's inbound marketing methodology and capabilities, as well as how this process influences your multi-channel marketing efforts.	20
9	Describe your company's scalable video production and post-production experience and capabilities.	20
10	Describe your company's digital video content experience and capabilities.	10
11	Describe your company's email marketing and campaign automation capabilities.	10
12	Describe your company's international marketing capabilities.	10
13	Describe your company's direct mail, A/B and multivariate testing capabilities.	5
14	Describe your company's branded merchandise and customized e-commerce fulfillment capabilities.	5
15	List and describe any certifications, memberships and/or accreditations relevant to branding and multi-channel marketing communications.	5
16	Sample Work Submission (see below for details)	100
<b>TOTAL POSSIBLE POINTS</b>		<b>325</b>

**Sample Work Submission**

The maximum possible score for this component is 100 points.

Please provide at least two client case studies that reflect your best and recent work, including all of the requested information and relevant support materials listed below:

- Provide a comprehensive multi-channel, **strategic marketing plan**, including client challenges, opportunities and goals.
- List, describe and provide evidence of qualitative and quantitative **research** conducted to inform the plan (i.e. reports, focus groups, online surveys, etc.)
- Provide the branded campaign components and correlating multi-channel **creative** executions developed as a result of the plan (i.e. logo/tag, mass, DM, online banner, event signage, etc.)
- Provide the total annual **budget** and spend breakdown by channel (i.e. mass, digital, direct response, event, etc.)
- Provide a **media** synopsis and spend summary, illustrating the channels and spend allocation for the plan
- List and describe the channel-specific **metrics/analytics** established to define success and optimize the plan
- Describe the goals, or conversion metrics (i.e. sales, leads, etc.) and explain the success of the marketing program in terms of goal achievement and **conversion growth**.
- Organize the presentation of your samples with the following titles:
  - Strategic Marketing Plan
  - Research
  - Creative
  - Budget
  - Media
  - Metrics/Analytics
  - Conversion Growth/Goal Achievement