

TECHNICAL PROPOSAL PACKET
SP-19-0041

PROPOSAL SIGNATURE PAGE

Type or Print the following information.

PROSPECTIVE CONTRACTOR'S INFORMATION					
Company:					
Address:					
City:		State:		Zip Code:	
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Public Service Corp <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit				
Minority and Women-Owned Designation*:	<input type="checkbox"/> Not Applicable <input type="checkbox"/> American Indian <input type="checkbox"/> Asian American <input type="checkbox"/> Service Disabled Veteran <input type="checkbox"/> African American <input type="checkbox"/> Hispanic American <input type="checkbox"/> Pacific Islander American <input type="checkbox"/> Women-Owned				
	AR Certification #: _____ * See <i>Minority and Women-Owned Business Policy</i>				
PROSPECTIVE CONTRACTOR CONTACT INFORMATION					
Provide contact information to be used for bid solicitation related matters.					
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 Prospective Contractor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), will be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Bid Solicitation for additional information.</i>					
ILLEGAL IMMIGRANT CONFIRMATION					
By signing and submitting a response to this <i>Bid Solicitation</i> , a Prospective Contractor agrees and certifies that they do not employ or contract with illegal immigrants. If selected, the Prospective Contractor certifies that they will not employ or contract with illegal immigrants during the aggregate term of a contract.					
ISRAEL BOYCOTT RESTRICTION CONFIRMATION					
By checking the box below, a Prospective Contractor agrees and certifies that they do not boycott Israel, and if selected, will not boycott Israel during the aggregate term of the contract. <input type="checkbox"/> Prospective Contractor does not and will not boycott Israel.					

An official authorized to bind the Prospective Contractor to a resultant contract shall sign below.

The signature below signifies agreement that any exception that conflicts with a Requirement of this *Bid Solicitation* **will cause the Prospective Contractor's proposal to be rejected.**

Authorized Signature: _____ Title: _____
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.

PROSPECTIVE CONTRACTOR 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

☐ **PROSPECTIVE CONTRACTOR DOES NOT PROPOSE TO USE SUBCONTRACTORS TO PERFORM SERVICES.**

INFORMATION FOR EVALUATION

- Provide a response to each item/question in this section. Prospective Contractor 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.

	Maximum RAW Score Available
E.1 QUALIFICATIONS AND EXPERIENCE	
<p>A. Describe your firm's experience and capabilities in traffic safety advertising development, multi-channel marketing, creative concepting, advertising, and public relations in the past five (5) years.</p> <ol style="list-style-type: none"> 1. Include experience with traffic safety best practices and High Visibility Enforcement mobilizations. 2. Include which services and roles are covered in-house and which are covered by subcontractors. 	5 points
<p>B. Describe your firm's experience with public information, education, and awareness-oriented advertising and marketing campaigns and social-norming methods and how your firm is uniquely positioned to provide these services to ASP-HSO.</p> <ol style="list-style-type: none"> 1. Include your firm's experience engaging the target audience identified in the RFP. 2. Include your firm's special event and sports marketing experience and capabilities. 	5 points
<p>C. Describe your firm's capacity to provide dedicated account staff and timely response services for the ASP-HSO advertising, marketing, and public relations needs in Little Rock, Arkansas.</p>	5 points
<p>D. Provide the name, title, and relevant work history of the Account Manager to be assigned to the ASP-HSO account.</p> <ol style="list-style-type: none"> 1. Include experience in traffic safety advertising, public information-oriented, education-oriented, and awareness-oriented advertising and marketing campaigns and social-norming methods. 2. Include experience in multi-channel marketing, advertising, strategic planning, creative concepting, and public relations with similar large-scale project development and implementation. 3. Include experience in traffic safety best practices in public relations campaign management. 4. Include experience in Arkansas markets. 	5 points

<p>E. Provide the name, title, and relevant work history of the Media Buyer to be assigned to the ASP-HSO account.</p> <ol style="list-style-type: none"> 1. Include experience in traffic safety advertising, public information-oriented, education-oriented, and awareness-oriented advertising media buying. 2. Include experience in media buying with similar large-scale project development and implementation. 3. Include experience in Arkansas markets and in negotiating added-value. 	<p>5 points</p>
<p>F. Provide additional names, titles, and anticipated responsibilities of your firm's key in-house staff members to be assigned to the ASP-HSO account, highlighting who will perform the following and include relevant experience and accomplishments:</p> <ol style="list-style-type: none"> 1. Strategic Planning 2. Creative Concepting and Services 3. Copywriting 4. Digital and Social Media Content and Services 5. Public Relations 	<p>5 points</p>
<p>G. List and describe any advertising, creative, or public relations awards won by your firm for original work in the most recent fiscal year.</p>	<p>5 points</p>
<p>H. List and describe any certifications, memberships, and/or accreditations relevant to branding and multi-channel marketing communications.</p>	<p>5 points</p>
<p>E.2 DIGITAL SERVICES</p>	
<p>A. Describe your firm's website hosting, content development, and management experience and capabilities. Include your firm's knowledge of best practices and analytical benchmarks with website development.</p>	<p>5 points</p>
<p>B. Describe your firm's understanding of, experience with, and capabilities in social media. Include your firm's strategic and creative process in the development of social media content.</p>	<p>5 points</p>
<p>C. Describe your firm's capabilities and experience using target audience insight and tracking to direct and redirect marketing efforts. Include your firm's experience with paid and social media metrics, analytics, and comprehensive reporting.</p>	<p>5 points</p>
<p>D. Describe your firm's approach to digital content development and data, research, and management.</p>	<p>5 points</p>
<p>E.3 ACCOUNT MANAGEMENT</p>	
<p>A. Describe your firm's approach to developing integrated advertising campaigns. Include a description of your firm's creative process and how it determines and prioritizes strategy, insights, and recommendations.</p>	<p>5 points</p>

B. Detail your firm's strategic approach to developing campaigns through owned, earned, and paid media.	5 points
C. Describe the process your firm will use to challenge ASP-HSO with new ideas that will advance ASP-HSO's mission and objectives. Include an example of how your firm has used innovative methods to promote new programs and develop new partnerships.	5 points
D. Describe how your firm ensures there is a commitment to a collaborative team approach when working on a project.	5 points
E. Explain your firm's capabilities and approach in understanding and marketing to specific audience segments. <ul style="list-style-type: none"> • Include any proprietary programs your firm uses to gain a better understanding of audience habits, tendencies, and motivations. • Include how your firm demonstrates program success to your clients. 	5 points
F. Describe your firm's philosophy regarding strategic media planning.	5 points
G. Describe your firm's experience and knowledge of best practices in public relations campaign management.	5 points
H. Describe your firm's understanding of the unique systems, timelines, and responsibilities that are inherent when managing a State-government account. Include an example that demonstrates your firm's experience working with limited funds to achieve a goal.	5 points
I. Describe how your firm will be able to incorporate and expand on existing partnerships and programs to advance ASP-HSO's mission.	5 points
E.4 PAST CLIENT MARKETING PLAN SAMPLE WORK SUBMISSION	
A. Provide the following information and relevant support material for the Marketing Plan from one (1) of your firm's past traffic safety clients:	
1. Provide the comprehensive multi-channel, strategic marketing plan including client challenges, opportunities, and goals. Detail the approach taken to address the client challenges.	5 points
2. Describe the analysis and research conducted to inform the plan such as reports, focus groups, online surveys, etc.	5 points
3. Describe the big idea you developed as the foundation or vehicle for the campaign.	5 points
4. Provide the branded, electronic, print media, and social media campaign components developed as a result of the plan. Include the following, as applicable:	
a. Brochure design and production	5 points
b. Color magazine, newspaper, and radio & television ad production and placement	5 points
c. Annual report design and production	5 points
d. Poster design and production	5 points

e. Feature article and news release	5 points
f. Website development and implementation	5 points
5. List and describe the analytics that were established and measured to demonstrate results and to optimize the plan.	5 points
6. Explain the success of the marketing plan in terms of results such as audience reach and goal achievement.	5 points