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| StateSeal.JPG | **RFP-19-055 – Marketing and Public Relations (PR) Services – Attachment F - Technical Proposal** | |
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| **Respondent:** | |  |
| **Instructions:**  Request for Proposal (RFP) 19-055 is a solicitation by the State of Indiana in which organizations are invited to compete for a contract amongst other respondents in a formal evaluation process. Please be aware that the evaluation of your organization’s proposal will be completed by a team of State of Indiana employees and your organization’s score will be reflective of that evaluation. The evaluation of a proposal can only be based upon the information provided by the Respondent in its proposal submission. Therefore, a competitive proposal will thoroughly answer the questions listed. The Respondent is expected to provide the complete details of its proposed operations, processes, and staffing for the scope of work detailed in the RFP document and supplemental attachments.  Please review the requirements in Attachment H (Scope of Work) carefully. Please describe your relevant experience and explain how you propose to perform the work. For all areas in which subcontractors will be performing a portion of the work, clearly describe their roles and responsibilities, related qualifications and experience, and how you will maintain oversight of the subcontractors’ activities.  Please use the yellow shaded fields to indicate your answers to the following questions. The yellow fields will automatically expand to accommodate content. Every attempt should be made to preserve the original format of this form. **A completed Technical Proposal is a requirement for proposal submission. Failure to complete and submit this form may impact your proposal’s responsiveness.** Diagrams, certificates, graphics and other exhibits should be referenced within the relevant answer field and included as legible attachments. | | |

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| **1** | **Section 1 – Background**  Please provide an overview of your proposal. Describe your firm’s experience serving clients similar to FSSA on complex marketing and public relations (PR) work, especially any statewide campaigns. When describing your firm’s experience, your response should include, but not be limited to, detailed answers to these questions:   * What differentiates you from other firms in your ability to serve FSSA? * Have you had success managing projects similar to those contemplated by FSSA? * Have you successfully managed a PR or marketing project for another state agency? * Have you had experience managing a statewide public awareness or public education project or anything similar? |
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| **2** | **Section 2.1 – Management: Provide PR project management**  Please explain how you propose to execute Section 2.1 in its entirety. Your response should include, but not be limited to, detailed answers to these questions:   * How would you organize your team in order to manage the work load from this Contract? Since the work load might fluctuate, how would you ensure that FSSA always has experienced resources available, especially when work volume picks up again after a slower period? * How would you get started on a new FSSA project? Describe your project management approach and the process you would use to communicate with FSSA on each campaign. * How would you advise on media buying, which will be conducted through the State’s media buying vendor? * How would you manage the creative process, particularly the production of television and radio advertising? Would you require subcontractors (audio/video production)? What successes have you had in this regard? * What kind of metrics would you track for an internal and an external public awareness campaign? Provide sample reports in an appendix. * How will you ensure timely and effective communication with FSSA? Include how you plan to provide an on-site presence when necessary, as well as how you will respond to emails and communications quickly upon receipt. |
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| **3** | **Section 2.2 – Production: Campaign development and design**  Please explain in detail how you propose to execute Section 2.2 in its entirety. Provide sample PR/Marketing materials created for projects of a similar nature and size (statewide human services initiatives, if possible) in an appendix. |
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| **4** | **Section 3 – Staffing Requirements**  Please explain in detail how you propose to execute Section 3 in its entirety.   * How would you staff the FSSA account? Who would the State’s primary contact person be? * State the experience levels, education, training, certification, etc. you will require for each job title listed in the table in this section and explain if they exceed the minimum requirements listed in any way. If you have chosen to have the same personnel fulfill more than one role, describe this choice and how this person will be able to effectively perform all of their positions’ duties. If the same staff person is performing different roles with different hourly rates, explain how you will effectively manage this and how it will benefit the State. * Identify whether each staff member/position is provided by the prime contractor or a subcontractor (including the name of the subcontractor, if applicable). Include detail on your relationship with all applicable subcontractors and how you will manage them in the course of this Contract. |
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| **5** | **Section 4 – Project Management Deliverables**  Please explain in detail how you propose to execute Section 4 in its entirety.   * 4.1 – Project Work Plan: Provide past examples of previous similar work plans where applicable. Describe in detail how the requirements for the deliverable will be met, including how you will obtain State approval and submit the required reports on time. * 4.2 – Detailed Monthly Reports: Provide past examples of previous similar reports where applicable. Describe in detail how the requirements for the deliverable will be met, including how you will track all key activities and submit the required reports on time. If you have any additional ideas of what you might include in these monthly reports, please describe them. * 4.3 – Retainer Report: Provide past examples of previous similar reports where applicable. Describe in detail how the requirements for the deliverable will be met, including how you will track and report hours and differentiate between the current month’s retainer and any credits carried from previous months. * 4.4 and 4.5 – Incoming and Outgoing Transition Plans: Provide past examples of previous similar transition plans where applicable. Describe in detail how the requirements for the deliverable will be met, including how you will incorporate the minimum required elements. Provide an initial draft of your proposed incoming transition plan. |
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| **6** | **Section 5 – Corrective Actions and Payment Withholds**  Agree to adhere to the requirements listed in this section. Include a plan detailing how you will avoid corrective action throughout the life of this Contract. Additionally, please list any corrective actions you’ve been subject to in the last five years. |
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| **7** | **Section 6 – Billing and Invoicing**  Demonstrate your understanding and agree to the terms of the payment components put forth in this section. Your response should include, but not be limited to, detailed discussion on this element:   * 6.3 – TV and Radio Production and Other Pass-Through Costs: Describe how you will ensure that you bill the State only on valid reimbursement elements, adhering to the budget and obtaining approval when appropriate. Additionally, detail how you plan to use State resources whenever possible. |
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| **8** | **Sample Campaign #1**  Please give us an overview of how you would approach a sample campaign for FSSA. This sample campaign will serve as an example of the type of initiative you may be asked to support as a Contractor, but is not a guarantee of future work. For the campaign, provide:   1. A description of how you would approach the campaign 2. A high-level work plan showing overall project timing and key milestone dates. You may assume that the project starts on January 1 3. Proposed team size and the number of resources from each job title used in your response to the Cost Proposal (Attachment D) 4. A list of the media you would propose to develop for the campaign 5. Samples of similar media you have developed for past clients and campaigns, if available 6. Metrics you would track and sample reports, if available 7. Touch points and regular interaction between FSSA and your team during the campaign   Sample Campaign Topic #1: The Contractor shall assist FSSA with PR project management and campaign development and design for a public awareness campaign for the “Paths to Quality” initiative (<https://www.in.gov/fssa/2554.htm>). The objective of the initiative is to increase demand for high quality child care and improve the quality of child care offered in Indiana. |
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| **9** | **Sample Campaign #2**  Provide a sample of an actual marketing and PR services campaign you have supported that was complex and/or statewide for a government client. In your response, include:   1. A description of the campaign and how you approached it 2. A high-level work plan showing overall project timing and key milestone dates 3. Team size and the number of resources from each job title used in the Cost Proposal (Attachment D) 4. A list of the media you developed for the campaign 5. Samples of the media you used in this campaign |
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