



STATE OF INDIANA

Mike Braun, Governor

DEPARTMENT OF ADMINISTRATION

Commissioner's Office

Indiana Government Center South
402 West Washington Street, Room W462
Indianapolis, IN 46204

TO: State Agency Communications and Procurement Staff
FROM: Brandon Clifton, Commissioner of IDOA
DATE: January 21, 2025
RE: Marketing Engagement Standard Operating Procedure

CONTRACT OVERVIEW

Multiple Master Services Agreements for Marketing, Public Relations, Advertising and Media Buy Services (contracts) will allow all state agencies the ability to begin state communications initiatives without having to begin a new RFP process and execute a contract for each initiative. Agencies will consult a contracted vendor list to determine which vendors may best offer the products/services required for the initiative and within the allotted budget. See Procedures.

Inclusions:

- Creative Brief
- Media Brief
- Budget Quotation Sheet
- Scope of Work

NOTE: If this initiative includes Media Buy services, refer to the Procedures for Media Buy.

Four contracts will be extended through 2026:

Marketing, PR, Advertising, Media Buying Services	Marketing, PR, Advertising Services
Hirons	CVR
	McFarland PR and Public Affairs
	Westcomm

1) MARKETING, PUBLIC RELATIONS AND ADVERTISING PROCEDURE

- a) The State Agency shall prepare a Creative Brief and determine budget.
- b) The State Agency shall submit the Creative Brief to mcraft@gov.in.gov for approval.
- c) If the budgeted amount is greater than \$49,999, the State Agency shall submit the Creative Brief to more than one of the contracted vendors for Marketing, Public Relations and Advertising services for a bidding opportunity.
- d) If the budgeted amount is equal to or less than \$49,999, the submission of the Creative Brief to a minimum of three of the contracted vendors is not required.

- e) Each of these vendors shall prepare a Budget Quotation Sheet and a detailed marketing and/or public relations proposal (“Creative Brief”) and return it to the State Agency.
- f) The State Agency shall select the proposal which demonstrates the best ability to meet the agency’s strategic communications objectives within the allotted budget.
- g) The State Agency shall e-mail mcraft@gov.IN.gov the Budget Quotation Sheet and Creative Brief for approval.
- h) After receiving approval, the State Agency shall develop a Scope of Work sub-agreement (“SOW”), based on the approved Budget Quotation Sheet and the approved Creative Brief, and **attach both the Budget Quotation Sheet and the Creative Brief that were submitted by the Vendor**. This SOW replaces the standard contract previously required, as a contract has already been negotiated and executed.
- i) The State Agency shall prepare a Purchase Order and obtain approval prior to beginning work with the selected vendor.
- j) The State Agency will use the e-signature process for the contracted vendor. Once the SOW is signed by the vendor, work on the communications initiative can officially begin.
- k) The State Agency Communications Director or *other authorized agency signatory* will use the e-signature process for the SOW and send the SOW to the IDOA Vendor Contract Manager.
- l) The IDOA Vendor Contract Manager shall sign the SOW and e-mail the completed SOW to the State Agency designee and the primary Vendor contact.
- m) All changes in scope of work, amendments to the SOW, and/or additions of money to the SOW must be approved by the Governor’s Communication Director.

2) MEDIA BUYING PROCEDURES

- a) The State Agency shall prepare a Media Brief and determine budget.
- b) The State Agency shall submit the Media Brief to mcraft@gov.IN.gov for informative purposes; approval e-mail will be returned to the agency and to the State Budget Agency.
- c) The State Agency shall submit the Media Brief to the contracted vendor for media buying services.
- d) The vendor shall prepare a Budget Quotation sheet and Media Plan Proposal and submit it to the State Agency with a copy to the Governor’s communications director.

- e) The State Agency shall develop a Scope of Work sub-agreement ("SOW") based on the approved Budget Quotation Sheet and the approved Media Plan Proposal and **attach both the Budget Quotation Sheet and the Media Plan Proposal that were submitted by the Vendor.** This SOW replaces the standard contract for services previously required as a contract has already been negotiated and executed.
- f) The State Agency shall prepare a Purchase Order and obtain approval prior to beginning work with the selected vendor.
- g) The State Agency shall use the e-signature process for the contracted vendor. Once the contracted vendor has signed the SOW, work on the media buying process can begin.
- h) The State Agency Communications Director, *or other authorized agency signatory*, will use the e-signature process for the SOW and submit the signed SOW to the IDOA Vendor Contract Manager.
- i) The IDOA Vendor Contract Manager will sign the SOW and e-mail the fully signed SOW to the state agency designee and the primary Vendor contact.