

Global Marketing

MD Anderson Cancer Center is seeking firms to provide Advertising, Brand Management & Strategy, Search Engine Optimization and Marketing Analytics & Attribution services.

Released	1/29/2021 6:00 PM CST	Type	Request for Proposal
Open	1/29/2021 6:30 PM CST	Number	AIS-ADM-00970-RFP
Close	3/1/2021 4:00 PM CST	Currency	US Dollar

Sealed Until 3/1/2021 4:00 PM CST

Contacts

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Commodity Codes

Commodity Code	Description
82100000	Advertising
55100000	Printed media
80141501	Marketing analysis
80141506	Internet based market research
80141604	Branding of product naming services
80141612	Sales or marketing programs
80171600	Publicity and marketing support services
80171700	Reputation and brand management services
80171800	Media relations services
82101500	Print advertising
82101600	Broadcast advertising
82101603	Internet advertising
82101800	Advertising agency services
82101900	Media placement and fulfillment
84121705	Market data

Description

Scope of Work

There are four distinct scopes of work associated with the Request for Proposal. A respondent may submit a proposal for any one of the scopes or any combinations of projects. The University of Texas MD Anderson Cancer Center (MD Anderson) is looking services providers that can provide the following:

Scope 1 Advertising:

MD Anderson is searching for one or multiple agencies that demonstrate the capacity to build upon existing marketing and advertising strategies in an effort to drive growth across all programs. This encompasses the comprehensive development of overall marketing and advertising programs, including media and creative strategies for multiple programs. Programs and campaign types included but are not limited to: brand and thought leadership, patient acquisition, service line (product) growth, cause-related friend-raising, fundraising, specific demographic targeted, and event advertising. This also includes the negotiation and purchasing of media, including added-value media, exceptional creative deliverables across all channels, ongoing campaign development, and optimization across platforms.

Scope 2 Brand Management & Strategy:

MD Anderson seeks a Global Brand Management Agency/Consultancy to assist on key strategic brand and marketing initiatives and tactical assignments to support institutional priorities, strategic business growth, lead generation, and awareness building at the local, regional, national and international levels.

Scope 3 Search Engine Optimization:

MD Anderson seeks respondent(s) to perform a variety of services needed to successfully implement a new and innovative search engine optimization program for the University and augment existing Strategic Communications and Marketing staff. The provider will need to work closely with MD Anderson internal teams, adhere to brand guidelines and partner with our other vendors to align efforts to achieve the best possible results.

Scope 4 Marketing Analytics & Attribution:

MD Anderson is seeking an agency that will provide a variety of marketing measurement and analytic services needed to successfully track marketing effectiveness and determine return on investment. Respondents must provide marketing analytics thought leadership and have effective analytics strategy, implementation and management; advanced analytics and attribution; ongoing analysis and reporting; testing best practices, strategy and optimizations capabilities.

Pre-submittal Conference

A Pre-Submittal Conference will be held on February 8, 2021, 10:00 a.m. to 12:00 p. CST. Attendance at this meeting is highly recommended, but not required. An RSVP is **not** required to attend. If you decide to attend, please complete the brief registration upon entering the Zoom meeting.

The Pre-submittal Conference will be held virtually:

Join Zoom Meeting

<https://mdacc.zoom.us/j/88263282835?pwd=bURpc3hvaldJempuSGJwTktwdWpXUT09>

Meeting ID: 882 6328 2835

Password: 769320

One tap mobile

+13462487799,,88263282835#,,,0#,,769320# US (Houston)

+16699006833,,88263282835#,,,0#,,769320# US (San Jose)

MD Anderson Internal Number: 0-9666

Dial by your location

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

888 475 4499 US Toll-free

877 853 5257 US Toll-free

Meeting ID: 882 6328 2835

Password: 769320

Find your local number: <https://mdacc.zoom.us/j/88263282835?pwd=bURpc3hvaldJempuSGJwTktwdWpXUT09>

Join by SIP

88263282835@zoomcrc.com

Join by H.323

162.255.37.11 (US West)

162.255.36.11 (US East)

115.114.131.7 (India Mumbai)

115.114.115.7 (India Hyderabad)

213.19.144.110 (Amsterdam Netherlands)

213.244.140.110 (Germany)

103.122.166.55 (Australia)

149.137.40.110 (Singapore)

64.211.144.160 (Brazil)

69.174.57.160 (Canada)

207.226.132.110 (Japan)

Meeting ID: 882 6328 2835

Password: 769320

Join by Skype for Business

<https://mdacc.zoom.us/skype/88263282835>

Prerequisites

There are no Prerequisites added to this event.

Buyer Attachments

1. [About MD Anderson](#)
2. [Facts and History](#)
3. [General Information](#)
4. [RFP Vendor Rider Affirmation Form](#)
5. [Summary Agreement](#)
6. [Rider 104 - Hub Subcontracting Plan](#)
7. [HUB Tip Sheet.doc](#)
8. [Rider 105 - Vendor's Affirmation](#)
9. [Rider 106 - Premises Rules](#)
10. [Rider 107 - Travel Policy](#)
11. [Rider 111 - Business Associates Agreement](#)
12. [Rider 113 - Warranty / Service / Shipping Questionnaire](#)
13. [Rider 114 - Network Connections](#)
14. [rider-114-Network-connections](#)
15. [Rider 116 - Invoice Payment Requirements](#)
16. [Rider 117 - Compliance with Institutional Policies](#)
17. [Rider 118 - Information Security](#)
18. [Confidentiality Agreement](#)

Group 1.1: About MD Anderson

- 1.1.1 To read more "About MD Anderson" please visit the following link:
<https://www.mdanderson.org/about-md-anderson.html>

Group 1.2: Facts and History

- 1.2.1 To read about MD Anderson's "Facts and History" please visit the following link:
<https://www.mdanderson.org/about-md-anderson/facts-history.html>

Group 1.3: Request for Proposal (RFP)

- 1.3.1 MD Anderson is soliciting Proposals ("Proposals") for the selection of a Supplier(s) for the RFP in accordance with the terms, conditions, and requirements set forth. This RFP provides the information necessary to prepare and submit a Proposal for consideration and ranking by MD Anderson and under the Texas Education Code. ★
- 1.3.2 As you navigate the RFP, please ensure that you continue to SAVE all answers by clicking the "Save Progress" button as you navigate through the event. ★

Group 2.1: Addendums

- 2.1.1 This page contains all new information about the RFP after the published date. If there are any changes to the RFP, it will be documented in this section (Addendum). If you receive an e-mail, or an online notification, with the subject "The Sourcing Event is Amended", please visit this page/section for any changes to the event. ★
- 2.1.2 Information presented at the Pre-submittal Conference presentation will be posted in this section after the meeting. ★

Group 3.1: Scope of Work

- 3.1.1 1) Please download and review the attached Advertising Scope of Work (SOW). ★
 2) After reviewing the SOW, please acknowledge that it has been read.
- 3.1.2 1) Please download and review the attached Brand Management & Strategy Scope of Work (SOW).
 2) After reviewing the SOW, please acknowledge that it has been read.
- 3.1.3 1) Please download and review the attached Search Engine Optimization Scope of Work (SOW).
 2) After reviewing the SOW, please acknowledge that it has been read.
- 3.1.4 1) Please download and review the attached Marketing Analytics & Attribution Scope of Work (SOW).
 2) After reviewing the SOW, please acknowledge that it has been read.

Group 4.1: Responding to RFP Questions

- All RFP questions must be answered thoroughly and individually. Please do not reference another response that has been addressed in a previous or subsequent question.
- 4.1.1 To clarify, do not respond to any question with "See question No. ####." Do not attempt to upload a file that has been used previously unless the file is specifically applicable to the individual question. ★
- If multiple files will be uploaded as a response, please Zip the files into a single Zip folder.
- Failure to adhere by these rules may disqualify your response(s).

Group 4.2: Disclosure of Interested Parties Mandated by House Bill 1295

- 4.2.1 MD Anderson must comply with the Disclosure of Interested Parties mandated by House Bill 1295 and as implemented by the Texas Ethics Commission. Before MD Anderson may execute a contract exceeding \$1M, the Supplier(s) with which MD Anderson is contracting must submit a completed Form 1295 before or concurrent with Supplier submission of the signed contract to MD Anderson. For more information, please use the following link:
<https://www.ethics.state.tx.us/tec/1295-Info.htm> ★

Group 4.3: Public Information Act (PIA)

4.3.1	All information, documentation, and other material submitted in response to this RFP solicitation is considered non-confidential and/or non-proprietary and is subject to public disclosure under the Texas Public Information Act (Texas Government Code, Chapter 552.001, et seq.) after the agreement is executed. MD Anderson strictly complies with all statutes, court decisions, and opinions of the Texas Attorney General with respect to disclosure of RFP information.	★
Group 4.4:	Best Value	
	MD Anderson may select the Proposal(s) that offers the "Best Value" for the institution based on the published selection criteria, its evaluation ranking, and the terms of Texas Government Code 2155.074.	
4.4.1	MD Anderson may first attempt to negotiate a contract with the selected Supplier(s). MD Anderson may also discuss with the selected Supplier(s) options for a scope or time and price change modification.	★
	If MD Anderson and/or its governing Board(s) are unable to reach a contract with the selected Supplier(s) in a timely manner, MD Anderson may formally end negotiations with that Supplier(s) and proceed to the next "Best Value" Supplier(s) in order of the selection ranking until a contract is reached or all Proposals are rejected.	
Group 4.5:	Historically Underutilized Business Submittal Requirements	
4.5.1	It is the policy of The University of Texas System, and each of its component institutions, to promote and encourage contracting and subcontracting opportunities for Historically Underutilized Businesses (HUB) in all contracts. Accordingly, MD Anderson has adopted the Rider 104-HUB Subcontracting Plan, Policy on Utilization of Historically Underutilized Businesses. This Policy applies to all contracts with an expected (cumulative) value of \$100,000 or more. If MD Anderson determines that subcontracting opportunities are probable, then a HUB Subcontracting Plan is a required element of the Proposal. Failure to submit a required HUB Subcontracting Plan will result in rejection of the Proposal.	★
Group 4.6:	HUB Statement of Probability	
4.6.1	MD Anderson has determined that subcontracting opportunities are probable in connection with this procurement solicitation; therefore, a HUB Subcontracting Plan (HSP) is required as part of your Proposal. Each RFP Respondent shall develop and administer an HUB Subcontracting Plan as part of the Proposal in accordance with MD Anderson's Policy on Utilization of Historically Underutilized Businesses (HUB) and Rider 104-HUB Subcontracting Plan.	★
Group 4.7:	Type of Contract	
4.7.1	Any contract resulting from this solicitation will be governed by MD Anderson's Standard Terms and Conditions referenced in the Summary Agreement attached to this RFP.	★
	The work associated with this RFP will be awarded as a contract to the Supplier(s) offering the "Best Value" to MD Anderson.	
Group 4.8:	Selection Criteria	
4.8.1	The successful Supplier(s) selected by MD Anderson, in accordance with the requirements and specifications set forth in this RFP, will be the Supplier(s) which is most advantageous to MD Anderson. MD Anderson's committee members, comprised of key personnel as well as Supply Chain professionals, will evaluate and score approved Proposals.	★
Group 4.9:	MD Anderson's Reservation of Rights	
4.9.1	MD Anderson may evaluate the Proposals based on the anticipated completion of all or any portion of the RFP. MD Anderson reserves the right to divide the RFP into multiple parts, to reject any and all Proposals and re-solicit for new Proposals, or to reject any and all Proposals and temporarily or permanently abandon the RFP. MD Anderson makes no representations, written or oral, that will enter into any form of agreement with Supplier(s) for this RFP. No such representation is intended or should be construed by the issuance of this RFP.	★
Group 4.10:	Obligation	
4.10.1	Neither the transmission of this RFP to a prospective Supplier(s), nor the acceptance of a reply, implies any obligation or commitment by MD Anderson to enter into any contract or undertake any financial obligations with respect to this RFP. After evaluation of all Proposals, MD Anderson intends to conduct negotiations with the Supplier(s) considered best qualified and "Best Valued" to meet its requirements. MD Anderson reserves the right to reject any or all proposals whenever such actions are in its best interest.	★

Group 4.11:	No Reimbursement for Costs	
4.11.1	Supplier(s) acknowledges and accepts that any cost incurred from the Supplier(s) participation in this RFP process shall be at the sole risk and responsibility of the Supplier(s). Supplier(s) submit Proposals at their own risk and expense.	★
Group 4.12:	Clarification and Interpretation	
	Any clarifications or interpretations of this RFP that materially affect or change its requirements will be issued by MD Anderson as an Addendum.	
4.12.1	It is the responsibility of all Supplier(s) to obtain this information in a timely manner. All such Addenda will be due prior to the RFP Close Date.	★
	Addenda may be issued by the RFP Point-of-Contact via the SciQuest Sourcing Director Q&A Board or in the Addendum section of this RFP.	
	All communication specific to this RFP shall be exchanged within the SciQuest tool.	
Group 4.13:	Certain Proposals and Contracts Prohibited	
	Under Section 2155.004, Texas Government Code, a state agency may not accept a Proposal or award a contract that includes proposed financial participation by a person with received compensation from the agency to participate in preparing the specifications or request for Proposal on which the Proposal or contract is based.	
4.13.1	All Supplier(s) must certify their eligibility by acknowledging the following statement: "Under Section 2155.004, Government Code, Supplier(s) certifies that the individual or business entity named in this RFP or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.	★
Group 4.14:	Certain Proposals and Contracts Prohibited (cont...)	
4.14.1	If a state agency determines that an individual or business entity holding a state contract was ineligible to have the contract, yet accepted the award as described above, the state agency may immediately terminate the contract without further obligation to the Supplier(s). This does not create a cause of action to contest a Proposal or award of a state contract.	★
Group 4.15:	Acceptance or Rejection of Proposal	
4.15.1	This RFP is not an offer to contract. Acceptance of a Proposal neither commits MD Anderson to award a contract to any RFP Respondent, nor limits MD Anderson's rights to negotiate terms in its best interest. MD Anderson reserves the right to accept or reject any or all Proposals in part or whole. MD Anderson reserves the right to request clarification on responses, omissions, or claims made in the RFP. MD Anderson further reserves the right to request modification to a Supplier(s) Proposal in order to provide the optimum solution for strategic team planning.	★
	Respondents submitting a Proposal do so with the understanding that MD Anderson reserves the right to select one or more "Supplier(s) of choice" based solely on their RFP response or to evaluate one or more Supplier(s) via additional interviews, site visits, reference checks, and other evaluations.	
	MD Anderson will notify Suppliers of the results when final decisions have been made.	
Group 4.16:	Electronic Information and Technology (EIT)	
	Any acquisition considered EIT as defined by Section 508 (36 CFR Part 1194) requires the submission of a completed Voluntary Accessible Product Template so that can MD Anderson can ascertain conformance with the applicable EIT standards developed by the U.S. Access Board. MD Anderson reserves the right to perform real-world testing of a Supplier's product or service in order to validate claim regarding Section 508 conformance.	
4.16.1	In order to facilitate this testing, Supplier(s) shall, upon request, provide MD Anderson a copy of the product being considered for purchase for a period of at least 30 calendar days. The version of the product being provided for testing purposes must be equivalent in functionality and features to the commercial version that is under consideration for purchase.	★
	MD Anderson, at its sole discretion, will determine the level of conformance with Section 508 on all products being reviewed.	
Group 4.17:	Submission of Proposals	

MD Anderson is to receive all Supplier(s) Proposals by the RFP close date communicated within the SciQuest Sourcing Director tool.

Proposals not received within the specified time frame, and prior to the RFP close date and time, will not be accepted. Supplier(s) are urged not to wait until the last minute to submit their final Proposal.

4.17.1

★

Proposals and final HUB Plans submitted via telephone, fax, or electronic mail (email) will be rejected. Only those submitted via this tool will be accepted.

Respondents must provide a response to all "REQUIRED" questions or the system will not accept the submission.

**Group
4.18:**

Group Purchasing

MD Anderson is an institution of System which consists of nine academic and six health institutions. Texas law authorizes institutions of higher education (defined by Section 61.003, Education Code) to use the group purchasing procurement method (ref. Sections 51.9335, 73.115 and 74.008, Education Code).

4.18.1

With this, if an Agreement results from this competitive procurement method, the RFP Respondent acknowledges that additional Texas institutions of higher education may procure from the RFP Respondent and/or Contractor the goods and services set forth in this RFP/Agreement on the same terms and conditions attached herein by entering into a separate contract with RFP Respondent/Contractor, or by concluding an appropriate addendum to the Agreement.

★

**Group
4.19:**

Group Purchasing (cont...)

It is understood that:

4.19.1

(I) Unless specifically stated otherwise, any volume of goods or services stated in the final Agreement reflects only goods and/or services to be purchased by MD Anderson and does not include potential purchases by other System institutions, and

★

(II) Each System institution is a financially separate entity and will be solely responsible for its own commitments to Contractor.

**Group
4.20:**

Point-of-Contact

MD Anderson designates the following person as its representative and Point-of-Contact for this RFP.

Respondents shall restrict all contact with MD Anderson personnel, specific to this RFP, and direct all questions regarding this RFP, including questions regarding terms and conditions, to the Point-of-Contact:

Steve Saunders
Sourcing and Contract Management

4.20.1

★

Address: MD Anderson Cancer Center
7007 Bertner Ave
Houston
Texas
77030-3907

Note: All communication exchanges should be performed via MD Anderson Sourcing Director tool within the Q&A area.

**Group
5.1:**

Pre-Submittal Conference

A Pre-Submittal Conference will be held virtually on 2/8/21 from 10:00 a.m. to 12:00 p.m. CST. Attendance is OPTIONAL and does not require an RSVP.
Join Zoom Meeting
<https://mdacc.zoom.us/j/88263282835?pwd=bURpc3hvaldJempuSGJwTktwdWpXUT09>

Meeting ID: 882 6328 2835
Password: 769320
One tap mobile
+13462487799,,88263282835#,,,0#,,769320# US (Houston)
+16699006833,,88263282835#,,,0#,,769320# US (San Jose)

MD Anderson Internal Number: 0-9666

5.1.1

★

Dial by your location
+1 346 248 7799 US (Houston)
+1 669 900 6833 US (San Jose)
+1 253 215 8782 US (Tacoma)
+1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC)
+1 312 626 6799 US (Chicago)
888 475 4499 US Toll-free
877 853 5257 US Toll-free
Meeting ID: 882 6328 2835
Password: 769320
Find your local number: <https://mdacc.zoom.us/j/88263282835?pwd=bURpc3hvaldJempuSGJwTktwdWpXUT09>

Group 5.2:

Critical Dates

RFP Published Date: January 29, 2021

Pre-submittal Conference date:
February 8, 2021
Supplier Questions Submission End date: February 10, 2021, 4:00 p.m. CST.

5.2.1

★

Supplier Questions & Answer Published date: February 15, 2021, 5:00 p.m. CST

RFP Close Date:
March 1, 2021, 4:00 p.m. CST

Short-List Presentations and/or
Demonstrations Dates:
April 7, 2021 thru April 14, 2021

Group 6.1:

Riders & Agreements

6.1.1

★

Please read and review the attached Summary Agreement. Upon completion, please acknowledge.
Should your organization take any exceptions to the Summary Agreement, please provide them in the attached Word document in a red-lined format.

6.1.2

★

Upon red-line completion, upload the document back into the tool in an EDITABLE Word format.
Should your organization NOT have any exceptions, please upload a CLEAN file confirming no exceptions were taken.

6.1.3

★

Please read and review the attached Rider 105-Contractors Affirmations and Warranties. Upon completion, please acknowledge.
Should your organization take any exceptions to the Rider 105-Contractors Affirmations and Warranties, please provide them in the attached Word document in a red-lined format.

6.1.4

★

Upon red-line completion, upload the document back into the tool in an EDITABLE Word format.
Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

6.1.5

★

Please read and review the attached Rider 107-Travel Policy. Upon completion, please acknowledge.

Should your organization take any exceptions to the Rider 107-Travel Policy, please provide them in the attached Word document in a red-lined format.

6.1.6 Upon red-line completion, upload the document back into the tool in an EDITABLE Word format. ★

Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

6.1.7 Please read and review the attached Rider 111-Business Associate Agreement. Upon completion, please acknowledge. ★

Should your organization take any exceptions to the Rider 111-Business Associate Agreement, please provide them in the attached Word document in a red-lined format.

6.1.8 Upon red-line completion, upload the document back into the tool in an EDITABLE Word format. ★

Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

6.1.9 Please read and review the attached Rider 114 Network Connections. Upon completion, please acknowledge. ★

Should your organization take any exceptions to the Rider 114-Network Connections, please provide them in the attached Word document in a red-lined format.

6.1.10 Upon red-line completion, upload the document back into the tool in an EDITABLE Word format. ★

Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

6.1.11 Please read and review the attached Rider 114-Supply Chain User Acknowledgement. Upon completion, please acknowledge. ★

Should your organization take any exceptions to the Rider 114-Supply Chain User Acknowledgement, please provide them in the attached Word document in a red-lined format.

6.1.12 Upon red-line completion, upload the document back into the tool in an EDITABLE Word format. ★

Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

6.1.13 Please read and review the attached Rider 116-Invoice Payment Requirements. Upon completion, please acknowledge. ★

Should your organization take any exceptions to the Rider 116-Invoice Payment Requirements, please provide them in the attached Word document in a red-lined format.

6.1.14 Upon red-line completion, upload the document back into the tool in an EDITABLE Word format. ★

Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

6.1.15 Please read and review the attached Rider 117-Institutional Policies. Upon completion, please acknowledge. ★

Should your organization take any exceptions to the Rider 117-Institutional Policies, please provide them in the attached Word document in a red-lined format.

6.1.16 Upon red-line completion, upload the document back into the tool in an EDITABLE Word format. ★

Should your organization NOT have any exceptions, upload a CLEAN file confirming no exceptions were taken.

Group 6.2: **Additional Riders**

6.2.1 Please download the attached Rider 118-Information Security ASP Assessment Survey and follow the instructions within the document for completion. ★

Upon completion, please upload the final document.

Group 7.1: **Supplier Rider Attestation**

7.1.1	<p>Please acknowledge that you have read and understood the calculations associated with the Supplier Rider Attestation Form included in the attached example. ★</p> <p>Please download, complete, and sign the Supplier Rider Attestation Form following the instructions provided.</p>
7.1.2	<p>Upon completion, you will upload the executed form as your response in each of the scopes that you are submitting a proposal. For example, if you submit a proposal for the Advertising scope of work, place your signed Rider Attestation in Section 10.5.1, Section 11.6.1 for Brand Management & Strategy, Section 12.4.1 for Search Engine Optimization (SEO) and Section 13.4.1 for Marketing Analytics & Attribution. ★</p> <p>Please acknowledge that you have properly completed the Supplier Rider Attestation Form.</p>
7.1.3	<p>This includes:</p> <ul style="list-style-type: none"> -Noting your acceptance/rejection to each applicable Rider. -Specifying the Section(s) rejected (if applicable). -Executing the document, including signature. -Ensure that the form DOES NOT reference any previously negotiated terms, conditions, or agreement. <p>Failure to complete and return this form may result in the prospective Supplier's response being disqualified. ★</p>
7.1.4	<p>Proposed exceptions to MDACC Contract Riders must be noted in the applicable section of the Riders & Agreements portion of the RFP via redlines, and acceptance (or rejection) to those Riders must be documented on the Attestation form accordingly. Any inconsistencies between the proposed exceptions and the information submitted on the Attestation form WILL result in a rejection of the Attestation, and the Attestation WILL be scored as zero points. ★</p> <p>The RFP Attestation form MUST be signed by an Authorized Representation of the Prospective Supplier. Failure to submit a signed Attestation WILL result in rejection of the Attestation and the Attestation WILL be scored as zero points.</p>
Group 8.1:	Rider 104 HUB Subcontracting Plan
8.1.1	<p>Please download the attached Rider 104-Historically Underutilized Business (HUB) Plan and follow the instructions within the document for completion. ★</p> <p>Upon MD Anderson's draft review and your formal completion, please upload the final and executed document.</p>
8.1.2	<p>Please acknowledge that you have read/reviewed the HUB tip sheet for information regarding successful HUB plan submissions. ★</p>
Group 9.1:	Contact Information
9.1.1	<p>Please provide the contact information, including name, email, phone number and mailing address, of the person that is able to respond to and/or accept any RFP related communication should the occasion arise. ★</p>
Group 9.2:	References
9.2.1	<p>Provide a list of references, especially those involved with research/healthcare/hospital/academic/government organizations, which have utilized your services to the aforementioned Scope of Work solution.</p> <p>Indicate the role that your organization had with each implementation. In addition, provide specific information about each customer including but not limited to the following: ★</p> <ul style="list-style-type: none"> *Description of services performed *Duration of your service and implementation *Customer Contact information
Group 10.1:	Functional Requirements
10.1.1	<p>Summarize your company's history, including the number of employees, office locations and the number of years your company has provided services that meet the intended scope of work.</p>
10.1.2	<p>List current clients, including any current and past cancer-focused or health care-related clients (include the top 15 clients that fit this criteria).</p>
10.1.3	<p>Identify your organization's single account executive and program manager that will be assigned to MD Anderson, as well as the specific account team members, with roles and responsibilities, experience relevant to functional requirements.</p>

- 10.1.4 Description of resource support and estimated time allotments relative to the engagement. Include an organizational chart and resumes of team members.
- 10.1.5 Describe how your company stays abreast of industry trends and educates both your employees and clients.
- 10.1.6 How does your company proactively mine competitive data, intelligence for clients?
- 10.1.7 Describe your approach to working with a client's other agency partners to create a collaborative and seamless experience and integrated campaigns.
- 10.1.8 What is your company's onboarding process when engaging with a new client, specific to both the client's internal teams and other agency partners?
- 10.1.9 What is your company's experience in working with multicultural firms and/or certified State of Texas HUB vendors? Provide examples and details of any collaboration, as well as the frequency with which your company engages with these types of vendors.
- 10.1.10 Provide a campaign example that is targeted towards a multicultural audience; including both creative and media.
- 10.1.11 Explain your company's approach to marketing analytics, including any special expertise in this area.
- 10.1.12 Provide an example report/dashboard for a recent integrated campaign.
- 10.1.13 Describe your organization's approach to transition of historical knowledge, context and details to new project team members in the case of member transition.
- 10.1.14 Provide your company's experience with fundraising campaigns, including strategic management, creative development and media planning for advertising-focused philanthropy.
- 10.1.15 What percentage of your current business involves fundraising advertising?
- 10.1.16 Provide a list of current and previous clients for which you have developed fundraising advertising campaigns.
- 10.1.17 Provide a fundraising campaign example that includes both media plan and creative.
- 10.1.18 Explain experience your company has with media planning and buying to reach a physician/specialist target audience.
- 10.1.19 Provide campaign examples, including both media and creative.
- 10.1.20 Provide three references from current and/or former clients willing to share their experiences with our team.

Group 10.2:

Media

- 10.2.1 Describe your company's approach to developing and optimizing media plans, including what unique tools and expertise related to media strategy and media buying do you offer that others may not?
- 10.2.2 List any special certifications or memberships your agency or team members that would work on our account hold that are beneficial to your clients. For example, is your agency a member of the Google Brand Council, or are any of the people who would work on our account Google Ads Fundamental and Advanced Certified and/or Microsoft Ads Certified?
- 10.2.3 Give an example of how your team negotiated added-value media for a large, multimillion-dollar campaign.
- 10.2.4 On average, what percentage of the total media budget comes from negotiated added value?
- 10.2.5 Explain how your agency approaches media planning and buying for multiple campaigns in the same market with the same or similar target audiences and provide campaign examples.
- 10.2.6 Describe the strategic approach and development process for creating, optimizing and maintaining campaign landing pages and results achieved. Examples are welcome.
- 10.2.7 Provide a case study example of your organization's approach to Pay-Per-Click (PPC) advertising for brands similar in size and breadth of MD Anderson Cancer Center at the national level. Include any gains seen by collaborating with SEO team, whether handled internally or with another agency.

Group 10.3:

Creative

- 10.3.1 Describe your approach and process in developing new creative for a multi-channel campaign (i.e. strategy, research, testing, and implementation).
- 10.3.2 Explain and provide an example of how you test creative.
- 10.3.3 Explain how your agency approaches the development of creative for multiple campaigns in the same market and provide creative examples.
- 10.3.4 Provide creative examples of a multi-channel campaign, including but not limited to TV, radio, print, direct mail, digital (paid social, display and native) executions.

Group 10.4:

Fee Schedule

- 10.4.1 Please download the attached Rider 102- Fee Schedule and follow the instructions within the document for completion.
- Upon completion, please upload the final document.
- 10.4.2 Describe any value-added benefits you will provide. Refer to the Pre-Bid meeting as to MD Anderson's definition of value-added services.
- To upload multiple files, please zip your files into one single .zip file.
- Group 10.5:** **Contract Rider Attestation**
- 10.5.1 Please upload your completed and signed Supplier Attestation form that you downloaded / retrieved from Section 7.1.2. Please ensure you affixed organization's name to the Supplier Attestation form.
- Group 11.1:** **Skills and Experience**
- 11.1.1 What is your firm's specific level of brand experience? Provide details in writeup format with any supporting documents to illustrate experience and use cases where possible.
- 11.1.2 Describe your process and experience in strategic brand planning and implementation, including categories and sectors. . Please provide in writeup format with any supporting documents.
- 11.1.3 Describe the research philosophy and resources available to understand a client's brand and value. Include tools and methodologies.
- 11.1.4 Describe your experience in health care marketing/branding/communications and provide examples of work. Include digital strategy. Please provide in writeup format with any supporting documents.
- 11.1.5 Describe your methodology for creating a brand architecture around an organization, product or service and give examples of previous successful implementations. Please provide in writeup format with any supporting documents.
- 11.1.6 Describe your experience and capabilities with the development, implementation and evaluation of cause-related and/or experiential brand marketing, sponsorships and engagement with partner corporations. Please provide in writeup format with any supporting documents.
- 11.1.7 Provide a case study of a large-scale brand-specific project complete with metrics/results and practical application. Include budget and timeline. Please provide in writeup format with any supporting documents.
- 11.1.8 Describe how you approach a cobranding or affiliate branding assignment and provide a case study. Please provide in writeup format with any supporting documents.
- 11.1.9 Provide an example of how you assessed needs and created an identity (logo design, etc.) around a company, product or service and corresponding guidelines. Please provide in writeup format with any supporting documents.
- Group 11.2:** **Account Management / Customer Service**
- 11.2.1 Describe the account team that would handle this assignment/project (i.e., titles, responsibilities, experience) and percentage of time each person will be assigned to this account. Please upload all bios and clearly designate the planned account principal and day-to-day contact, and their years of experience with brand-specific assignments.
- 11.2.2 Describe your project management methodology and how your team works together to ensure communications and deliverables align with client expectations, including meeting, conference call and travel schedules and general recommendations. Please provide in writeup format with any supporting documents.
- 11.2.3 Describe how your organization works with clients to set strategy and execute on that strategy. Please provide in writeup format with any supporting documents.
- 11.2.4 List any technology or other tools you may use to facilitate communications, account management, trafficking, etc. Please provide in list format with detail.
- 11.2.5 Describe the tools used and the kind of training provided to clients to engage employee involvement and leadership support. Please provide in list format with detail.
- 11.2.6 Please list any subcontractors you may use in any of your processes and explain your methodology and reasoning for engaging. Please provide in list format with detail.
- Group 11.3:** **Reporting & Measurement**
- 11.3.1 Describe your process for program/project measurement, including software tools or other methods/instruments, if applicable. Please provide in writeup format with any supporting documents.
- 11.3.2 Provide an example of a metrics report you would use to communicate campaign or project results to clients. List any technology or other tools you may use to track and measure client work.
- Group 11.4:** **Fee Schedule**

- 11.4.1 Please download the attached Rider 102- Fee Schedule and follow the instructions within the document for completion.
- Upon completion, please upload the final document.
- 11.4.2 Describe any value-added benefits you will provide. Refer to the Pre-Bid meeting as to MD Anderson's definition of value-added services.
- To upload multiple files, please zip your files into one single .zip file.
- Group 11.5: References**
- 11.5.1 Please list three client references
- 11.5.2 Provide a list of current health care clients
- 11.5.3 Provide a list of past health care clients and end date of relationship
- Group 11.6: Contract Rider Attestation**
- 11.6.1 Please upload your completed and signed Supplier Attestation form that you retrieved from Section 7.1.2. Please ensure you affixed organization's name to the Supplier Attestation form.
- Group 12.1: Functional Requirements**
- 12.1.1 Summarize your company's history, including the number of employees, office locations and the number of years your company has provided services that meet the intended Scope of Work. List any published awards, certifications, and accolades received by your firm as an outcome of engagements of this type.
- 12.1.2 Provide a case study example of your organization's approach to Search Engine Optimization (SEO) for brands similar in size and breadth of MD Anderson Cancer Center at the national level. Please include strategy, tactics, monthly report and outcomes.
- 12.1.3 Describe what differentiates your company's SEO services from those of competitors.
- 12.1.4 Provide a thorough explanation of your organization's SEO platform and analysis technologies and explain whether you use proprietary technologies, third party tools or a combination of both.
- 12.1.5 Provide a case study example of structured data (schema) development and implementation that led to an increase in performance indicators such as keyword ranking, page ranking, visits, page views, etc.
- 12.1.6 Describe your organization's specific experience with Google News Publisher and Apple News, the approval processes for each, and leveraging their approval to increase site traffic.
- 12.1.7 Describe how your company stays abreast of industry trends and how you educate both your employees and clients.
- 12.1.8 How does your company proactively mine competitive data, intelligence for clients?
- 12.1.9 Describe your approach to working with a client's additional agencies/partners to create a collaborative, seamless experience and integrated campaigns.
- 12.1.10 Describe your approach to incorporating paid search insights into SEO strategy and provide a case study.
- 12.1.11 Provide a case study example of SEO strategy implementation that leverages BrightEdge or another SEO software platform and include an example report/dashboard.
- 12.1.12 What are your customer insights and research offerings? Attach samples of customer insights and research deliverables prepared for other clients. Please include qualitative and quantitative techniques.
- Group 12.2: Project Team**
- 12.2.1 Identify your organization's single account executive and program manager assigned to MD Anderson, as well as the specific account team members, with roles and responsibilities, experience relevant to functional requirements, description of resource support and estimated time allotments relative to the engagement. Include organizational charts and resumes.
- 12.2.2 Describe your organization's approach to transition of historical knowledge, context and details to new project team members in the case of member transition.
- 12.2.3 Describe your organization's approach to the discovery process (specifically define proposed next steps upon execution of contract) and strategy planning.
- 12.2.4 Describe your organization's approach to defining and monitoring key performance indicators (KPIs), as well as how you communicate progress and/or development toward meeting those goals.
- 12.2.5 Explain how you handle client onsite/offsite meetings, their frequency and the expected stakeholders for each.
- 12.2.6 Describe how your organization ensures accuracy, consistency and confidentiality of work.
- Group 12.3: Fee Schedule**

- 12.3.1 Please download the attached Rider 102- Fee Schedule and follow the instructions within the document for completion.
- Upon completion, please upload the final document.
- 12.3.2 Describe any value-added benefits you will provide. Refer to the Pre-Bid meeting as to MD Anderson's definition of value-added services.
- To upload multiple files, please zip your files into one single .zip file.
- Group 12.4:** **Contract Rider Attestation**
- 12.4.1 Please upload your completed and signed Supplier Attestation form that you retrieved from Section 7.1.2. Please ensure you affixed organization's name to the Supplier Attestation form.
- Group 13.1:** **Functional Requirements**
- 13.1.1 Summarize your company's history, including the number of employees, office locations, awards, certifications, and accolades and the number of years your company has provided services that meet the intended Scope of Work.
- 13.1.2 List current clients, including any cancer-focused or health care-related clients.
- 13.1.3 Provide a case study example of your organization's approach to marketing analytics strategies for brands similar in size and breadth of MD Anderson Cancer Center. Please include objectives, key success metrics, measurement approach, tracking architecture, data governance, data visualizations and reporting.
- 13.1.4 Describe your company's approach to marketing analytics platforms and technologies. Please include whether you use proprietary technologies, third party tools or a combination of both?
- 13.1.5 Provide a case study example of your organization's approach to marketing attribution for brands similar in size and breadth of MD Anderson Cancer. Please include strategy, tactics, monthly report and outcomes.
- 13.1.6 Describe what differentiates your company's attribution services from those of competitors.
- 13.1.7 Provide a case study example of your organization's approach to regular monitoring of data collection for brands similar in size and breadth of MD Anderson Cancer Center. Please include objective, data governance process, audits and regular client communication examples.
- 13.1.8 Describe a time when a client's data and/or tracking had been compromised and how you executed a plan to quickly recover and restore any lost data.
- 13.1.9 Provide a case study example of your organization's approach to media mix modeling for brands similar in size and breadth of MD Anderson Cancer Center. Please include strategy, tactics and deliverables.
- 13.1.10 Describe what differentiates your company's media mix modeling services from those of competitors.
- 13.1.11 Provide a case study example of your organization's approach to advanced marketing analytics for brands similar in size and breadth of MD Anderson Cancer Center. Please include objectives, strategy, modeling, data visualizations and deliverables.
- 13.1.12 Describe your approach to presenting advanced analysis and modeling to non-analyst audiences.
- 13.1.13 Provide a case study example of your organization's approach to split and multivariate testing for brands similar in size and breadth of MD Anderson Cancer Center. Please include strategy, tactics, reporting and outcomes.
- 13.1.14 Provide an example of your organization's roadmap for preparing your clients for a cookie-less world. Please include recommended technologies and tracking infrastructure(s) to ensure the least amount of disruption to reporting and optimizations.
- 13.1.15 Describe how your company stays abreast of industry trends and educates both your employees and clients?
- 13.1.16 How does your company proactively mine competitive data and intelligence for clients (ex., competitors' tactics, spend, messaging)?
- 13.1.17 Describe your approach to working with a client's additional agencies/partners to create a collaborative, seamless experience and integrated reporting and analysis.
- 13.1.18 What are your customer insights and research offerings?
- 13.1.19 Attach samples of customer insights and research deliverables prepared for other clients. Please include both qualitative and quantitative techniques.
- 13.1.20 Provide three references from current and/or former clients willing to share their experiences with our team.
- Group 13.2:** **Account Management**

- 13.2.1 Identify your organization's single account executive and program manager that will be assigned to MD Anderson, as well as the specific account team members, with roles and responsibilities, experience relevant to functional requirements, description of resource support and estimated time allotments relative to the engagement. Include organizational charts and team member resumes.
- 13.2.2 Describe your organization's approach to transition of historical knowledge, context and details to new project team members in the case of member transition.
- 13.2.3 Describe your project management methodology and how your team works together to ensure communications and deliverables align with client expectations, including meeting, conference call and travel schedules and general recommendations.
- 13.2.4 Describe how your organization works with clients to set strategy and execute on that strategy.
- 13.2.5 List any technology or other tools you may use to facilitate communications, account management, trafficking, etc.
- 13.2.6 Please list any subcontractors you may use in any of your processes and explain your methodology and reasoning for engaging.

**Group
13.3:**

Fee Schedule

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**Group
13.4:**

Contract Rider Attestation

- 13.4.1 Please upload your completed and signed Supplier Attestation form that you retrieved from Section 7.1.2. Please ensure you affixed organization's name to the Supplier Attestation form.

There are no Items added to this event.

Service Line Items

★ Service Line Items

There are no Items added to this event.