

# OHIO DEPARTMENT OF COMMERCE REQUEST FOR PROPOSAL (RFP)

The Ohio Department of Commerce (COM) is soliciting proposals for professional services.

## 1. PROJECT INFORMATION.

1.1 Project Title: Department of Commerce Marketing & Advertising Services

1.2 Posting and Due Dates: May 19, 2023 to June 14, 2023 at 5:00 pm

1.3 Inquiry Start and End Dates: May 19, 2023 to June 12, 2023 at 5:00 pm

1.4 Department Background. The Ohio Department of Commerce (ODOC) is the state's chief regulatory agency with a focus on consumer protection. The Department issues nearly 600,000 licenses, permits, registrations and certifications each year in various professions, industries and commercial enterprises. The Department is made up of seven divisions and three programs. While the agency primarily regulates businesses, its purpose is much greater – as it plays a vital role in protecting people, property, and assets. The Department ensures businesses follow the law as they build properties, create jobs, and sell certain products and services. The work, in turn, stimulates economic growth and protects consumers' most important assets, from their homes to their bank accounts. Commerce also has enforcement authority in several industries and monitor complaints.

The main priorities for the agency are:

- Leveraging technology to bring higher-quality services to individuals and businesses
- Helping stakeholders in need by supporting our first responders, Ohioans, and businesses
- Increasing outreach and education for our licensees and stakeholders
- Promoting a positive community impact

1.5 Project Objective. The purpose of this request for proposal (RFP) is to obtain proposals from qualified agencies interested in partnering with Commerce to develop and enact creative marketing strategies to promote agency programs and campaigns.

Commerce is seeking an agency with a proven track record for marketing and creative excellence and expertise in digital advertising concepts that increase awareness and drive action. These services may include photography, videography, PSA scripting and development, digital advertising creative and copy development, social media advertising and boosted post creative and copy development, TV/radio/billboard and digital media buying, event marketing support, campaign development support, and graphic design assistance.

This RFP is not to seek services to promote one specific campaign or initiative, but the intent is to secure a partner that is able to work with the Department through the year to provide services as needed. The selected agency must utilize appropriate brand font and colors and work as an extension of the Commerce communication's team. The agency must be flexible and have capacity to support the agency as various needs arise throughout the year.

Agencies may partner with subcontractors to create a team that can deliver high-quality results; however, there must be one "lead" agency that is primarily responsible for strategic guidance of the

campaign and management of all partners/subcontractors. All billing would need to be managed through the lead agency.

Agencies shall immediately transfer ownership and possession to COM all content that relates to Ohio law and/or practice developed for any marketing campaigns or outreach created or disseminated upon termination of any Awarded Contract.

- 1.6 Project Budget. Not to exceed \$100,000 annually.
- 1.7 Project Award. COM reserves the right to execute multiple agreements with awarded provider to fulfill the entire project period, subject to and contingent on the discretionary decision of the Ohio General Assembly to appropriate funds for the biennium, satisfactory performance of the awarded providers, and the needs of the Ohio Department of Commerce.
- 1.8 Agreement Term. Initial term- October 20, 2023, through June 30, 2025.
- 1.9 Project Period. October 20, 2023, through June 30, 2025.

**2. PROJECT REQUIREMENTS.**

**2.1 Contractor/Candidate Expertise Requirements.**

- 2.1.1 Demonstrated ability and capacity to develop creative marketing campaigns that inspire action that achieves results.
- 2.1.2 Provide at least (5) examples of contractor’s portfolio that showcase agency’s capabilities and project experience that demonstrate successful results-oriented campaigns or media buying similar to proposed COM projects.
- 2.1.3 Education, experience and list of staff that would be assigned to COM projects.
- 2.1.4 Provide a list of (3) references of clients to include name, company name, phone, and email.

**3. EVALUATION CRITERIA AND PROPOSAL SCORING.**

CONTRACTOR/CANDIDATE EXPERIENCE		WEIGHT
4.1	Demonstrated ability and capacity to develop innovative, creative campaigns that engage audiences and achieve results.	10
4.2	Provide at least (5) examples of contractor’s portfolio that showcase agency’s capabilities and project experience that demonstrate successful results-oriented campaigns or media buying similar to those proposed by COM.	30
4.3	Education, experience, and list of staff that would be assigned to COM projects.	5
4.4	Provide a list of (3) references of clients to include name, company name, phone, and email.	5
WORK PLAN		WEIGHT
4.5	Plan to develop integrated multi-channel marketing campaigns incorporating COM objectives ready for implementation. <ul style="list-style-type: none"> <li>• Provide consultation on creative content for specific mediums and suggested flight time.</li> </ul>	20

	Identify tracking mechanisms for each marketing channel to determine campaign results	
4.6	Plan to develop concepts that will engage audiences and achieve results. <ul style="list-style-type: none"> <li>Adhere to Commerce's brand guidelines and maintain the department's voice, look, and feel. Collaborate with Department of Commerce's Communications team as needed.</li> </ul> Create a minimum of (5) innovative, creative, relatable concepts	20
4.7	Plan to create all required content for campaigns (once approved). <ul style="list-style-type: none"> <li>Provide content for digital marketing and offering capability for A/B testing</li> <li>Digital ads include, but are not limited to Google Ads, Facebook Ads, Twitter posts, OTT, retargeting and any other relevant marketing channel.</li> <li>Provide creative content in required formats for all mediums requested.</li> </ul>	5
4.8	Plan to provide a template to generate outreach results report (editable format) to showcase campaign results.	5

PROPOSAL SCORING	MAXIMUM ALLOWABLE POINTS
Technical Proposal	500
Cost Proposal	100
MBE Set -Aside	50
Total	650

**5. COMPENSATION FOR DELIVERABLES.**

Agencies providing a proposal in response to this RFP shall provide expected compensation via the following table:

		HOURLY COMPENSATION
5.1	Develop integrated multi-channel marketing campaigns incorporating COM strategies and objectives ready for implementation. <ul style="list-style-type: none"> <li>Provide direction on creative content for specific mediums and suggested length of run time</li> <li>Identify tracking mechanisms for each marketing channel to determine campaign results</li> </ul>	
5.2	Develop concepts that will engage audiences and achieve results. <ul style="list-style-type: none"> <li>Adhere to Commerce's brand guidelines and maintain the department's voice, look, and feel. Collaborate with Department of Commerce's Communications team as needed.</li> <li>Create a minimum of (5) innovative, creative, relatable concepts</li> </ul>	
5.3	Create all required content for campaigns (once approved). <ul style="list-style-type: none"> <li>Provide content for paid media including newspaper, magazine, television, a PSA, and digital ads offering capability for A/B testing</li> <li>Digital ads include, but are not limited to Google Ads, Facebook Ads, Twitter posts, retargeting and any other relevant marketing channel.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Provide creative content in required formats for all mediums requested.</li> </ul>	
5.4	Provide a template to generate outreach results report (editable format) to showcase campaign results.	

6. RESPONSE DUE DATE

Interested vendors are asked to provide information to [Monique.Leatherman@com.ohio.gov](mailto:Monique.Leatherman@com.ohio.gov) by 5:00 PM on June 14, 2023.