

**Source Sought Synopsis**  
**For**  
**The U.S. Army Advertising and Marketing Program**

Source Sought Synopsis Number W9124J-15-R-0001

**SYNOPSIS:**

On behalf of the Army Marketing and Research Group (AMRG) the Mission and Installation Contracting Command Center – Fort Sam Houston, Texas, is conducting a SOURCES SOUGHT SYNOPSIS (SSS) pursuant to FAR Part 10—Market Research. Interested sources should respond to the questions presented within this announcement. This notice shall NOT be considered a request for proposal, quotation, or an invitation for bid nor does responding to this SSS guarantee or exclude your participation in the forthcoming acquisition process. Any information provided by the Government under this notice is preliminary and may be updated or changed prior to release of the solicitation. The Government will NOT award a contract solely on the basis of this notice, nor will it be liable for any costs associated with preparing and submitting a response to this notice. All submissions will become Government property and will not be returned.

The U.S. Army requires a full-service advertising agency in support of a nationwide advertisement campaign for personnel acquisition and retention programs. This acquisition has historically not been set aside for small businesses; however, subcontracting opportunities may exist. The information received from this SSS will be used by the Government as a preliminary planning tool for the purposes of obtaining information regarding the availability and capability of qualified businesses under the North American Industry Classification System (NAICS) Code 541810, Advertising Agencies. The associated size standard is \$15.0 Million as measured by total revenues, but excluding funds received in trust for an unaffiliated third party, such as bookings or sales subject to commissions. The commissions received are included as revenue.

It is the responsibility of potential offerors to monitor [www.fbo.gov](http://www.fbo.gov) for additional information, to include future information, pertaining to this requirement.

The anticipated ordering period for the upcoming requirement is five years or longer.

**EXISTING CONTRACT:**

The U.S. Army currently contracts for marketing and advertising services with an indefinite-delivery indefinite quantity (IDIQ) contract vehicle. The current contract was awarded with a one year base period and four one-year options under Contract Number W9124D-11-D-0036 to McCann Worldgroup, valued at more than \$960M if all options are exercised. Current obligations on the contract to date are valued at approximately \$624M. Generally, the U.S. Army spends roughly \$200M a year on marketing and advertising services. For informational

purposes only, historical data regarding the dollar amount of task orders awarded under the current contract may be found on [www.fpds.gov](http://www.fpds.gov).

In accordance with FAR 10.001(a)(3)(i), in order to determine if sources capable of satisfying the agency need exists, the Government will consider all SSS responses received, particularly those received from 8(a), HUBZone, SDVOSB, WOSB, or small businesses. Responses to this SSS permit the contracting officer, in accordance with FAR 19.203(c), to consider an acquisition for the small business socioeconomic concerns (i.e., 8(a), HUBZone, SDVOSB, or WOSB programs) and to consider a small business set-aside (see 19.502-2(b)).

### **BACKGROUND:**

The U.S. Army requires a full service advertising agency in support of a nationwide advertisement campaign for personnel acquisition and retention programs for the Office of the Assistant Secretary of the Army (Manpower and Reserve Affairs (ASA (M&RA))), Washington, D.C, the Army Marketing and Research Group (AMRG), Alexandria, VA; and the Office of the Chief, Army Reserve (OCAR), Washington, D.C. These organizations constitute the requiring activities for the contract. The contractor shall provide a full range of services from the development of a tactical advertising strategy through the production of a wide-range of advertising formats (i.e., TV, radio, print, internet, event marketing, direct marketing, social media etc.). There are numerous recruiting marketing campaigns being conducted at any one time during a year. These campaigns, creatively joined together, influence high school students and graduates, college students and graduates, physicians, nurses, dentists, chaplains, attorneys and members of the general public, to consider the Army's career opportunities.

### **INDUSTRY DAY:**

The Army will hold an Industry Day Forum for the Army Advertising and Marketing Program on 3 December 2014 at the Fort Sam Houston Golf Course, 1050 Harry Wurzbach Road, San Antonio, TX 78209. The Industry Day Forum will serve as a market research tool for assessment of industry capabilities and allow for networking among interested offerors. The purpose of this forum is to provide our industry partners an opportunity to learn about AMRG's mission across the Army and meet with Fort Sam Houston contracting personnel. There will be an opportunity for one-on-one meeting sessions between industry and Government. More information regarding the Industry Day will be posted to FBO under a separate notice.

### **SUBMITTAL INFORMATION:**

The Government will not review general capability statements, please ensure submissions are tailored to this requirement and information requested below. There is no page limit, however, vendors are encouraged to provide concise responses specifically responding to the capability questions below. Vendor responses shall be submitted in PDF or MS Word Format. In order to achieve a thorough understanding of your firm's capabilities, please provide a short but detailed explanation for each of the questions below.

1. Cover Page. The cover page shall include the following information:

Respondent Name:

Mailing Address:

Point of Contact (POC):

Title:

POC Phone:

POC E-Mail:

DUNS (if applicable):

CAGE Code (if applicable):

Active Registration/Certification in the System for Award Management (<https://www.sam.gov/>):

Type of Business (Small or Large):

2. Describe your overall integrated branding, marketing and communications capabilities and resources. Indicate the current number of dedicated staff you employ for each of the following marketing communications disciplines: account planning/research, creative advertising, media planning, media buying, digital advertising/content (including online advertising, social, and mobile), web site design and maintenance, public relations, and direct marketing.

3. Describe your agency's national capabilities, experience for planning, and provide examples of executing and evaluating an integrated campaign of similar size and scope to the draft PWS.

4. Indicate whether your agency directly provides media buying services. If so, please provide a list of the clients you currently provide this service for, along with your total projected 2014 billings (across all clients) for each of the following media: network TV, cable TV, spot market TV, national and spot market radio, magazines, newspapers, out of home, and online advertising. If not, please indicate if you offer such services through a partnership with another firm. Name the partner firm, list the clients you have actively partnered together on over the last 3 years, and provide the total projected media billings by medium for the partner firm.

5. Provide an overview of your public relations capabilities and the tools/resources you employ for consumer outreach programs, crisis management, media relations and media training.

6. Provide an overview of your agency's interactive and web capabilities and the tools/resources you employ for interactive advertising and lead generation, search engine marketing and optimization, web design and usability testing, and review/evaluation of new interactive media.

7. Provide an overview of your account planning and market research capabilities.

8. Do you believe all aspects of this PWS could be performed by the small business sector? If not, please specify/describe which areas best suited for subcontracting to the small business sector.

9. Provide a brief description and example(s) of major sponsorship marketing events (e.g. a bowl game, auto race, concert tour, etc.) that your firm has planned and executed on behalf of your clients.

10. Please offer any suggestions of how the Army can best structure contract requirements to facilitate competition by and among small business concerns.

11. Excluding the Labor Hour contract type, what do you recommend as a potential contract type to best meets the needs of this effort and why?

12. As a potential proposer for this acquisition, would your agency find benefit in having an opportunity to submit preliminary capability information (in response to a posted pre-solicitation notice (IAW FAR 15.202)) prior to release of the solicitation for review by the Government and advisement of your agency's potential to be a viable competitor in this acquisition?

The following attachments are included with this notice:

- DRAFT – U.S. Army Marketing and Advertising Program Performance Work Statement
- Army Marketing Plan (AMP) Table of Contents for Fiscal Years 2013, 2014, and 2015. These documents will assist interested agencies in determining the magnitude and scope of the Army Marketing and Advertising Program.

We would appreciate all responses to this SSS at your earliest convenience but not later than 19 December 2014 at 5:00 P.M. Central Standard Time. Responses received after the due date may not be considered.

Responses or inquiries about this SSS shall be submitted electronically via e-mail to: [usarmy.jbsa.acc-micc.mbx.micc-fsh-amp@mail.mil](mailto:usarmy.jbsa.acc-micc.mbx.micc-fsh-amp@mail.mil). The subject of your email must include your company's legal name, state the nature of your email and include the SSS Contract Number W9124J-15-R-0001. For example, the subject of your email should be similar to the following:

- a) Company XXXXX Completed SSS Number W9124J-15-R-0001
- b) Company XXXXX Question Regarding SSS Number W9124J-15-R-0001

**CONTRACTING OFFICE ADDRESS:**

MICC Center - Fort Sam Houston (JBSA), Directorate of Contracting, 2205 Infantry Post Road, Bldg 603, 1<sup>st</sup> Floor, Fort Sam Houston, TX 78234-1361

Please note: The Army is interested in maximum effective competition. If you feel any of the aspects listed in this announcement unreasonably restrict competition, please submit a Statement of Unreasonable Restrictions to Competition to the MICC Advocate for Competition, Dean Carsello at [dean.m.carsello.civ@mail.mil](mailto:dean.m.carsello.civ@mail.mil). In your statement, please reference this announcement number and the Army Advertising and Marketing Program. Also, your statement must indicate what element of the planned acquisition specifically is restricting competition and why it is unreasonable.