

**Alabama Department of Public Health  
Health Marketing Advertising/Social Media  
Request for Proposals (RFP) FY22**

**Release Date: June 10, 2021**

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Request for Proposals (RFP) FY22**

Agency Name: Alabama Department of Public Health (ADPH), Bureau of Prevention, Promotion, and Support, Communications and Health Marketing Division

RFP Title: Health Marketing Advertising/Social Media RFP

Funding Period: October 1, 2021 to September 30, 2023

Funding Type: Funding will be provided in the form of a professional services contract using federal and state funds.

Due Date for Applications: Proposals, along with the State of Alabama Vendor Disclosure Statement, must be received in the office requested in this RFP by 4:00 p.m. CST on July 9, 2021.

**I. OVERVIEW AND PURPOSE**

ADPH, in partnership with the medical community, has the responsibility of informing and educating the public, health care professionals and organizations, businesses, educational institutions, government office, and media on vital public health concerns.

ADPH seeks the expertise of a full-service advertising agency that will assist the department in creating the most cost-effective communications to target populations. Respondents must have experience in creative development and graphic design, media planning and buying (including post-buy analyses of schedules), broadcast media production, and development of comprehensive communication plans utilizing a variety of media platforms.

**II. APPLICATION DETAILS**

**A. Eligible Applicants**

Eligible applicants must be a full-service advertising agency with a minimum of 5 years in the field of advertising and a minimum of 5 full-time staff. The company must be registered or eligible to register with the State of Alabama as a vendor and have prior experience working with state government agencies.

**B. Funding Available**

A maximum of \$5,200,000 is available for the initial contract period, with an option to renew annually for two years after the initial contract period. Renewal will be dependent on satisfactory performance and availability of funding. Payment for services will be rendered upon receipt of invoice and supporting documentation after successful completion of projects.

**C. Required Activities**

The selected company must provide full-service advertising including audience research, media research planning and buying, social marketing, creative development and production, broadcast production, and provision of materials in all needed formats.

The applicant is required to submit the following information. Please provide prices on the following as instructed per item. Pricing structure should remain the same for the duration of the project period.

Social marketing rates

Marketing needs consultation with client per hour:

Marketing research per hour:

Marketing analysis, planning, evaluation per hour:

Creative and production rates

Creative planning per hour:

Research per hour:

Copywriting per hour:

Layout/design per hour:

Art direction per hour:

Illustration per hour:

Photo/Image manipulation per hour:

Formatting per hour:

Inputting text per hour:

Art production per hour and per page:

Scanning per hour and per page:

Resource search (e.g., models, props, locations) per hour:

Photo/image search per hour:

Disk charges (CD, or other electronic source):

E-mail file charges:

Proof copy charges per 8 x 11 and 11 x 7:

Storyboarding, preparation of other presentational pieces (e.g., campaign pieces mounted on art board with easels), and other manual arts services per hour:

Broadcast Production

Dubbing:

Talent search and coordination per hour:

Broadcast direction/production per hour:

Resource search per hour:

Music production/research per hour:

Media:

Media planning per hour:

Media buying per hour:

Media billing per hour:

Other Rates

Account service per hour:

Administration per hour:

Estimating per hour:

Clerical per hour:

Travel time:

Long distance calls:

Mailing charges:

Pickup/deliver:

Estimate fastest possible response time for on-site meetings and pick-up/deliveries:

Technical assistance (marketing strategies for grants and reports, production assistance, etc.) per hour:

What is your proprietary policy on materials that you produce?

What equipment and software do you use to produce materials?

What media planning resources do you use?

Number of full time/part time employee:

Number of account service reps:

Number of media planners:

Number of art directors:

Number of couriers:

#### D. Sample Requirements

Provide a list of some of your clients, with phone numbers, along with samples of work you have done for them. If you have only one sample, you may submit copies or simply run copies of the file. These should include a variety of materials, including but not limited to the following:

Ten examples of work in social marketing

Three examples of brochures

Three commercials or PSAs (preferably on one electronic source)

Three company identity packages

Three annual reports

Three proposals or market analyses (on the analyses you may make a copy and block out the company's name if confidentiality is an issue)

If you feel you must make a substitution for any of these, please provide a short explanation as to why, e.g., "have not done this" or "this is a better sample of our work."

#### E. Deadline for Submission

Proposals, along with the completed Vendor Disclosure Statement ([alabamaag.gov/forms](http://alabamaag.gov/forms)), must be received in the office shown below by 4:00 p.m. CST on July 9, 2021. All applications received after this date will be returned to the sender.

Please submit completed applications to:

Ryan Easterling  
Alabama Department of Public Health  
201 Monroe Street, Suite 940  
Montgomery, AL 36104  
[Ryan.easterling@adph.state.al.us](mailto:Ryan.easterling@adph.state.al.us)

### III. ADDITIONAL PROPOSAL REQUIREMENTS

#### A. Cover Page

The applicant should include the following contact information on the cover page of the proposal:

- Name of applicant
- Name of the company or organization

- Mailing address
- Telephone number
- Fax number
- E-mail address
- Company or organizational website

**B. Format Required**

The proposal should be typed and doubled-spaced on a single side of 8 ½ x 11 plain, white paper with 1 inch margins using black Times New Roman print with 12-point size font. All pages should be clearly numbered consecutively.

**IV. EVALUATION CRITERIA**

The following point system will be the criteria used to evaluate all eligible applications:

Lowest cost per services per hour	35 points
Number of years of professional experience with multimedia development, production, and placement, including the range and amount of work performed	30 points
Examples of work, including the range of health care and government agency work performed and quality of work developed	30 points
Meeting all eligibility requirements	<u>5 points</u>
Total points	100 points

A review panel consisting of staff from the Communications and Health Marketing Division will conduct a fair and impartial review of the proposals submitted. The proposal receiving the most points will be awarded the contract.

**V. AWARD NOTIFICATION**

The successful applicant will be notified by email no later than July 30, 2021.