



STATE OF ARKANSAS
Arkansas Economic Development Commission
900 West Capitol Ave., Suite 400
Little Rock, Arkansas 72201

RESPONSE PACKET

RFQ AED-16-0017

Public Relations

CAUTION TO VENDOR

Vendor's failure to submit required items and/or information as specified in the *RFQ Solicitation Document* **shall** result in disqualification.



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RESPONSE SIGNATURE PAGE

Type or Print the following information.

RESPONDENT'S INFORMATION				
Company:				
Address:				
City:		State:		Zip Code:
Business Designation:	<input type="checkbox"/> Individual <input type="checkbox"/> Partnership	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation	<input type="checkbox"/> Public Service Corp <input type="checkbox"/> Nonprofit	
Minority Designation: <i>See Minority Business Policy</i>	<input type="checkbox"/> Not Applicable <input type="checkbox"/> African American <input type="checkbox"/> American Indian	<input type="checkbox"/> Hispanic American <input type="checkbox"/> Asian American	<input type="checkbox"/> Pacific Islander American <input type="checkbox"/> Service Disabled Veteran	
	AR Minority Certification #: _____		Service Disabled Veteran Certification #: _____	

VENDOR CONTACT INFORMATION			
<i>Provide contact information to be used for bid solicitation related matters.</i>			
Contact Person:		Title:	
Phone:		Alternate Phone:	
Email:			

CONFIRMATION OF REDACTED COPY
<input type="checkbox"/> YES, a redacted copy of submission documents is enclosed. <input type="checkbox"/> NO, a redacted copy of submission documents is <u>not</u> enclosed. I understand a full copy of non-redacted submission documents will be released if requested.
<p><i>Note: If a redacted copy of the submission documents is not provided with vendor's response packet, and neither box is checked, a copy of the non-redacted documents, with the exception of financial data (other than pricing), shall be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See bid solicitation for additional information.</i></p>

An official authorized to bind the vendor to a resultant contract must sign below (page 3).

The signature below signifies agreement that either of the following shall cause the vendor's response to be disqualified:

- Additional terms or conditions submitted in their response, whether submitted intentionally or inadvertently.
- Any exception that conflicts with a Requirement of this *Bid Solicitation*.

Use Ink Only.

Authorized Signature: _____

Title: _____

Printed/Typed Name: _____

Date: _____

SECTION 1 - VENDOR AGREEMENT AND COMPLIANCE

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: _____

Use Ink Only.

Printed/Typed Name: _____

Date: _____

SECTION 2 - VENDOR AGREEMENT AND COMPLIANCE

- Any requested exceptions to items in this section which are NON-mandatory **must** be declared below or as an attachment to this page. Vendor **must** clearly explain the requested exception, and should label the request to reference the specific solicitation item number to which the exception applies.
- Exceptions to Requirements **shall** cause the vendor's response to be disqualified.

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: _____

Use Ink Only.

Printed/Typed Name: _____

Date: _____

SECTIONS 3, 4, 5 - VENDOR AGREEMENT AND COMPLIANCE

- *Exceptions to Requirements **shall** cause the vendor's response to be disqualified.*

By signature below, vendor agrees to and **shall** fully comply with all Requirements as shown in this section of the bid solicitation.

Authorized Signature: _____

Use Ink Only.

Printed/Typed Name: _____

Date: _____

INFORMATION FOR EVALUATION

- Provide a response to each item/question in this section. Vendor may expand the space under each item/question to provide a complete response.
- Fully respond to these questions in conjunction with the sample work described on the last page of this document to guarantee a complete evaluation.

QUESTIONS FOR VENDOR EVALUATION: PUBLIC RELATIONS		MAX POSSIBLE SCORE
1	Describe your company's business-to-business communication experience and capabilities.	20
2	Describe your company's reputation and trust management experience and capabilities.	20
3	Describe your company's crisis and risk management experience and capabilities.	20
4	Describe your company's experience with stakeholder mapping and public engagement.	20
5	Describe your company's social media marketing experience and capabilities.	20
6	Describe your experience with platform development and earned media strategy.	20
7	Describe your company's special event marketing and thought leadership experience and capabilities.	20
8	Describe your company's research and target market intelligence experience and capabilities.	20
9	Describe your company's national media relations and sustained outreach experience and capabilities.	20
10	Describe your company's multi-channel and cross-channel optimization experience and capabilities.	20
11	Describe your company's experience with message pull-through and measurable outcomes.	20
12	Describe your company's inbound marketing methodology and capabilities, as well as how this process influences your multi-channel marketing efforts.	5
13	Describe your company's experience with citizenship and corporate social responsibility.	10
14	Describe your company's attribution modeling capabilities.	5
15	Describe your company's social content development and brand advocacy capabilities.	5
16	Describe your company's data capabilities.	5
17	Sample Work Submission (see below for details)	100
TOTAL POSSIBLE POINTS		350

Sample Work Submission

The maximum possible score for this component is 100 points.

Provide one to three client case studies reflecting some of your best and most recent work, including all of the requested information and relevant support materials listed below:

- A. Provide a comprehensive B2B public relations (PR) platform and/or **earned media strategy**, including client challenges, opportunities and goals.
- B. List and provide any **research** conducted and the resulting analysis of your client's reputation/situation before implementing your strategic communications efforts
- C. List and describe the PR **campaign elements** utilized in conjunction with the plan (i.e. inbound methodology, brand reputation, media relations, influencer relations, content marketing, social media, thought leadership, etc.)
- D. Provide the correlating earned media **executions** developed as a result of the program, (i.e. earned editorial, blogs, social posting, event ideation and/or SME opportunities)
- E. Provide a line item annual **budget** and spend breakdown by campaign element
- F. Provide a **channel synopsis** and spend summary, illustrating the earned channels and resource allocation for the plan
- G. List and describe the **metrics/analytics** established to define success and optimize the campaign, i.e. message pull-through, attribution modeling, social analytics, etc.
- H. Describe the goals, or conversion metrics (i.e. attractions, leads, sales, etc.) and explain the success of the program in terms of goal achievement and **conversion growth**.
- I. Organize the presentation of your samples with the following titles:
 - 1. Earned Media Strategy
 - 2. Research
 - 3. Campaign Elements
 - 4. Executions
 - 5. Budget
 - 6. Channel Synopsis
 - 7. Metrics/Analytics
 - 8. Conversion Growth/Goal Achievement