



# STATE OF ARKANSAS

## OFFICE OF STATE PROCUREMENT

1509 West 7th Street, Room 300  
Little Rock, Arkansas 72201-4222

# ***TECHNICAL PROPOSAL PACKET***

## ***SP-17-0095***

### **CAUTION TO VENDOR**

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



# STATE OF ARKANSAS

## OFFICE OF STATE PROCUREMENT

1509 West 7th Street, Room 300

Little Rock, Arkansas 72201-4222

## PROPOSAL 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"/> Sole Proprietorship <input type="checkbox"/> Public Service Corp <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <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"/> Hispanic American <input type="checkbox"/> Pacific Islander American <input type="checkbox"/> American Indian <input type="checkbox"/> Asian 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.  <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), <b>shall</b> be released in response to any request made under the Arkansas Freedom of Information Act (FOIA). See Bid Solicitation for additional information.</i>

**An official authorized to bind the vendor to a resultant contract must sign below.**

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*.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_  
*Use Ink Only.*

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: \_\_\_\_\_

**PROPOSED SUBCONTRACTORS FORM**

- **Do not** include additional information relating to subcontractors on this form or as an attachment to this form.

**VENDOR PROPOSES TO USE THE FOLLOWING SUBCONTRACTOR(S) TO PROVIDE SERVICES.***Type or Print the following information*

Subcontractor's Company Name	Street Address	City, State, ZIP

☐ **VENDOR DOES NOT PROPOSE TO USE SUBCONTRACTORS TO PERFORM SERVICES.**

By signature below, vendor agrees to and **shall** fully comply with all Requirements related to subcontractors as shown in 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.
- **Do not** include additional information if not pertinent to the itemized request.

	<b>Maximum RAW Score Available</b>
<b>E.1 COMPANY PROFILE AND EXPERIENCE</b>	
A. To what advertising network does your company belong and what resources do they provide?	5 points
B. Is there any material litigation pending, or within the past three (3) years, against the company? If yes, explain the nature of such litigation. What material effect does the litigation have upon the operation of your organization? If no, explain the safeguards in place to avoid litigation issues.	5 points
C. Describe the company's legal organizational structure (corporation, partnership, etc.), including parent, subsidiary, or affiliate status. If the company is in the process of merging with another organization or being acquired by another firm, please provide details in 500 words or less.	5 points
D. Provide company revenue for 2013, 2014, 2015, and 2016 (estimated).	5 points
E. Show account trends (revenues gained or revenues lost) from within the last five (5) years, on a client-by-client basis for your top five (5) clients.	5 points
F. Describe your company's most relevant current or past tourism experiences with three (3) clients. Include the length of account relationship, and scope of work.	5 points
G. How is your company uniquely qualified, experienced, and positioned to market the State of Arkansas as a premier tourism destination?	5 points
H. Describe how your company pursues the latest technologies, trends, platforms, and messaging opportunities and how they will be utilized for ADPT.	5 points
I. Describe your company's level of knowledge and understanding of Arkansas's brand and consumer segments.	5 points
J. Describe how your company ensures that there is consistency in messaging throughout the various media outlets.	5 points
K. Describe how your company has taken calculated risks that has advanced tourism for other clients and how that can be used to benefit Arkansas.	5 points
L. Describe your company's practices that ensure transparency, trustworthiness, and integrity.	5 points
M. Provide an example that shows your company's experience working with limited funds to achieve a goal.	5 points
N. Describe your company's understanding of the unique systems, timelines, and responsibilities which are inherent with a state government account.	5 points

- |    |   |          |
|----|---|----------|
| O. | Describe how your company will be able to incorporate and expand on existing partnerships and programs to the benefit of ADPT.  | 5 points |
| P. | Describe your capacity to add international marketing (travel, trade, and consumer) to the scope of work.   | 5 points |
| Q. | Describe and detail which portions of the following six services will be provided by the prime contractor and which portions will be provided by a subcontractor(s). <ul style="list-style-type: none"> <li>• Lead and Creative</li> <li>• Public Relations</li> <li>• Social Media</li> <li>• Media Planning and Buying</li> <li>• Website Development and Hosting</li> <li>• Marketing</li> </ul> | 5 points |

## **E.2 STAFFING/ DEPARTMENTS**

- |    |  |          |
|----|--|----------|
| A. | Submit an organizational chart for your company, including the number of employees by department and function.   | 5 points |
| B. | Provide biographical sketches of key staff members who will work on the account, including each individual's name, title, role on the account, and percentage of time that will be dedicated to the Arkansas account. Where appropriate, include relevant work accomplishments and experience. | 5 points |
| C. | Describe how your company ensures that there is a commitment to a team approach when working with a project.   | 5 points |
| D. | Provide a summary describing average tenure of your employees, typical annual turnover, and practices/policies in place to ensure account continuity with staff turnover.  | 5 points |
| E. | If your company will use subcontractors, how will your company take the lead in developing integrated marketing communications? If not using subcontractors, how does your company ensure that all areas stay consistent across all channels?  | 5 points |

## **E.3 AWARDS, ACCOLADES, AND INDUSTRY RECOGNITION**

- |    |   |          |
|----|---|----------|
| A. | List any significant awards and industry recognition received by the company over the past five years. Indicate the client and campaign which was recognized, and the year the award was given. | 5 points |
|----|---|----------|

## **E.4 CREATIVE**

- |    |  |          |
|----|--|----------|
| A. | How do you plan to meet the requirement for an in-state presence for the key Account Executive?  | 5 points |
| B. | Describe your approach to developing integrated advertising campaigns. Include a description of the company's creative process, and how it determines and prioritizes strategy, insights, and recommendations. | 5 points |
| C. | How does your company motivate its staff and other company partners to continually strive for excellence on behalf of a client?  | 5 points |
| D. | Describe the process your company will use to challenge ADPT with new ideas that will advance ADPT's objectives.   | 5 points |
| E. | Provide details on your company's experience in developing and executing content strategies.   | 5 points |



- |   |          |
|---|----------|
| F. Describe your experience working with clients which are governmental agencies.   | 5 points |
| G. Describe in detail your experience working with destination marketing organizations.   | 5 points |
| H. Describe your approach to measurement and analytics.   |          |
| 1. What is your approach to continuous reporting and optimization?  | 5 points |
| 2. How do you demonstrate program success to your clients and remain accountable for the program's outcome?   | 5 points |
| I. List and briefly describe proprietary research tools of the company.   | 5 points |
| J. List and explain your company's capabilities in understanding and marketing to specific audience segments (and include any proprietary programs the company uses to gain a better understanding of an audience's habits, tendencies, and motivations). | 5 points |
| K. Provide a recent case study which demonstrates your company's ability to develop and execute integrated marketing and communication ideas (include paid, owned, and earned media):   |          |
| 1. Define your client's challenge.  | 5 points |
| 2. Detail the responsible entities and their specific contributions to the overall idea.  | 5 points |
| 3. What key insights and analyses led to the program's success?   | 5 points |
| 4. Describe the key performance indicators and program measurements used to gauge the program's overall effectiveness.  | 5 points |

#### **E.5 PUBLIC RELATIONS**

- |   |          |
|---|----------|
| A. Describe how you collaborate with other account areas within your company on a client's roster to develop a cohesive public relations plan.  | 5 points |
| B. Describe the roles and responsibilities of the public relations program (including how you develop the strategic approach and bring to execution in market, including outbound media exposure).  | 5 points |
| C. What key metrics do you use most often with your clients to gauge effectiveness and return on investment?  | 5 points |
| D. What do you believe are the top three mistakes clients make in the PR arena, and how do you help clients avoid these pitfalls?   | 5 points |
| E. Provide a public relations case study from the past 24 months that demonstrates your company's creativity and thinking. It should be pertinent to this RFQ, and should include editorial coverage your company obtained on behalf of a travel/tourism account. | 5 points |
| F. Describe your company's experience and knowledge of best practices in PR campaign management.  | 5 points |

**E.6 SOCIAL MEDIA**

- |   |          |
|---|----------|
| A. Describe how you collaborate with other account areas within your company on a client's roster to develop a cohesive social media plan.  | 5 points |
| B. Describe your strategic and creative process in the development of social media content. How do you ensure that content is on strategy and maintains a strong linkage to the brand?  | 5 points |
| C. Describe your company's understanding of various platforms and their potentials.   | 5 points |
| D. Describe your company's knowledge and utilization of best practices in metrics and analytics related to social media.  | 5 points |
| E. Describe your company's ability to deliver meaningful strategic insights.  | 5 points |
| F. What is your approach to data, research, and measurement?  | 5 points |
| 1. What key metrics do you most often use with your clients?  | 5 points |
| 2. How does this data influence the client's overall initiative, both online and offline?   | 5 points |
| G. What do you believe are the top three mistakes which clients make in the social media arena, and how do you help your clients avoid these pitfalls?  | 5 points |
| H. Provide a social media case study from the past 24 months that demonstrates the creativity, innovativeness, and strategic capabilities of your company. It should include any insights and lessons learned that have resulted in the improvement and enhancement of subsequent initiatives. The case study should be pertinent to the content of this RFQ. | 5 points |

**E.7 MEDIA PLANNING AND BUYING**

- |  |          |
|--|----------|
| A. Describe how you collaborate with other account areas within your company on a client's roster to develop a cohesive marketing plan.  | 5 points |
| B. List the company's primary analytic and planning tools you will use to service the account, indicating those which have additional out-of-pocket costs and those which are accessible to the client without additional costs. | 5 points |
| C. Provide samples of reports or dashboards for the above (B) where appropriate.   | 5 points |
| D. Provide an overview of your company's philosophy regarding strategic media planning and channel planning.   | 5 points |
| E. What is your overall philosophy and/or approach concerning media buying, including programmatic buying?   | 5 points |
| F. What are the primary factors you use to gain a competitive buying advantage for your clients?   | 5 points |

**E.8 DIGITAL**

- |  |          |
|--|----------|
| A. What are the primary factors you use to gain a competitive buying advantage for your clients?     | 5 points |
| B. How do you collaborate with other roster agencies to ensure an integrated and holistic execution? | 5 points |

- |  |          |
|--|----------|
| C. What do you believe is the most significant/important development in the digital arena to date, and how is your company set to capitalize on it?        | 5 points |
| D. What is your approach to data, research, and measurement?   | 5 points |
| 1. What key metrics do you most often use with your clients?   | 5 points |
| 2. How does this data influence the client's overall initiative, both online and offline?  | 5 points |
| E. Describe your process for content development and how you ensure content is strategic and maintains a strong linkage to the brand.                      | 5 points |
| F. Provide two case studies from the previous 24 months, clearly identifying the challenges, goals, and objectives of the campaign and the company's role. |          |
| 1. Case study 1 should involve a situation where the vendor was responsible for web design and personalization strategies.                                 | 5 points |
| 2. Case study 2 should demonstrate the vendor's ability to contribute to an integrated campaign.   | 5 points |

#### E.9 WEBSITE

- |  |          |
|--|----------|
| A. Describe how your company would make the <a href="http://www.Arkansas.com">www.Arkansas.com</a> and <a href="http://www.arkansasstateparks.com">www.arkansasstateparks.com</a> websites among the best in their categories. | 5 points |
| B. Describe your company's experience with the following:  |          |
| 1. JAVA development, or similar.   | 5 points |
| 2. Google analytics.   | 5 points |
| 3. Google TagManager.  | 5 points |
| C. Describe your company's knowledge of best practices and analytical benchmarks with website development.   | 5 points |

#### E.10 TRANSITION AND IMPLEMENTATION

- |  |          |
|--|----------|
| A. Describe how your company will ensure a smooth and expedient transition from the current contract to a new one.           | 5 points |
| B. Provide a detailed proposed Implementation Plan, with timelines, addressing the following phases:                         | 5 points |
| a. Project Initiation  |          |
| b. Project Planning  |          |
| c. Actual Implementation   |          |
| d. Testing   |          |
| e. Release/ Go Live  |          |
| C. Describe an implementation challenge that was faced by your client, and how your company successfully completed the plan. | 5 points |