

Request for Proposals (RFP) Addendum #2

Agency: Minnesota Department of Health

Title: Request for Proposals for Marketing Services

Addendum Number: 02

Date of Addendum: 10/31/2019

SCOPE OF ADDENDUM

The following are changes to the RFP: An amended Scope of Work section.

In this Addendum, changes to pre-existing RFP language will use ~~strike through~~ for deletions and underlining for insertions.

1. General Tasks

1.1. Stay current with emerging tobacco control-related topics, emerging commercial tobacco use trends, and new tobacco use data, and also be knowledgeable about the following information.

- Commercial tobacco use rates and disparities in Minnesota
- The importance of cessation interventions as part of comprehensive statewide commercial tobacco control
- Barriers to cessation for Minnesota's communities that still use commercial tobacco
- Best practices in health communications for commercial tobacco prevention and control
- Past campaigns promoting cessation services in Minnesota
- MDH's mission and values

1.2. Coordinate a kick-off meeting to discuss and develop a table of deliverables, associated activities, frequency, and due dates.

1.3. Coordinate approvals of timelines, work plans, media plans, creative assets, and all other deliverables with MDH. All collateral and assets developed as part of this work will need to be approved by MDH. MDH may take up to five business days to complete approvals.

2. Brand Development and Management

~~The selected Contractor will conduct market research to determine the brand equity of QUITPLAN[®] Services and make a recommendation as to whether the new services should continue QUITPLAN[®] Services branding, rebrand, or create entirely new branding.~~

~~2.1 Conduct an inventory of current QUITPLAN[®] Services marketing assets, and identify and list all assets that can be reused, or if needed, rebranded or recreated.~~

~~2.2 Use surveys, focus groups, competitive scan of other state quitline branding strategies, and other marketing research strategies to determine the current status and brand equity of the QUITPLAN[®] Services brand positioning.~~

~~2.3 Analyze the strengths and weaknesses of the current QUITPLAN[®] Services brand and make a recommendation and strategic plan for transitioning the QUITPLAN[®] Services brand to the new cessation services to be operated by MDH.~~

~~2.4 Provide cost estimates for alternative branding strategies: maintaining the QUITPLAN[®] Services brand, rebranding, or creating an entirely new brand identity.~~

~~2.5 If the alternative of a new brand identity is chosen, d~~Develop and maintain a brand identity for the new statewide tobacco cessation services. Branding should be science-based and culturally informed and follow the tenets of social marketing best practices.

~~2.5.1~~2.1 In a process to be determined before contract execution, develop a strategy to engage diverse stakeholders in a branding initiative that may include conducting or collecting research (such as interviews, focus groups, surveys) to develop a brand platform and inform the development of brand components.

~~2.5.2.2~~ Develop a brand platform for the new statewide cessation services, including positioning, alignment, personality, promise, and value proposition.

~~2.5.3.2.3~~ Define a visual brand identity and naming convention.

~~2.5.4.2.4~~ Development of three to five logos for final review and approval by MDH.

~~2.5.5.2.5~~ Once the name and visual identity are finalized, create graphic standards and style guidelines, templates, and usage examples (such as press releases, memos, social media posts).

~~2.5.6.2.6~~ Create a brand guide.

2.7 Conduct an inventory of current QUITPLAN[®] Services marketing assets, and identify and list all assets that can be reused, rebranded, or recreated.

~~2.5.7.2.8~~ Design and implement marketing and brand collateral, in collaboration with MDH and the Cessation Services Contractor (who has yet to be determined), including, but not limited to a website and landing pages, an electronic mailing list, and a social media presence.

~~2.5.8.2.9~~ Collaborate with MDH and the Cessation Services Contractor to ensure all consumer-facing materials and media related to this work are branded appropriately.

3. Campaign Development and Implementation

Develop and implement a campaign to raise awareness and promote the new and free statewide tobacco cessation services. The campaign should be designed to engage Minnesotans who use tobacco, encourage quit attempts, and increase use of these services.

- 3.1. Develop a plan to use existing, relevant creative assets from similar statewide or national tobacco prevention or cessation campaigns.
- 3.2. Develop and produce effective creative assets that helps change social norms around tobacco and promotes quitting. This includes targeted, culturally informed materials to reach populations most disparately impacted by the harms of commercial tobacco.
- 3.3. Develop a plan for formative testing of campaign materials with diverse target audiences.
- 3.4. Develop, implement, and measure content and digital marketing strategies to support the campaign to ensure relevancy in diverse target audiences.
- 3.5. Develop and execute public relations to promote the new statewide cessation services, including event support.
- 3.6. Plan, negotiate and buy statewide media to effectively reach diverse target audiences and maximize budgets. This may include broadcast, print and out-of-home, digital, and other innovative or nontraditional media to reach populations most disparately impacted by the harms of commercial tobacco.
- 3.7. Provide strong management and outstanding client service, including, but not limited to, detailed billings, creative briefs, weekly status reports, production timelines and calendars, and service reports to record decisions and next steps.
- 3.8. Participate in campaign evaluations and reporting as directed by MDH.
- 3.9. Provide access to staff in the company that are well-established and senior.

This addendum shall become part of the RFP and should be returned with, or acknowledged in, the response to the RFP.

RESPONDER NAME:

SIGNATURE:

TITLE:

DATE: