



MINNESOTA DEPARTMENT OF HEALTH

Request for Proposals for Marketing Services

Minnesota's Commitment to Diversity and Inclusion

The State of Minnesota is committed to diversity and inclusion in its public procurement process. The goal is to ensure that those providing goods and services to the State are representative of our Minnesota communities and include businesses owned by minorities, women, veterans, and those with substantial physical disabilities. Creating broader opportunities for historically under-represented groups provides for additional options and greater competition in the marketplace, creates stronger relationships and engagement within our communities, and fosters economic development and equality.

To further this commitment, the Department of Administration operates a program for Minnesota-based small businesses owned by minorities, women, veterans, and those with substantial physical disabilities. For additional information on this program, or to determine eligibility, please call 651-296-2600 or go to www.mn.gov/admin/oep.

Minnesota Department of Health

Project Overview

The Minnesota Department of Health (“MDH” or the State”) requests proposals for a contractor to develop and manage a brand identity for new statewide tobacco cessation services, as well as a promotional campaign to raise awareness of the new services and encourage its use among Minnesotans who use tobacco products, as authorized by Minnesota Statute 144.397: Statewide Tobacco Cessation Services.¹ The 2019 Minnesota Legislature dedicated funding for the implementation of statewide tobacco cessation services to offer Minnesotans help in quitting commercial tobacco use.

MDH’s cessation services will replace QUITPLAN® Services, the statewide cessation services that are currently funded and administered by ClearWay MinnesotaSM, an independent nonprofit organization funded with three percent of Minnesota’s tobacco settlement. QUITPLAN® Services will stop accepting new enrollees on March 31, 2020 and the new statewide service will begin enrolling participants April 1, 2020. Participants enrolled in QUITPLAN® Services by March 31, 2020 will continue to receive QUITPLAN® Services through June 30, 2020. The currently branded QUITPLAN® Services, as well as the current quitline number 1-888-354-PLAN (7526) and website quitplan.com, will cease to be used after March 31, 2020 and will be replaced by the new MDH cessation services program. MDH plans to utilize the national quitline number 1-800-QUIT-NOW (784-8669) and will offer a new online registration platform for the future collection of cessation services to be offered statewide in Minnesota.

MDH anticipates offering a level of cessation services similar to those currently provided through QUITPLAN® Services.

All references to “tobacco” in this RFP refer to commercial, retail tobacco products (including cigarettes, cigars and cigarillos, shisha, smokeless tobacco, and electronic nicotine delivery systems like e-cigarettes), and not traditional tobacco that is used for spiritual or ceremonial purposes.

The selected Contractor will develop and manage a brand identity for the new cessation services, as well as a comprehensive marketing campaign that includes paid, earned, and digital media. The selected Contractor will conduct market research to make a recommendation as to whether the new cessation services should continue QUITPLAN® Services branding, rebrand, or create entirely new branding. The campaign should build upon the strengths and strategies of both past and current statewide and national commercial tobacco cessation campaigns and introduce innovative tactics to reach Minnesotans who use commercial tobacco. The campaign should also employ culturally competent strategies to attract and engage Minnesotans most disparately impacted by the harms of commercial tobacco use.

Background

Commercial tobacco use is the number one cause of preventable death and disease, killing over 6,300 Minnesotans each year and costing the state more than \$3 billion in excess health care costs. Public health efforts have driven down smoking rates, but 574,000 adults in Minnesota still smoke and need help quitting.

According to 2017 data from the Behavior Risk Factor Surveillance System, the age-adjusted adult smoking rate in Minnesota is 14.8%. That represents a 24% decrease since 2011. However, not all

¹ <https://www.revisor.mn.gov/statutes/cite/144.397>

Minnesotans have realized the same decline and some populations continue to be disproportionately impacted. Commercial Tobacco Use Data by Population (PDF) at www.health.mn.gov/cessationmarketing contains a summary of current adult smoking rates in Minnesota, overall and broken down by specific populations, that are a priority focus for MDH. Populations disproportionately impacted include but are not limited to African American and American Indian communities, Minnesotans experiencing behavioral health issues, and other populations based on education, income, and geography.

Electronic nicotine delivery system (also known as e-cigarettes) use among Minnesota adults and youth is substantial. It adds to the harms of nicotine addiction and increases the need for access to cessation services. 3.5% of adults and 10.8% of young adults (aged 18-24) use e-cigarettes (currently some days or every day) (BRFSS 2017). According to 2017 data from the Minnesota Youth Tobacco Survey (MYTS 2017), 19.2% of 9th through 12th graders use e-cigarettes (past 30 days). See E-cigarette Data (PDF) at www.health.mn.gov/cessationmarketing for additional e-cigarette use data.

QUITPLAN® Services and the *No Judgments. Just Help.* campaign: QUITPLAN® Services is a free program available to anyone who wants to quit tobacco and offers a wide array of tools for eligible Minnesotans. Tools include text messaging, an email program, a quit guide, and starter kits with two weeks of free patches, gum, or lozenges. QUITPLAN® Services has served more than 150,000 since its inception.

In March of 2014, ClearWay MinnesotaSM launched the *No Judgments, Just Help.* campaign. After conducting formative research with smokers, they found that many smokers felt overwhelmed by judgment and shame about their smoking habit. Smokers reported knowing the reasons they should quit, but lacked the support needed to quit. The purpose of the campaign was to engage smokers with supportive and encouraging messages. They wanted to connect with smokers wherever they are in their quitting process and let them know that QUITPLAN® Services understood how difficult it is to quit. The goal of the campaign was to educate smokers about how QUITPLAN® Services provides support and motivate them to make a quit attempt.

*Read more information about the *No Judgments. Just Help.* campaign by reviewing background material at www.health.mn.gov/cessationmarketing.*

Goals

MDH's agency mission is to protect, maintain, and improve the health of all Minnesotans. MDH therefore works, as directed by the applicable statutes, to reduce the harms of commercial tobacco by reducing youth access to commercial tobacco, eliminating secondhand smoke exposure, increasing access to cessation resources, and addressing tobacco-related disparities. Evidence-based cessation services are a core component of a comprehensive tobacco control program. MDH is dedicated to offering a statewide quitline and an array of cessation services that are accessible to all commercial tobacco users.

MDH seeks to engage as many Minnesota commercial tobacco users in the quitting process as possible, with the ultimate goals of:

- 1) increasing the current 2% quitline reach of Minnesota adult commercial tobacco users;
- 2) increasing quit attempts population-wide, and most importantly within priority populations listed in Commercial Tobacco Use Data by Population (PDF) at www.health.mn.gov/cessationmarketing to address disparities;
- 3) fostering successful quitting;
- 4) driving down adult commercial tobacco use prevalence in the state; and

- 5) offering youth and young adults newly addicted to nicotine clinically appropriate services and support.

Objectives of the Marketing Campaign

Cessation services are an evidence-based means of helping commercial tobacco users quit. MDH seeks to provide free and easily accessible statewide tobacco cessation services to Minnesotans who are uninsured or underinsured and who experience barriers accessing these services. The objectives of the marketing campaign are:

- By the end of the first year, establish a brand for the new statewide tobacco cessation services.
- By the end of the first year, establish a marketing campaign to promote the new statewide tobacco cessation services.
- From year one to year two, show a marked increase in brand awareness for the new statewide tobacco cessation services.
- From year one to year two, show a marked increase in new or organic visitors to the website for the new statewide tobacco cessation services.
- From year one to year two, show a marked increase in positive engagements on social media platforms for the new statewide tobacco cessation services.

Scope of Work

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, 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 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 Develop a brand platform for the new statewide cessation services, including positioning, alignment, personality, promise, and value proposition.
 - 2.5.3 Define a visual brand identity and naming convention.
 - 2.5.4 Development of three to five logos for final review and approval by MDH.
 - 2.5.5 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 Create a brand guide.
- 2.5.7 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 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 disproportionately 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 disproportionately 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.

Mandatory Skills and Qualifications

- Responders must have experience developing social marketing public health campaigns.
- Responder must have a total annual billings of \$1,000,000 or more.
- Responder must comply with MDH's Commercial Tobacco-Free Organizational Commitment.

Preferred Skills and Qualifications

The State prefers a responder who:

- Is accessible and available to meet in person regularly at the MDH office during the course of this contract;
- Has worked on a social marketing campaign in Minnesota;
- Has knowledge of Minnesota audiences;
- Is based in Minnesota;

Funding

The total funding available for this project is up to \$2,150,000 for the contract period. The staffing cost will be a significant factor in the evaluation of proposals.

MDH reserves the right not to review a proposal if the proposal does not meet the RFP criteria. MDH also reserves the right to award less than \$2,150,000.

This request for proposals does not obligate the State to award a contract or complete the project, and the State reserves the right to cancel the solicitation if it is considered to be in its best interest.

Contract Period

The contract is expected to begin in January, 2020, or upon full execution of the contract, whichever is earlier. The initial term of this contract is expected to be no longer than two (2) years, from January, 2020 to December 31, 2021, with the option to extend up to three additional years at increments determined by the State.

Approximately 50-55 percent of the overall budget should be allocated to buying media (including, but not limited to broadcast, print, or digital media) during the first year of the contract. For subsequent years, 65-75 percent of the overall budget should be allocated to media buys.

The State and the selected Contractor may mutually agree to extend the contract an additional three (3) years, in increments to be determined by the State, based on contractor performance and funding availability.

This contract period includes a two-to-three (2-3) month period for startup before launch of services which must begin on April 1, 2020.

Contractor Evaluation

MDH is committed to rigorously evaluating its marketing and communications efforts to measure progress and identify areas for improvement. The contract for this work will be evaluated annually using the following criteria. These factors, as well as progress made toward achieving departmental goals, are considered for annual contract renewals, new projects, and continuation of work.

- **Goals:** The selected Contractor meets or exceeds work plan process and outcome goals and objectives.
- **Budget:** The selected Contractor completes assignments within the specified budget.
- **Return on Investment:** The selected Contractor delivers significant impact with MDH's resources in meeting communication goals and objectives and helping to advance MDH's mission. The selected Contractor works efficiently to maximize budget, strives to exceed expectation in what is delivered for the money, and acts as a tenacious steward of MDH's budget.
- **Timeliness:** The selected Contractor meets or beats deadlines and responds to requests in a timely manner.
- **Counsel:** The selected Contractor anticipates client needs, demonstrates solution-oriented problem-solving ability, provides candid counsel, and works with partners and other vendors as requested.
- **Staff:** The selected Contractor assigns appropriate staff by matching skills, experience, and cultural competency with the assignment. The selected Contractor's staff members serve as ambassadors for MDH and its mission and behave professionally when representing MDH.
- **Organizational Skills:** The selected Contractor uses the State's time efficiently. Communications are clear, concise, and timely.
- **Creativity:** The selected Contractor consistently demonstrates outstanding creativity in work product.

- **Cultural Competency:** Given MDH's service to high priority populations and its work to reduce disparities in tobacco use, the selected Contractor consistently demonstrates cultural sensitivity and competency in all elements of its contracted work.
- **Evaluation:** The selected Contractor participates in evaluation efforts.

RFP Questions

Prospective responders are encouraged to contact the MDH with questions that may arise concerning this RFP. Please email RFP questions to tobacco@state.mn.us. Questions should include "Marketing Services RFP Question" in the email subject line. Questions may only be sent to the above email address; responders cannot submit questions via phone, U.S. mail, nor fax.

All questions and answers will be posted publicly on the MDH website at www.health.mn.gov/cessationmarketing. Questions and answers will be updated on **Tuesday, October 22, and Tuesday, October 29, 2019**.

The last day questions should be submitted is **Friday, October 25, 2019, at 4:00 pm Central Time**. Answers to these questions will be posted on **Tuesday, October 29, 2019**.

Individual MDH staff are **not** authorized to discuss this RFP with any potential responders before the submission deadline. Contacting, or attempting to contact, anyone at MDH regarding this RFP other than through the above email address may result in disqualification.

Notice of Intent

Prospective responders are strongly encouraged to submit a non-binding Notice of Intent to tobacco@state.mn.us by **4:00 pm Central Time on Monday, October 21, 2019**. Prospective responders should use the Notice of Intent Form (**Appendix A**). Please include "Marketing Services RFP – Notice of Intent" in the subject line of the email.

While prospective responders are strongly encouraged to submit a Notice of Intent, a Notice of Intent is not a mandatory requirement of this RFP. This means that a proposal may still be considered even if the responder did not submit a Notice of Intent; likewise, a responder is not obligated to submit a proposal just because they submitted a Notice of Intent.

Proposal Content

Technical proposal format requirements (*for narrative sections 1-5 below only*)

- Proposals should be typed, with one-inch margins, and in 11-point Calibri font.
- All pages should be single spaced and numbered consecutively.
- Proposals must not exceed 30 pages. Proposals exceeding the page limit will only be reviewed and considered up to the page limit.

Proposal narrative must include the following information:

1. Cover Letter

Provide a cover letter including:

- a. The responder's mission and how it relates to MDH.
- b. The responder's philosophy on client service.
- c. Why this contract would be important to the responder's organization.

2. General Responder Information (15 points)

Provide a description of the organization, including:

- a. Years in business.
- b. Types of services provided, which must include marketing for public health.
- c. Number of employees, by organization's departments; outline diversity of staff in both experience and cultural representation.
- d. Active client list and length of relationship. (*not included in page count, include in an appendix*)
- e. According to the size of the accounts, indicate where MDH would rank on the list.
- f. Three client references. Provide the names, affiliations, brief description of the work performed, and the email addresses and telephone numbers for three client references from accounts active any time during the period of January 1, 2016, through the present.

3. A statement of the objectives, goals, and tasks, including a description of the deliverables to be provided. (35 points) This should show or demonstrate the responder's view and understanding of the nature of the contract. It should include a detailed work plan that identifies the major tasks to be accomplished, and that will be used as a scheduling and managing tool as well as the basis for invoicing.

Responders are encouraged to propose additional tasks or activities that may fall out of scope if they will substantially improve the results of the project. These items and their costs should be separated from the required items on the cost proposal.

4. Qualifications, Capabilities, Experience, and Staffing (20 points)

An outline of the responder's background and experience with examples of similar work done by the responder, and how the responder meets the Required and Preferred Skills and Qualifications detailed above. Also include the following information:

Clearly describe the organization's experience and expertise in each of the following areas. The description should include the organization's process or approach.

- a. Developing and implementing brand identities, including but not limited to:
 - Brand platform
 - Graphic components and assets, such as logos
 - Brand guidelines
- b. Developing, implementing and measuring content and digital strategies, including but not limited to:
 - Digital advertising
 - Use of data analytics to optimize campaigns, improve user experience and better reach diverse target audiences
 - Website development, specifically any experience with Americans with Disability Act (ADA) Compliance
- c. Developing and implementing a public relations plan, including but not limited to:
 - Generating earned media in Minnesota
 - Measuring results
 - Relationships with the media
 - Event support
- d. Creating and producing impactful creative, including but not limited to:
 - Evaluating effectiveness of creative
 - Message or concept testing
 - Materials to reach populations most disproportionately impacted by the harms of tobacco.

- e. Planning, negotiating and buying media across Minnesota, including, but not limited to:
 - Television, radio, print, outdoor, online and nontraditional media
 - Obtaining value-added media
 - Buying media to reach populations most disproportionately impacted by the harms of commercial tobacco.
- f. Effective account management and client service
- g. Evaluating the effectiveness of your marketing campaigns particularly in diverse target audiences
- h. Collaborating with other agencies, specifically public affairs agencies
- i. Creating cause-related, social norm change campaigns or health-related work, specifically any tobacco prevention/cessation work

Provide a brief summary of the staff who will be assigned to the MDH contract, including the following information:

- Description of relevant creative and cultural experience, expertise, capabilities and credentials.
- Current accounts assigned, length of time assigned and a description of duties.
- Indicate their proposed responsibilities for the MDH contract and how this staff will deliver the best value given the tasks to be completed.
- You may include a one-page resume for each staff member as an attachment. (*not included in page count, include in appendix*)

5. Three Case Studies (15 Points, six-page maximum)

Include one case study for each area of the scope of work:

- Brand and campaign development for a new program or service;
- Development and implementation of a social marketing public health campaign; and
- Development and implementation of a campaign to reach diverse communities by the proposed team.

Case studies should reflect work completed by the responder within the last five years, and details should include:

- a. Challenge or opportunity
- b. Strategic approach
- c. Target audiences
- d. Approach to achieve cultural relevancy in target audience(s)
- e. Program elements
- f. Budget
- g. A list of staff who worked on the case who will also be working on the MDH account
- h. Results achieved
- i. Evaluation
- j. Collateral and work samples (*not included in page count, include in appendix*)

6. Cost Proposal. (10 Points) Describe the staffing costs associated with performing the services and deliverables in this RFP. Use the Cost Proposal Instructions (**Appendix B**). MDH does not make regular payments based upon the passage of time; it only reimburses for services performed or work delivered after it is accomplished.

Proposal content must also include:

7. Accessibility. A completed response to the attached Security Questionnaire Form (**Appendix C**)

and Voluntary Product/Service Accessibility Template(s) (**Appendix D**). The response must contain adequate information to evaluate the responsiveness to the accessibility standards. The Contractor must comply with accessibility requirements of Minnesota Statutes section 16E.03 and the State of Minnesota Accessibility Standards – available online at <https://mn.gov/mnlt/government/policies/accessibility/> – that incorporate both Section 508 of the Rehabilitation Act and Web Content Accessibility Guidelines 2.0 level ‘AA’. Special attention should be focused on the development of any new website and web content.

Vendors must complete the VPAT to demonstrate their current level of compliance. Vendors may attach samples of their work to further explain their answers to VPAT sections. Evaluation of a VPAT response is based on the extent to which the response is completed. A vendor’s current level of compliance at the time the response is submitted is not scored. If awarded a contract, all work by the successful responder must conform with the accessibility requirements above and as detailed by the contract terms.

8. Submit the following from the General Requirements section below:
 - A. Affidavit of Non Collusion
 - B. Certificate Regarding Lobbying
 - C. Workforce Certification
 - D. Equal Pay Certificate Form
 - E. Veterans Preference Form (if applicable)
 - F. Resident Vendor Form (if applicable)
 - G. Mandatory Requirements Compliance Form (**Appendix G**)
9. **Strategic Assignment Presentation** (*to be completed by proposal finalists, as determined by MDH*)
Finalists will be notified if they will be invited to present on the strategic assignment. Finalists will have the opportunity to present their strategic assignment on **December 6, 2019**, at MDH offices in Saint Paul.
 - a. *Format*
 - a. Introductions (10 minutes)
 - b. Strategic Assignment (40 minutes)
 - c. Questions and Answers (10 minutes)
 - b. *Strategic Assignment*
For this strategic assignment, assume a new Federal law has passed that increases the price of tobacco products by \$1.50. The law would go into effect on July 1, 2021. Provide strategic direction for creating a marketing campaign to leverage the change to promote tobacco cessation services. See the Strategic Assignment Scoping Document (**Appendix E**) for more information.
10. Proposal Cover Sheet (**Appendix F**) completed and signed.
11. Mandatory Requirement Compliance Form (**Appendix G**) completed and signed.
12. Commercial Tobacco-Free Organizational Commitment (**Appendix H**) completed and signed.

Proposal Instructions

All proposals must be received no later than **4:00 pm Central Time on Wednesday, November 13, 2019**, to be considered for funding. Proposals must be sent, hand-delivered, or couriered to:

Laura Oliven
Tobacco Prevention and Control
Minnesota Department of Health
85 East 7th Place
Suite 220
St. Paul, MN 55101
651-201-3535

Late proposals will not be considered.

All costs incurred in responding to this RFP will be borne by the responder.

Fax and email responses will not be accepted nor considered.

Submit **seven (7) copies** of the full proposal. Proposals are to be sealed in mailing envelopes or packages with the responder's name and address written on the outside. Each copy of the proposal must be signed in ink by an authorized member of the organization.

Provide **one (1) copy** of the cost proposal in a separately sealed envelope clearly marked on the outside "Cost Proposal" along with the organization's name. For purposes of completing the cost proposal, the State does not make regular payments based upon the passage of time, it only pays for services performed or work delivered after it is accomplished.

Proposals will be evaluated on "best value" as specified below. The cost proposal will not be opened by the review committee until after the qualifications points are awarded.

MDH has estimated that the cost of this contract should not exceed \$2,150,000. Price will be a significant factor in the evaluation of proposals.

Proposal Evaluation

Proposals will be evaluated and scored in a three-step process: 1) Pass/Fail, in which the responder must meet the Mandatory Requirements detailed below; 2) Weighted scoring of the technical proposal and cost proposal; and 3) Weighted scoring of interview, Strategic Assignment Presentation and cost proposal.

All responses that meet the pass/fail requirements in Step 1, will advance to Step 2. Any proposals that fail to meet the pass/fail requirements will not be considered for further evaluation. In Step 2, a team of evaluators will be convened by MDH to review the technical proposals submitted and score the cost proposals. MDE will then create a shortlist of the highest scoring responders who will be invited to proceed to Step 3, which will consist of an interview, the Strategic Assignment Presentation and again, cost proposals.

In Step 3, the highest scoring responders (finalists) will be asked to travel to Saint Paul at their own expense for an in-person interview and presentation with representatives of MDH. This in-person interview will be used to engage responders in a more detailed discussion about some of the aspects of the

proposal and allow responders to present their completed Strategic Assignment Presentation. Following the interviews and presentations, MDH will again score cost proposals of the finalists. All scores will then be compiled and a final selection will be made based upon the best value to the State. A 100-point scale will be used for the evaluation recommendation.

STEP 1: Mandatory Requirements (Scored as Pass/Fail)

The following will be considered on a pass/fail basis:

1. Proposals must be received on or before the deadline specified in this solicitation.
2. Responders must have experience developing social marketing public health campaigns.
3. Responders must have a total annual billings of \$1,000,000 or more.
4. Responders must comply with MDH's Commercial Tobacco-Free Organizational Commitment.

STEP 2: Technical Proposal and Cost Proposal (Scored based on percentage or points as indicated)

The factors and weighting on which proposals will be judged are:

| | |
|--|------------|
| 1. General Responder Information | 15% |
| 2. Expressed understanding of project objectives, and the scope and quality of deliverables in work plan | 35% |
| 3. Qualifications, Capabilities, Experience, and Staffing | 20% |
| 4. Three Case Studies | 15% |
| 5. IT Accessibility Standards | 5% |
| 6. Cost Proposal | 10% |

After Step 2, MDH will create a shortlist of the highest scoring responders to invite to proceed to Step 3. In Step 3, all points will reset to zero and the proposals will then be evaluated as follows:

STEP 3: Strategic Assignment Presentation and Cost Proposal (Scored based on percentage or points as indicated)

The factors and weighting on which proposals will be judged are:

| | |
|--------------------------------------|------------|
| 1. Interview | 30% |
| 2. Strategic Assignment Presentation | 30% |
| 3. Cost Proposal | 40% |

It is anticipated that the evaluation and selection will be completed during the week of December 9, 2019.

General Requirements

Affidavit of Noncollusion

Each responder must complete the attached Affidavit of Noncollusion and include it with the response.

Conflicts of Interest

Responder must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

Proposal Contents

By submission of a proposal, Responder warrants that the information provided is true, correct and reliable for purposes of evaluation for potential contract award. The submission of inaccurate or misleading information may be grounds for disqualification from the award as well as subject the responder to suspension or debarment proceedings as well as other remedies available by law.

Disposition of Responses

All materials submitted in response to this RFP will become property of the State and will become public record in accordance with Minnesota Statutes, section 13.591, after the evaluation process is completed. Pursuant to the statute, completion of the evaluation process occurs when the government entity has completed negotiating the contract with the selected vendor. If the Responder submits information in response to this RFP that it believes to be trade secret materials, as defined by the Minnesota Government Data Practices Act, Minnesota Statute § 13.37, the Responder must:

- clearly mark all trade secret materials in its response at the time the response is submitted,
- include a statement with its response justifying the trade secret designation for each item, and
- defend any action seeking release of the materials it believes to be trade secret, and indemnify and hold harmless the State, its agents and employees, from any judgments or damages awarded against the State in favor of the party requesting the materials, and any and all costs connected with that defense. This indemnification survives the State's award of a contract. In submitting a response to this RFP, the Responder agrees that this indemnification survives as long as the trade secret materials are in possession of the State.

The State will not consider the prices submitted by the Responder to be proprietary or trade secret materials.

Notwithstanding the above, if the State contracting party is part of the judicial branch, the release of data shall be in accordance with the Rules of Public Access to Records of the Judicial Branch promulgated by the Minnesota Supreme Court as the same may be amended from time to time.

Contingency Fees Prohibited

Pursuant to Minnesota Statutes Section 10A.06, no person may act as or employ a lobbyist for compensation that is dependent upon the result or outcome of any legislation or administrative action.

Sample Contract

You should be aware of the State's standard contract terms and conditions in preparing your response. A sample State of Minnesota Professional/Technical Services Contract is attached for your reference. Much of the language reflected in the contract is required by statute. If you take exception to any of the terms, conditions or language in the contract, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

Reimbursements

Reimbursement for travel and subsistence expenses actually and necessarily incurred by the contractor as a result of the contract will be in no greater amount than provided in the current "Commissioner's Plan" promulgated by the commissioner of Employee Relations. Reimbursements will not be made for travel and subsistence expenses incurred outside Minnesota unless it has

received the State's prior written approval for out of state travel. Minnesota will be considered the home state for determining whether travel is out of state.

Organizational Conflicts of Interest

The responder warrants that, to the best of its knowledge and belief, and except as otherwise disclosed, there are no relevant facts or circumstances which could give rise to organizational conflicts of interest. An organizational conflict of interest exists when, because of existing or planned activities or because of relationships with other persons, a vendor is unable or potentially unable to render impartial assistance or advice to the State, or the vendor's objectivity in performing the contract work is or might be otherwise impaired, or the vendor has an unfair competitive advantage. The responder agrees that, if after award, an organizational conflict of interest is discovered, an immediate and full disclosure in writing must be made to the Assistant Director of the Department of Administration's Office of Equity in Procurement ("OSP") which must include a description of the action which the contractor has taken or proposes to take to avoid or mitigate such conflicts. If an organization conflict of interest is determined to exist, the State may, at its discretion, cancel the contract. In the event the responder was aware of an organizational conflict of interest prior to the award of the contract and did not disclose the conflict to OSP, the State may terminate the contract for default. The provisions of this clause must be included in all subcontracts for work to be performed similar to the service provided by the prime contractor, and the terms "contract," "contractor," and "contracting officer" modified appropriately to preserve the State's rights.

Preference to Targeted Group and Economically Disadvantaged Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830, certified Targeted Group (TG) businesses and individuals submitting proposals as prime contractors will receive a six percent preference in the evaluation of their proposal, and certified Economically Disadvantaged (ED) businesses and individuals submitting proposals as prime contractors will receive a six percent preference in the evaluation of their proposal. Eligible TG businesses and ED businesses must be currently certified by the Office of Equity in Procurement (OEP) prior to the solicitation opening date and time. For information regarding certification, contact OEP at 651-201-2402 or procurement.equity@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Veteran-Owned Small Business Preference

Unless a greater preference is applicable and allowed by law, in accordance with Minn. Stat. § 16C.16, subd. 6a, the Commissioner of Administration will award a 6% preference in the amount bid on state procurement to certified small businesses that are majority owned and operated by veterans.

A small business qualifies for the veteran-owned preference when it meets one of the following requirements. 1) The business has been certified by the Office of Equity in Procurement as being a veteran-owned or service-disabled veteran-owned small business. 2) The principal place of business is in Minnesota AND the United States Department of Veterans Affairs verifies the business as being a veteran-owned or service-disabled veteran-owned small business under Public Law 109-461 and Code of Federal Regulations, title 38, part 74 (Supported By Documentation). See Minn. Stat. § 16C.19(d).

Submit the appropriate documentation with the solicitation response to claim the veteran-owned preference. Statutory requirements and documentation must be met by the solicitation response due date and time to be awarded the preference.

Foreign Outsourcing of Work Prohibited

All services under this contract shall be performed within the borders of the United States. All storage and processing of information shall be performed within the borders of the United States. This provision also applies to work performed by subcontractors at all tiers.

Workforce Certification

For all contracts estimated to be in excess of \$100,000, responders are required to complete the attached Workforce Certificate Information form and return it with the response. As required by Minnesota Rule 5000.3600, "It is hereby agreed between the parties that Minnesota Statute § 363A.36 and Minnesota Rule 5000.3400 - 5000.3600 are incorporated into any contract between these parties based upon this specification or any modification of it. A copy of Minnesota Statute § 363A.36 and Minnesota Rule 5000.3400 - 5000.3600 are available upon request from the contracting agency."

Equal Pay Certification

If the Response to this solicitation could be in excess of \$500,000, the Responder must obtain an Equal Pay Certificate from the Minnesota Department of Human Rights (MDHR) or claim an exemption prior to contract execution. A responder is exempt if it has not employed more than 40 full-time employees on any single working day in one state during the previous 12 months. Please contact MDHR with questions at: 651-539-1095 (metro), 1-800-657-3704 (toll free), 711 or 1-800-627-3529 (MN Relay) or at compliance.MDHR@state.mn.us.

Certification Regarding Lobbying

Federal money will be used or may potentially be used to pay for all or part of the work under the contract, therefore the Proposer must complete the attached **Certification Regarding Lobbying** and submit it as part of its proposal.

Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion.

Federal money will be used or may potentially be used to pay for all or part of the work under the contract, therefore the Proposer must certify the following, as required by the regulations implementing Executive Order 12549.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions

Instructions for Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or had become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and Coverages sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this response that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier

covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include this clause titled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion--Lower Tier Covered Transaction,” without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from covered transactions, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Nonprocurement Programs
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 C.F.R. 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Insurance Requirements

- A. Contractor shall not commence work under the contract until they have obtained all the insurance described below and the State of Minnesota has approved such insurance. Contractor shall maintain such insurance in force and effect throughout the term of the contract.
- B. Contractor is required to maintain and furnish satisfactory evidence of the following insurance policies:
 1. **Workers' Compensation Insurance:** Except as provided below, Contractor must provide Workers' Compensation insurance for all its employees and, in case any work is subcontracted, Contractor will require the subcontractor to provide Workers' Compensation insurance in accordance with the statutory requirements of the State of Minnesota, including Coverage B, Employer's Liability. Insurance **minimum** limits are as follows:

\$100,000 – Bodily Injury by Disease per employee
\$500,000 – Bodily Injury by Disease aggregate
\$100,000 – Bodily Injury by Accident

If Minnesota Statute 176.041 exempts Contractor from Workers' Compensation insurance or if the Contractor has no employees in the State of Minnesota, Contractor must provide a written statement, signed by an authorized representative, indicating the qualifying exemption that excludes Contractor from the Minnesota Workers' Compensation requirements.

If during the course of the contract the Contractor becomes eligible for Workers' Compensation, the Contractor must comply with the Workers' Compensation Insurance requirements herein and provide the State of Minnesota with a certificate of insurance.

2. **Commercial General Liability Insurance:** Contractor is required to maintain insurance protecting it from claims for damages for bodily injury, including sickness or disease, death, and for care and loss of services as well as from claims for property damage, including loss of use which may arise from operations under the Contract whether the operations are by the Contractor or by a subcontractor or by anyone directly or indirectly employed by the Contractor under the contract. Insurance **minimum** limits are as follows:

\$2,000,000 – per occurrence

\$2,000,000 – annual aggregate

\$2,000,000 – annual aggregate – Products/Completed Operations

The following coverages shall be included:

Premises and Operations Bodily Injury and Property Damage

Personal and Advertising Injury

Blanket Contractual Liability

Products and Completed Operations Liability

Other; if applicable, please list _____

State of Minnesota named as an Additional Insured, to the extent permitted by law

3. **Commercial Automobile Liability Insurance:** Contractor is required to maintain insurance protecting it from claims for damages for bodily injury as well as from claims for property damage resulting from the ownership, operation, maintenance or use of all owned, hired, and non-owned autos which may arise from operations under this contract, and in case any work is subcontracted the contractor will require the subcontractor to maintain Commercial Automobile Liability insurance. Insurance **minimum** limits are as follows:

\$2,000,000 – per occurrence Combined Single limit for Bodily Injury and Property Damage

In addition, the following coverages should be included:

Owned, Hired, and Non-owned Automobile

4. **Professional/Technical, Errors and Omissions, and/or Miscellaneous Liability Insurance**
This policy will provide coverage for all claims the contractor may become legally obligated to pay resulting from any actual or alleged negligent act, error, or omission related to Contractor's professional services required under the contract.

Contractor is required to carry the following **minimum** limits:

\$2,000,000 – per claim or event

\$2,000,000 – annual aggregate

Any deductible will be the sole responsibility of the Contractor and may not exceed \$50,000 without the written approval of the State. If the Contractor desires authority from the State to have a deductible in a higher amount, the Contractor shall so request in writing, specifying the amount of the desired deductible and providing financial documentation by submitting the most current audited financial statements so that the State can ascertain the ability of the Contractor to cover the deductible from its own resources.

The retroactive or prior acts date of such coverage shall not be after the effective date of this Contract and Contractor shall maintain such insurance for a period of at least three (3) years, following completion of the work. If such insurance is discontinued, extended reporting period coverage must be obtained by Contractor to fulfill this requirement.

C. Additional Insurance Conditions:

- Contractor's policy(ies) shall be primary insurance to any other valid and collectible insurance available to the State of Minnesota with respect to any claim arising out of Contractor's performance under this contract;
- If Contractor receives a cancellation notice from an insurance carrier affording coverage herein, Contractor agrees to notify the State of Minnesota within five (5) business days with a copy of the cancellation notice, unless Contractor's policy(ies) contain a provision that coverage afforded under the policy(ies) will not be cancelled without at least thirty (30) days advance written notice to the State of Minnesota;
- Contractor is responsible for payment of Contract related insurance premiums and deductibles;
- If Contractor is self-insured, a Certificate of Self-Insurance must be attached;
- Contractor's policy(ies) shall include legal defense fees in addition to its liability policy limits, with the exception of B.4 above;
- Contractor shall obtain insurance policy(ies) from insurance company(ies) having an "AM BEST" rating of A- (minus); Financial Size Category (FSC) VII or better, and authorized to do business in the State of Minnesota; and
- An Umbrella or Excess Liability insurance policy may be used to supplement the Contractor's policy limits to satisfy the full policy limits required by the Contract.

- D. The State reserves the right to immediately terminate the contract if the contractor is not in compliance with the insurance requirements and retains all rights to pursue any legal remedies against the contractor. All insurance policies must be open to inspection by the State, and copies of policies must be submitted to the State's authorized representative upon written request.
- E. The successful responder is required to submit Certificates of Insurance acceptable to the State of MN as evidence of insurance coverage requirements prior to commencing work under the contract.

E-Verify Certification (In accordance with Minn. Stat. §16C.075)

By submission of a proposal for services in excess of \$50,000, Contractor certifies that as of the date of services performed on behalf of the State, Contractor and all its subcontractors will have implemented or be in the process of implementing the federal E-Verify program for all newly hired employees in the United States who will perform work on behalf of the State. In the event of contract award, Contractor shall be responsible for collecting all subcontractor certifications and may do so utilizing the E-Verify Subcontractor Certification Form available at <http://www.mmd.admin.state.mn.us/doc/EverifySubCertForm.doc>. All subcontractor certifications must be kept on file with Contractor and made available to the State upon request.

Certification of Nondiscrimination (In accordance with Minn. Stat. § 16C.053)

The following term applies to any contract for which the value, including all extensions, is \$50,000 or more: Contractor certifies it does not engage in and has no present plans to engage in discrimination against Israel, or against persons or entities doing business in Israel, when making decisions related to the operation of the vendor's business. For purposes of this section, "discrimination" includes but is not limited to engaging in refusals to deal, terminating business activities, or other actions that are intended to limit commercial relations with Israel, or persons or entities doing business in Israel, when such actions are taken in a manner that in any way discriminates on the basis of nationality or national origin and is not based on a valid business reason.

Subcontractor Reporting

The State of Minnesota is committed to diversity and inclusion in public procurement. If the total value of your contract may exceed \$500,000, including all extension options, you must track and report, on a quarterly basis, the amount you spend with diverse small businesses. When this applies, you will be provided free access to a portal for this purpose, and the requirement will continue as long as the contract is in effect.

Request for Proposals (RFP) Addendum #1

Agency: Minnesota Department of Health

Title: Request for Proposals for Marketing Services

Addendum Number: 01

Date of Addendum:

SCOPE OF ADDENDUM

The following are changes to the RFP: (1) Amend the Accessibility section; (2) Changes to the Mandatory Requirements section; and (3) Changes to the scoring of the proposals under Evaluation Proposal section.

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

1) "Accessibility" under the "Proposal Content" section is amended as follows:

7. **Accessibility.** Responders must submit aA completed response to the attached Security Questionnaire Form (**Appendix C**) and Voluntary Product/Service Accessibility Template(s) (**Appendix D**). The response must contain adequate information to evaluate the responsiveness to the accessibility standards. The Contractor must comply with accessibility requirements of Minnesota Statutes section 16E.03 and the State of Minnesota Accessibility Standards – available online at <https://mn.gov/mnit/government/policies/accessibility/> – that incorporate both Section 508 of the Rehabilitation Act and Web Content Accessibility Guidelines 2.0 level 'AA'. Special attention should be focused on the development of any new website and web content.

Vendors must complete the VPAT to demonstrate their current level of compliance. Vendors may attach samples of their work to further explain their answers to VPAT sections. Evaluation of a VPAT response is based on the extent to which the response is completed, in accordance with the Scoring VPAT Guidance, available at https://mn.gov/mnit/assets/VPATEvaluationScoring-for-RFPs-2015_tcm38-61780.docx. A vendor's current level of compliance at the time the response is submitted is not scored. If awarded a contract, all work by the successful responder must conform with the accessibility requirements above and as detailed by the contract terms.

2) "Proposal Evaluation" section is amended as follows:

Proposal Evaluation

Proposals will be evaluated and scored in a three-step process: 1) Pass/Fail, in which the responder must meet the Mandatory Requirements detailed below; 2) Weighted scoring of the technical proposal and cost proposal; and 3) Weighted scoring of interview, Strategic Assignment Presentation and cost proposal.

All responses that meet the pass/fail requirements in Step 1, will advance to Step 2. Any proposals that fail to meet the pass/fail requirements will not be considered for further evaluation. In Step 2, a team of evaluators will be convened by MDH to review the technical proposals submitted and score the cost proposals. MDE will then create a shortlist of the highest scoring responders who will be invited to proceed to Step 3, which will consist of an interview, the Strategic Assignment Presentation, accessibility, and again, cost proposals.

In Step 3, the highest scoring responders (finalists) will be asked to travel to Saint Paul at their own expense for an in-person interview and presentation with representatives of MDH. This in-person interview will be used to engage responders in a more detailed discussion about some of the aspects of the proposal and allow responders to present their completed Strategic Assignment Presentation. Following the interviews and presentations, MDH will again score cost proposals of the finalists. All scores will then be compiled and a final selection will be made based upon the best value to the State. A 100-point scale will be used for the evaluation recommendation.

STEP 1: Mandatory Requirements (Scored as Pass/Fail)

The following will be considered on a pass/fail basis:

1. Proposals must be received on or before the deadline specified in this solicitation.
2. Responders must have experience developing social marketing public health campaigns.
3. Responders must have a total annual billings of \$1,000,000 or more.
4. Responders must comply with MDH's Commercial Tobacco-Free Organizational Commitment.
5. Responders must submit a completed response to the attached Security Questionnaire Form (Appendix C) and Voluntary Product/Service Accessibility Template(s) (Appendix D).

STEP 2: Technical Proposal and Cost Proposal (Scored based on percentage or points as indicated)

The factors and weighting on which proposals will be judged are:

| | |
|--|------------|
| 1. General Responder Information | 15% |
| 2. Expressed understanding of project objectives, and the scope and quality of deliverables in work plan | 35% |
| 3. Qualifications, Capabilities, Experience, and Staffing | 20% |
| 4. Three Case Studies | 15% |
| 5. IT Accessibility Standards | 5% |
| 6. Cost Proposal | 10% |

After Step 2, MDE will create a shortlist of the highest scoring responders to invite to proceed to Step 3. In Step 3, all points will reset to zero and the proposals will then be evaluated as follows:

STEP 3: Strategic Assignment Presentation, Interview, Accessibility and Cost Proposal (Scored based on percentage or points as indicated)

The factors and weighting on which proposals will be judged are:

| | |
|--------------------------------------|------------------|
| 1. Interview | 25% |
| 2. Strategic Assignment Presentation | 30% |
| 3. Cost Proposal | 40% |
| 4. <u>IT Accessibility Standards</u> | <u>5%</u> |

It is anticipated that the evaluation and selection will be completed during the week of December 9, 2019.

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:

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, 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.~~

~~2.5.42.1~~ 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.

~~2.5.42.2~~ Develop a brand platform for the new statewide cessation services, including positioning, alignment, personality, promise, and value proposition.

~~2.5.42.3~~ Define a visual brand identity and naming convention.

~~2.5.42.4~~ Development of three to five logos for final review and approval by MDH.

~~2.5.42.5~~ 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).

~~2.5.42.6~~ 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.~~

~~2.5.72.8~~ 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.

~~2.5.82.9~~ 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 disproportionately 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 disproportionately 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: