



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT
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**Department of Resources and Economic Development
Marketing and Advertising Agency Services
Request for Proposals**

Issue Date: January 23, 2015

Title: Marketing and Advertising Agency Services

Issuing Agency: State of New Hampshire
Department of Resources and Economic Development
Division of Travel & Tourism Development
172 Pembroke Road, PO Box 1856
Concord, NH 03302-1856

Period of Contract: July 1, 2014 through June 30, 2016
(with an option to extend through June 30, 2018)

Proposal Deadline: Tuesday, February 24, 2015, 3:00 p.m.
**Proposal must be received at DRED not later than 3:00 p.m.*

All inquiries for information should be directed to:

Amy Bassett, Assistant Director
Email: amy.bassett@dred.state.nh.us

If proposals are mailed, send directly to issuing agency shown above. If proposals are hand-delivered, deliver to receptionist at DRED office, 172 Pembroke Road, Concord, NH.

1. Purpose

The purpose and intent of this Request for Proposals (RFP) is to enter into a contract for a period of two years (July 1, 2014-June 30, 2016) with an option to renew through June 30, 2018, upon the agreement of both parties and the Governor and Executive Council. The qualified firm will assist the Division of Travel and Tourism Development, the Division of Parks and Recreation, and the Division of Economic Development, to achieve each division's mission, vision, and goals.

2. Project Overview

The NH Department of Resources and Economic Development (DRED), is seeking an integrated marketing firm to assist in the achievement of its mission, vision, and goals. DRED is comprised of four divisions: Division of Travel and Tourism Development (DTTD), Division of Parks and Recreation (DPR), Division of Economic Development (DED) and Division of Forests and Lands (DFL). The selected vendor will work closely with DTTD, DED and DPR, and on occasion will assist in DFL's promotional efforts.

DRED is seeking a professional agency with a passion for New Hampshire and an understanding of the unique experiences that motivate travelers to choose New Hampshire over its key competitors.

DRED's agency budget for marketing and advertising services is projected to be between \$4.9 - \$6 million per year. Approximately 90 percent of the budget will be dedicated to tourism promotion. The remaining ten percent will be dedicated to the promotion of state parks (DPR) and New Hampshire's business climate advantages (DED).

The Selected Vendor must be a champion of the brand in every respect, from strategic direction to tactical execution, ensuring the brand is properly conveyed across all programs and channels.

The Selected Vendor must create the strategic framework for DTTD's contracted partners, including its public relations firm, digital agency, international marketing partners, and publisher.

The Selected Vendor will have demonstrated an ability to create groundbreaking work, as well as a proven ability to generate value-added opportunities via national/targeted media.

The Selected Vendor will have demonstrated the ability to establish strategic partnerships that are mutually rewarding.

The Selected Vendor must appreciate the opportunities and challenges related to working with a highly visible government entity, one that is tasked with continually representing and improving New Hampshire's second largest industry.

The Selected Vendor will engage in both strategic planning and day-to-day program execution.

3 Definitions

- 3.1 "Selected Vendor" refers to the Offeror under this Request for Proposals (RFP) with which the Department of Resources and Economic Development (DRED) negotiates a contract. The terms in this RFP referring to "Selected Vendor" represent contract terms that will be a part of the final contract.
- 3.2 "Offeror" refers to any individual, corporation, partnership or agency that responds in writing to this RFP. "State" refers to the State of New Hampshire; "DTTD" refers to the Division of Travel and Tourism Development; "DPR" refers to the Division of Parks and Recreation; "DED" refers to the Division of Economic Development; and "DFL" refers to the Division of Forests and Lands.
- 3.3 The "Contract" is the resulting contract entered into between DRED and the successful Offeror.

4 Scope of Work

Includes strategic planning, creative content, media planning and buying, search, digital, and all production. Deliverables will be provided exclusively for DRED to promote the State as a tourism destination, as well as promoting New Hampshire State Parks and retaining and attracting business to New Hampshire.

4.1 Strategic Planning

- 4.1.1 Review current marketing strategy, available research (Institute for New Hampshire Studies, U.S. Travel Association, etc.), and global/national/New Hampshire industry data/trends.
- 4.1.2 Solicit input via strategic planning sessions with key stakeholders.
- 4.1.3 Prepare strategic plans based on analysis, strategic planning sessions, and emerging/critical trends. Plan must detail cross-discipline integration.
- 4.1.4 Determine Key Performance Indicators (KPIs).
- 4.1.5 Assist DRED staff in presenting the plan, including printed/digital materials, participation in select meetings, and presentations.

4.2 Creative Content

- 4.2.1 Creative content will be developed to promote the state's tourism attributes, parks, and favorable business climate.
 - 4.2.1.1 Create and deliver brand personality and messaging via media/social channels, partnerships, and creative execution that connect with target audiences within a fragmented media and marketing landscape.

- 4.2.1.2 Raise awareness of New Hampshire as a compelling destination for domestic travelers.
- 4.2.1.3 Develop a cross-discipline program that conveys the brand while generating identified KPIs.
- 4.2.1.4 Ensure that all tactical execution seamlessly integrates with related marketing components.

4.2.2 Activities and Deliverables

- 4.2.2.1 Provide strategic direction, creative ideation, production, and program management for the following activities:
 - 4.2.2.1.1 Brand Development – Provide direction for evolving “Live Free” brand through messaging, creative execution and content delivery; create brand usage standards program for broad distribution.
 - 4.2.2.1.2 Campaign Production – Develop and produce campaigns that drive consumer purchase decisions, inquiries, and engagement.
 - 4.2.2.1.3 Prepare FY16 and FY17 campaign launch. Creative development and execution to be determined based on the annual strategic plan.
 - 4.2.2.1.4 Asset Production – In conjunction with the State, develop inventory of photography and video content; assets will be used via print, public relations, and digital channels.

4.3 **Media Planning and Buying**

- 4.3.1 Identify key channels and trends in order to achieve KPIs.

4.3.2 Activities and Deliverables

- 4.3.2.1 Develop media plan that identifies target audiences, innovative media channels/assets, and a competitive rate structure.
- 4.3.2.2 Ensure cross-platform integration.
- 4.3.2.3 Demonstrate strong negotiation capabilities/buying power for in-kind and value-added media.
- 4.3.2.4 Coordinate with unrelated state marketing efforts to implement cooperative campaigns and to support overall strategy.
- 4.3.2.5 Provide estimates, accounting documentation, and proof of performance across all channels.

- 4.3.2.6 Implement tracking mechanisms in order to measure KPIs.
- 4.3.2.7 Coordinate with the State's telemarketing and fulfillment center to advise of media schedules and to facilitate media tracking information.
- 4.3.2.8 Provide ongoing counsel relative to media consumption habits.

4.4 Search

- 4.4.1 Use Search Engine Marketing (SEM) strategies and tactics to increase the amount and quality of leads generated by search engines.
- 4.4.2 Activities and Deliverables
 - 4.4.2.1 Employ paid search advertising.
 - 4.4.2.2 Improve visitnh.gov's ranking in search engines' natural (organic) search results and thus attract more visitors.
 - 4.4.2.3 Measure success via identified KPIs.

4.5 Digital

- 4.5.1 Provide creative thinking across digital, social, and mobile channels.
- 4.5.2 Activities and Deliverables
 - 4.5.2.1 Deliver plan that includes platforms/technologies to create engagement and relevancy in digital space, including social and mobile channels.
 - 4.5.2.2 Work with DRED's website developer to enhance visitnh.gov, nhstateparks.org, nheconomy.com, and its sub-sites. Recommendations must be accomplishable within the specified budget.
 - 4.5.2.3 Identify opportunities and execute programs for reaching travel professionals via digital outreach.
 - 4.5.2.4 Coordinate with internal/external partners to ensure cohesive messaging on digital platforms.

5 General Requirements

5.1 Copies and Distribution of Proposal

- 5.1.1 In order to be considered for selection, Offeror must submit a complete written response to this RFP. One (1) original and six (6) copies of each proposal must be submitted to the DRED. No other distribution of the

written proposal shall be made by the Offeror. Offerors may be required to make creative presentations, if requested.

5.2 **Organization and Experience**

5.2.1 Demonstrate the Offeror's financial capability to provide the work described in Section 4: Scope of Work. Audited financial statements, or satisfactory alternate proof of financial stability will be required prior to award of contract.

5.2.2 Provide resumes/portfolios of individuals or subcontractors performing major duties and functions under the proposed contract; include role, responsibility, and qualifications.

5.2.3 Explain previous contracted services provided to State.

5.3 **Creative Presentation**

5.3.1 Offerors who submit a written proposal in response to this RFP may be selected to give a creative presentation. The presentation will provide an opportunity for the Offeror to present its creative solutions to the direction provided in Section 6.2 below. DRED will schedule the time and location of these presentations.

5.4 **Financial Standing**

5.4.1 An Offeror, if requested, must be prepared to present evidence of financial standing necessary to satisfactorily meet the requirements set forth in the proposal.

6 **Specific Requirements**

6.1 Proposals should be as thorough and detailed as possible. Responses must be structured as outlined below. Offerors are required to submit the following items as a complete proposal.

6.2 ***Experience, Qualifications, and Strategic Exercise:***

6.2.1 Complete "Contractor Data Sheet" (Attachment A).

6.2.2 A written one-page introductory statement including:

- Experience in providing services as described in Section 4.
- Expertise of participating personnel including, but not limited to, those identified in Attachment A and a description of training and development programs that ensure all personnel assigned to contract are capable and qualified.
- A description of how the addition of annual advertising expenditures of approximately \$4-\$6 million to the Offeror's current volume of

business could be efficiently absorbed without over-taxing the Offeror's capabilities. It is recognized that the vast majority of the expenditures are not for advertising agency services, but for the payment of media costs. The Contractor, however, is required to pay media costs prior to reimbursement by the State.

- 6.2.3 Present an integrated summer campaign utilizing the Live Free brand. The budget could range from \$2-\$2.5 million. Demographics can be found in the FY15 Strategic Marketing Plan on visitnh.gov/rfp.aspx.

PLEASE NOTE: Creative executions are not required within the written proposal. Finalists selected for oral presentations will be asked to present creative ideas at that time.

6.3 **Proposal Submissions**

- 6.3.1 All information requested must be submitted. Failure to submit this information at time of bid will render the proposal non-compliant and will result in a disqualification.
- 6.3.2 Offeror shall provide a thorough description of its plans and approach for accomplishing the requirements of *Section 4: Scope of Work*.
- 6.3.3 Proposals should be as thorough and detailed as possible so that the DRED may properly evaluate Offeror capabilities to provide the required services.
- 6.3.4 Each copy of the proposal must be in a single volume. Proposals must be prepared simply and economically, providing straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content. The State is not responsible for the cost of proposals.
- 6.3.5 The original copy must remain at DRED, available for public inspection/disclosure, subsequent to awarding of the contract. Information considered confidential or proprietary may be marked as such by the submitting party. However, such determinations are not conclusive on DRED and DRED shall be subject to the provisions and requirements of RSA chapter 91-A (the New Hampshire right-to-know law) when determining what documents are subject to public inspection/disclosure pursuant to a right-to-know request.

- 6.4 Financial Terms - Complete "Rates and Fees Schedule" (Attachment B).

- 6.5 A written description of research capabilities and proposed tracking system to measure effectiveness of programs/tactics recommended.

- 6.6 A creative presentation of proposed marketing methodology, creative executions and media strategy (if requested).
- 6.7 Provide at least four recent client references, of which at least two (2) shall be tourism-related. Include contract/service dates and contact information.

6 Evaluation and Award Criteria

- 7.1 All proposals will be evaluated for responsiveness to the RFP by a Selection Committee made up of representatives of DRED and the tourism industry.
- 7.2 All written proposals will be evaluated and scored on the basis of the following criteria (Attachment F), which will be accorded the relative weight indicated in parentheses:
 - Experience and Qualifications of key staff and subcontractors (30%)
 - Marketing Strategy, Methodology (50%)
 - Financial Terms (20%)
 - **Grand Total (100%)**
- 7.3 Offeror(s) deemed to be best qualified among the written proposals will be identified on the basis of evaluation factors stated in Section 7.2.
- 7.4 Identified Offeror(s) will be selected to provide a creative presentation to further evaluate Offeror’s capabilities. These presentations will be graded on a 20 point scale, outlined in the Proposal Score Sheet (Attachment F). DRED will notify finalists at least 10 days prior to creative presentation to schedule times and determine location.
- 7.5 The Selected Contractor will be notified in writing. DRED and the Selected Contractor shall negotiate a contract containing the terms in the RFP/proposal. If DRED is unable to negotiate a satisfactory contract with the first Selected Contractor, DRED may undertake negotiations with the next recommended Offeror.
- 7.6 The proposed Contract must be approved by the Governor and Executive Council. This process takes approximately four to six weeks after the execution of Contract. The contract approved by the Governor and Executive Council will be effective July 1, 2015.
- 7.7 Proposed Timetable

Request for Proposals Issued	Friday, January 23, 2015
Deadline for Questions	Friday, January 30, 2015
Responses to Questions	Wednesday, February 4, 2015
Written Proposal Deadline	Tuesday, February 24, 2015
Invitations to Present	Monday, March 16, 2015
Oral Presentations	Wednesday, April 8, 2015
Award Announcement	Monday, April 13, 2015
Contractual Process	April 2015
Governor & Council Approval Process	May - June 2015
Contract Effective	July 1, 2015

8 Conditions

Any prospective contractor must be willing to adhere to the following conditions and must positively state so in the proposal.

- 8.1 Ownership of Subsequent Products: Any product, whether acceptable or unacceptable, developed under a contract awarded as a result of this RFP is to be the sole property of the State of New Hampshire unless stated otherwise in the contract.
- 8.2 Conformance With Statutes: Any contract awarded as a result of this RFP must be in full conformance with statutory requirements of the State of New Hampshire.
- 8.3 Amending or Canceling: The State reserves the right to amend or cancel this RFP, prior to the due date if it is in the best interest of the State, or to correct inaccuracies resulting from clerical errors.
- 8.4 Rejection for Misrepresentation: The State reserves the right to reject the proposal of any vendor for misrepresentation.
- 8.5 Contract Format: The successful contractor will be required to sign or provide the following documentation:
 - Service Contract Form – Form P-37 (Attachment E)
 - Certificate of Authority. This document is required of the Contractor to certify by vote of the corporation's board that the person who signs the contract has been authorized to do so. The Contractor is required to provide this document on corporate letterhead, signed by the Chairman of the Board or similarly authorized person.
 - Certificate of Good Standing document is required for all contracts exceeding thirty (30) days. They are issued by the New Hampshire Secretary of State's office certifying that the corporation, partnership, or trade name has been registered to do business in New Hampshire. Certificates of Existence shall be current and are renewable annually by April 1st.
 - General liability insurance against all claims of bodily injury, death, or Property damage in amounts not less than \$250,000 per claim and \$2,000,000 per incident, and fire and extended coverage insurance covering all property in DRED amounts of not less than 80% of the whole replacement value of the property (Section 14 Insurance and Bond of the State Agreement Form P37).
- 8.6 Speaking on behalf of the State of New Hampshire/DRED: Contractor is not authorized to represent the State's position to the public or media and must be authorized to provide information by DRED.
- 8.7 The resulting Contract may be modified only by written amendment, which has been executed and approved by the appropriate parties from the State and Contractor.
- 8.8 The State may terminate the Contract without cause by giving the Contractor sixty (60) days written notice before the effective termination date.
- 8.9 If for any reason, the Contractor fails to make a delivery date, the Contractor shall be assessed a "failure to perform" fee of \$1,000.00 per week, or portion thereof, until

the production, revision or delivery date is met. If the Contractor foresees an event beyond its reasonable and normal control and properly notifies DRED of such event – in writing- the Contractor shall be allowed to exceed a production, revision or delivery date with no “failure to perform” fee assessed.