

NYS Tobacco Control Program

Multi-Media Research Project RFP 0810061143

Questions and Answers

All questions received by the TCP by the deadline are included. The TCP is not responsible for any errors or misinterpretation of any questions received.

The responses to questions included herein are the official responses by the State to questions posted by potential bidders and are hereby incorporated into RFP 0810061143 issued on March 2, 2008. In the event of any conflict between the RFP and these responses, the requirements or information contained in these responses will prevail.

1. Q. What is the reason for the vendor annual billings requirement of \$100/\$50 million, respectively?

A. The Department of Health requires a set amount of gross billings that are indicative of the firm's ability to accomplish of the scope of work required in the RFP.

2. Q. Would you consider an agency of a smaller size if they have the financial capabilities to handle the work?

A. No, bidders must meet the requirements of the RFP.

3. We would like to request a list be available of agencies that have submitted a "letter of interest" for the recently released Tobacco Control Program RFPs outlining all company contact information in order to provide opportunities for larger and smaller companies to seek potential strategic partnerships.

A. A list of all organizations that sent in a letter of interest will be provided on an "as requested" basis by sending a request to the NYS Tobacco Control Program mail log at: www.tcp@health.state.ny.us. Please reference the name of the RFP in your request. Please note that a letter of interest was not a requirement of the RFP, therefore, any list may not be inclusive of all eventual bidders.

4. Our agency is affiliated with another agency with which we share a number of clients. May we combine our billings with this agency in order to meet the requirement for total billings as described in both media RFPs? Outside of the billings requirement as stated, we are qualified to compete for these assignments.

A. The bidder in response to this RFP must meet the requirements stated in the RFP including having at least \$100 million in gross billings per calendar years 2004, 2005 and 2006. This can be met by one parent corporation meeting the standard, or by two (or more) agencies collaborating to submit one bid and by combining gross billings. In the case of the latter the lead vendor and

subcontracting vendor(s) must be clearly identified and the bid must clearly delineate how work between the two agencies will be effectively coordinated.

5. Q. In deciding whether to answer both RFPs or just one of them, are these RFPs for two separate campaigns?

A. Yes, bidders may submit separate proposals for each procurement. These are two separate campaigns.

6. Q. Could you tell me the name of a contact person at the University of Michigan who is working on this project?

A. All questions related to the RFP must be addressed to the contact identified in the RFP.

7. Q. In reference to RFP # 0810061143: NYS Tobacco Control Multi-Media Research Project, it is mentioned that this project will be in conjunction with the University of Michigan Center of Excellence in Cancer Communication Research project. In addition, it is mentioned that extensive formative research must be done for this project. Will all market research be done by the University of Michigan on this project or would it make sense for a Marketing firm to partner with a market research firm on this project?

A. As presented under Deliverable 1 on page 9 of the RFP, the vendor is responsible for conducting extensive formative research.

8. Q. Throughout the RFP, measurements are mentioned. May we review the specific metrics for success and how previous programs have performed against them?

A. Please see the TCP Independent Evaluation Report at http://www.health.state.ny.us/prevention/tobacco_control/docs/independent_evaluation_report_2007.pdf for further information.

9. Q. A strategic plan is reference throughout the RFP. May we obtain a copy?

A. The strategic plan may be found at:
http://www.health.state.ny.us/prevention/tobacco_control/docs/2010_million_fewer_smokers_strategic_plan.pdf

10. Q. Is there a current incumbent for this program? May we have their information?

A. This is a new RFP. The Tobacco Control Program does not have a contractor performing the specifications of this RFP.

11. Q. Web analytics, Search (paid and organic) and Social marketing are not mentioned within the scope of work. Should these disciplines be included?

A. Bidders must adhere to the specification detailed in the RFP. Additional information may be included, but is not required.

12.Q. May the bidder propose a more effective approach to the media mix and campaign subject outlined?

A. Bidders must adhere to the specification detailed in the RFP. Additional information may be included, but is not required.

13.Q. On page 15, it says that bidders must submit a client list where accounts were at least \$2 million per year. Then for creative samples, the RFP says “using examples from the client list provided...” Must all samples be derived from the client list? That is, must all samples be from accounts that were at least \$2 million per year?

A. Yes.

14.Q. On page 8, the RFP notes that the research project will examine “efficacy through a web-based smoking cessation intervention.” Will the successful bidder be responsible for developing and/or maintaining and/or hosting this website? Will the successful bidder be responsible for providing content for the website beyond the campaign materials (2 TV ads, 6 radio ads, 6 newspaper ads)?

A. No. The web-based intervention will already be established and maintained by the research team.

15.Q. Attachment 4, Cost Proposal asks for an all inclusive labor rate. Are you requesting one labor rate to cover multiple levels of employees, or may we bid more than one rate? May we include non-labor costs like travel or reproduction, or are all costs to be included in the hourly rate? Will invoicing be based on billing the labor rates and/or non-labor costs?

A. For the purpose of bidding on the project, all costs should be included in the hourly rate (i.e., travel, overhead, etc.) as stated on Attachment 4. Attachment 4 requires listing each staff person separately by title and including a proposed hourly rate and the anticipated number of hours on the project for each staff person listed. Invoicing will be based on actual itemized labor rates and non-labor costs such as travel, production, etc.

16.Q. The Scope of Work does not provide sufficient detail to estimate an annual budget. Please provide an annual budget for the work envisioned in this scope of work.

A. The 2009-2010 draft budget for the Tobacco Control program was publicly presented to the Tobacco Use Prevention and Control Advisory Board at its January 2009 meeting. That draft budget is posted for your reference along with the Questions and Answers document. Since that proposed budget, the 2009-2010 enacted budget includes \$68 million for the Tobacco Control Program. Updated

allocations are not yet available. As with other procurements, these dollar amounts are estimates. Pricing must be competitive and consistent with the services to be performed. The 2009-2010 Executive Budget for the Tobacco Control Program is \$68 million.

17.Q. It's stated that the bidder chosen will perform extensive formative research and pre-testing regarding the campaigns produced. As we will be working closely with the University of Michigan on scripts, the formative research, and the like, what role would they like us to have in the primary research?

- a. Would we be designing the research plan and submitting to the University of Michigan for approval/consultation or would the research be developed within an existing framework?
 - A. Applicants should propose how they will conduct formative research in their applications, based on current science and industry standards. The applicant will work with the NY TCP and UM to ensure formative research meets project needs.
- b. Is there pre-determined segmentation for cessation prospects?
 - A. There is no pre-determined segmentation for cessation prospects.
- c. Would the role of the bidder be merely executing the research or providing the creative content for testing within the University of Michigan's testing program?
 - A. The applicant will conduct formative research. The applicant will work closely with the NY TCP and University of Michigan to analyze and interpret formative research data and develop the creative content.
- d. It is noted that the media elements of this research project are already conceptualized. Can you clarify what you mean by conceptualized? Are the concepts for each campaign already developed so that the creative services are limited to further developing each concept within TV, radio and print ads – through production?
 - A. The vendor will be further developing campaign concepts identified by the research team through the production of TV, radio and print ads. The four concepts are generally defined in the RFP as (1) negative affect narrative, (2) negative affect rhetorical, (3) positive affect narrative, and (4) positive affect rhetorical.
- e. Are there benchmarks of effective advertising testing that you would like us to reach?
 - A. There are no pre-determined benchmarks of advertising testing for this project.

18.Q. Will there be measures that NY TCP will use to measure the effectiveness of the program beyond pre-testing and formative research? Such as a cessation program that they will track registered members or recidivism rates?

A. Effectiveness of the campaigns will be measured by the number of individuals who enroll in the tested cessation interventions and the readiness of those individuals to quit using tobacco upon enrollment, and by the percent of those in the media market who saw, remembered, talk to their friends about, and were prompted to think about quitting by the campaigns.

19.Q. It is stated in that vendor selection will in part be based on demonstration of how likely the strategy is to achieve the goals of this RFP and demonstration that the proposed strategy is effective, innovative and persuasive. Where in the technical proposal requirements is strategy requested? Are you referring to the section which states "Clearly describe a logical achievable plan for organizing, implementing and accomplishing all deliverables?"

A. The proposed strategy does refer to the plan described under Section II Agency Capability.

20.Q. Can you define any contract budget ranges or parameters? It is noted that if full funding does not become available, is reduced, or NY TCP determines that it does not need all of the services described in an approved work plan, the NY TCP reserves the right to request an amended work plan from the contractor for reduced services. Responding to this RFP requires significant investment for prospective contractors. Having a budget range to work against means that responders will be able to more accurately provide a realistic plan and tactics for NY TCP. Given this reality and the recessionary environment all agencies in New York face, could you provide a planning budget?

A. Please see question 16.

21.Q. Contract deliverables include the development and production of four campaigns consisting of two TV spots; six radio spots; and six print ads. In the total cost for each year section (Attachment 4), do you want out-of-pocket costs included for anticipated production expense and do you anticipate that all of the production will take place at one time or several months during the course of the contract?

A. All costs should be included in the cost proposal. Production will take place over the course of the contract.