

## **BID BOARD NOTICE**

**PROCUREMENT ID NUMBER: PHPA-S1399**

**ISSUE DATE: November 4, 2013**

**TITLE: Development of Television Ads to Increase Awareness of the Dangers of Youth Cigar Use**

**PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING YOUR PROPOSAL**

---

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

---

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://emarketplace.buyspeed.com/> to begin the process, and then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.

### **Summary Statement**

The Center for Tobacco Prevention and Control (hereafter referred to as CTPC) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting services to develop and produce complementary television ads and edit existing radio ads for a statewide health communications campaign – *The Cigar Trap*.

A single contract will be awarded to the Offeror that best meets the needs of the evaluation criteria. The anticipated term of the contract resulting from this solicitation will begin *on or about* December 9, 2013 through April 30, 2014. Proposals must equal \$25,000. Budgets not totaling \$25,000 will be considered non-responsive.

### **Background**

According to the 2010 Maryland Youth Tobacco Survey, youth cigarette use has decreased by 40% from 2000 to 2010 compared to an increase in youth cigar use by 11% during that same time frame. Cigarette and cigar use rates among youth are now virtually equivalent.

In order to address this disturbing trend, CTPC launched a hard-hitting health education communications campaign in 2011 – *The Cigar Trap*. This campaign aimed at increasing the awareness of adult community members – especially parents – of the dangers of youth cigar use. The campaign intended to dispel myths about cigar use to show that cigar products are NOT a safer alternative to cigarettes; cigars DO contain the same cancer-causing chemicals as

cigarettes; cigars ARE just as addictive as cigarettes; and youth ARE using these products – specifically little cigars and cigarillos. The campaign messaging revealed that cigars are affordable, attractive and attainable to youth as they are available in a myriad of seemingly harmless fruit, candy, and alcohol flavorings such as grape, peach, chocolate, and wine. Sweet flavorings mask the harshness of tobacco and make the products more enticing. Little cigars and cigarillos are accessible and can be sold individually, making them as affordable as a candy bar or ice cream cone. Information about the campaign may be found at [www.TheCigarTrap.com](http://www.TheCigarTrap.com). Attachment B also provides examples of current materials.

For this contract, the selected Offeror shall develop and produce complementary TV ads and edit existing radio ads as necessary to expand the existing *The Cigar Trap* health communications campaign. Adding a TV component to the already successful statewide campaign will reinvigorate and expand the reach of the messaging via this effective communication channel. TV ads will allow the campaign to remain current and relevant as new research and developments surrounding cigar use has emerged since the campaign was developed in 2011.

### **Scope of Work**

- 1) Provide a work plan outlining the specific timeline of the development of all materials requested. Note: A majority of the deliverables must be completed and finalized by mid-February 2014. Following this time, the selected Offeror shall be responsible for coordination with placement vendors, editing, sizing, and any modifications, if necessary.
- 2) Within two weeks of award, the selected Offeror will have an in-person meeting with CTPC staff at DHMH Headquarters in Baltimore, MD. At this meeting a project timeline and production schedule will be finalized.
- 3) Provide three (3) mock-ups, each with different creative, due no later than January 15, 2014. The three mock-ups shall be presented to CTPC staff who will select one in consultation with the selected Offeror. The tagline, “No Matter How They Sugarcoat It... Cigars Kill,” as well as “It’s a Trap” theme shall be incorporated into the TV ads in order to maintain consistency with the current messaging. Ads shall direct people to visit the website and Facebook pages for further information. *\*CTPC will provide the required DHMH logo and other mandatory tags or disclaimers as needed to be placed in ads.*
- 4) The selected Offeror shall utilize the chosen mock-up to develop and produce TV ad(s) to complement *The Cigar Trap* campaign. The selected Offeror shall be responsible for all creative services necessary for production, including, but not limited to, filming, dubbing, recording, editing, and photographic services/photo shoots, as necessary. The selected Offeror shall provide a file sharing program in order for CTPC to review and approve ads.

Final products must be ready for the perpetual use of CTPC for future campaigns at no additional cost. The selected Offeror shall purchase all rights to any images, photos, pictures, music, etc. used in conjunction with the TV ads. CTPC/DHMH will own the rights for all materials purchased. If talent will be used in the ads, all associated talent fees (union or non-union) must be covered by the selected Offeror for indefinite use by CTPC/DHMH.

All arrangements and coordination for production and talent shall be made by the selected Offeror, and these costs shall be included in the budget proposal. Copies of all agreements and contracts must be provided to CTPC to have on file.

- 5) The selected Offeror shall produce :60s, :30s, and :15s TV ads. All final ads must be approved by CTPC and other Departmental offices. Edits may be required subsequent to Departmental review. Note: It is permitted to use the same ad in edited versions.
- 6) The selected Offeror shall edit existing radio ads, as necessary. Currently there are two :60s ads (in English and Spanish) and two :30s ads (in English and Spanish). Edits may be necessary for radio ads, which may include changes such as editing in new Maryland youth cigar use data. Any associated talent fees (union or non-union) and rights to music, etc. (if needed) must be covered by the selected Offeror for indefinite use by CTPC/DHMH for future campaigns at no additional costs. All arrangements and coordination for production/editing and talent shall be made by the selected Offeror, and these costs shall be included in the budget proposal. Copies of all agreements and contracts must be provided to CTPC to have on file.
- 7) The selected Offeror shall provide at least one value-added component in which the *The Cigar Trap* messaging can be promoted.
- 8) The selected Offeror shall provide CTPC with “ready-to-use” files in broadcast quality format for TV and radio ads, as well as any other necessary files required by CTPC.
- 9) The selected Offeror shall coordinate with the vendors selected to place the TV and radio ads by providing all necessary files and information to these vendors. The selected Offeror must confirm with all parties that they can accept the files and formats, and make necessary changes (if any) to the files in order to complete ad placement. Expected timeframe for file delivery is *on or about* February 21, 2014. Files shall be delivered to vendors *and* to CTPC. CTPC will provide the vendor names to the selected Offeror at the appropriate time. *\*NOTE: ad placement is NOT a part of this contract.*
- 10) The selected Offeror shall provide a summary report at the conclusion of the contract detailing an overview of services and deliverables, and contract successes and barriers. The selected Offeror shall provide any remaining materials or files to CTPC at this time.

### **Ownership and Rights of Materials**

Work produced as a result of this solicitation is and shall remain the sole property of the Department. The selected Offeror agrees that, at all times during the term of this contract and thereafter, the works created and services performed shall be “works made for hire” as that term is interpreted under the federal copyright law. **All materials developed will remain the property of the State of Maryland.**

### **Mandatory Requirements**

This solicitation has been designated as a Small Business Reserve (SBR). You must be registered as an SBR in order to submit a proposal.

Selected Offerors may not currently work with or have a history of working with the tobacco industry.

### **Proposal Submissions**

The Offeror shall complete the attached Bid Form (page 8) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding organizational capabilities). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

### **Technical proposals shall include:**

#### **A. Background Information:**

1. Organization Name
2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
3. The Offeror's small business reserve number and federal identification number.

#### **B. Organizational Capability**

1. How the agency is organized and who will be responsible for working on this project.
2. The experience and capabilities of the organization and particular individuals relevant to accomplishing this project.
3. Descriptions of prior projects and/or materials developed as part of the agency's portfolio, in particular those that are "hard-hitting" and with tobacco or other health-related topics.
4. Submit a required minimum of up to two (2) letters of support from other agencies with whom the organization has collaborated or from former or current clients.

#### **C. Work plan**

1. The Offeror shall submit a work plan that includes a timeline for development of all of the materials to be produced.
2. Describe features for TV ads that will complement the existing *The Cigar Trap* campaign and continue to reach the targeted population (parents) with messaging.
3. Describe innovative features that will be utilized.
4. Provide and explain relevant reference materials to demonstrate past experience, including 2-3 samples of similar work produced (samples can be included as attachments and are not required to be part of the six page limit). *Sample materials can be returned to the Offeror after review by the evaluation committee. The Offeror must state this in their proposal and provide a return address for the materials to be mailed.*

- D. Provide a description of any value-added component(s).
- E. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the Offeror is receiving other funding for tobacco control efforts, please describe how this funding is being used and the source of the funding.
- F. Offerors shall submit a completed Bid Form (page 8), and provide a separate line item budget and budget narrative (Attachment A). **Budgets must be all inclusive of proposed services.**

### **Award**

An award will be made on the basis of the most advantageous offer to the State of Maryland considering price *and* the evaluation criteria found in this solicitation.

### **Evaluation Criteria of Proposal**

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Organizational Capacity –
  - a. To what extent does the Offeror have in experience and capability to develop and produce TV ads that meet the goal of the Department?
  - b. How strong are the letters of recommendation and reference resources of past materials and projects?
- B. Work Plan –
  - a. Does the Offeror's proposal provide a work plan that includes a realistic timeline?
  - b. Does the Offeror describe the proposed features for the TV ads and provide rationale for and creativity of those selected?
  - c. Does the Offeror describe how the ads will complement the existing campaign, reach the targeted population (parents), and maintain "brand awareness"?
- C. How strong is the Offeror's value-added component?
- D. Does the Offeror have any conflicts of interest?
- E. Does the Offeror provide a clear and rational budget and budget narrative that is all inclusive of proposed services?

### **Contract Term**

The term of this contract shall be on or about December 9, 2013 through April 30, 2014.

### **Billing**

Payment will be made by CTPC upon receipt of acceptable deliverables and invoices from the contractor. The selected Offeror shall bill the Department 50% upon receipt of the contract. The

remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice and summary report from the selected vendor. **Invoices must be on company letterhead and include vendor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.**

### **BID SUBMISSION INFORMATION**

Interested parties should submit bids using the attached Bid Form as a cover sheet; see page 8. The final bid must include ALL final costs for completing the project.

### **SUBMISSION DEADLINE**

Bids must be mailed or hand-delivered and must be received by the **Procurement Officer NO LATER than 10:00 a.m. on November 22, 2013** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand-deliver proposals are requested to please ask the building's security desk for a visiting pass and go to the third (3<sup>rd</sup>) floor, room 306 and ask for Michael Trombetta. \*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building's security desk to telephone the PROCUREMENT OFFICER (Michael Trombetta, 410-767-5039).

\*NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail proposals should allow sufficient mail transit time to ensure timely receipt by the PROCUREMENT OFFICER. Proposals and/or unsolicited amendments to proposals arriving after the closing hour and date noted above will not be considered. For any response that is not hand-delivered, the offers must confirm, at least 60 minutes before the deadline, that the proposals were received in PHPA Procurement. **PHPA is not responsible for proposals dropped off in the mailroom.** Questions regarding this solicitation should be directed (By e-mail only, no phone call will be accepted) to the PROCUREMENT OFFICER.

### **NO FAX OR EMAIL PROPOSALS WILL BE ACCEPTED.**

#### **PROCUREMENT OFFICER:**

Michael J. Trombetta  
Agency Procurement Specialist II  
201 W. Preston Street  
Baltimore, Maryland 21201  
Phone: 410-767-5039  
[michael.trombetta@maryland.gov](mailto:michael.trombetta@maryland.gov)

#### **ISSUING OFFICE:**

Dana Moncrief  
Chief, Division of Federal and Statewide  
Tobacco Control Initiatives

Center for Tobacco Prevention and Control  
201 West Preston Street

Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED  
TO RESPOND TO THIS SOLICITATION**

## **Bid Form**

**PROCUREMENT**

**I.D. NUMBER: PHPA-1399**

**ISSUE DATE: November 6, 2013**

**TITLE:       Development of Television Ads to Increase Awareness of the Dangers  
              of Youth Cigar Use**

**A. Offeror Information:**

Vendor Name: \_\_\_\_\_

Federal Tax ID (FEIN#): \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

SBR Number: \_\_\_\_\_

**B. Total cost for parameter outlined in scope of work section is equal to \$25,000.**

*Proposals not equaling \$25,000 will be considered non-responsive.*

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in BBN PHPA-S1399.**

**Attachment A**

Department of Health and Mental Hygiene Line Item Budget\*

Budget Period from 12/09/13 to 04/30/14



BUDGET ITEM	PROPOSED DHMH SUPPORT
1. Personnel costs	
2. Consultant and/or subcontractor costs	
3. Other direct costs (please explain)	
Total DIRECT Costs	
Indirect Cost <sup>1</sup>	
<b>TOTAL COST</b>	

TITLE OF PROJECT: \_\_\_\_\_

AGENCY NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

FEDERAL IDENTIFICATION NUMBER: \_\_\_\_\_

**\* Include Budget Narrative on a separate page.**

**Attachment B – Sample *The Cigar Trap* materials:**

**Bus Side:**

---

<sup>1</sup> Indirect cost may not exceed 7% of personnel in item 1.



### Kiosk/Poster:



### Informational Packet Cover:



\* All packet inserts are downloadable from [www.TheCigarTrap.com](http://www.TheCigarTrap.com).