

**CITY OF NEW YORK
DEPARTMENT OF HEALTH AND MENTAL HYGIENE
REQUEST FOR PROPOSALS
FOR THE PROVISION OF CREATIVE DEVELOPMENT OF PUBLIC EDUCATION PLANS
PIN: 11HE020100R0X00**

**ADDENDUM 1
April 6, 2012**

This addendum extends the due date of proposals until **Tuesday, April 24, 2012 at 2:00 p.m.**

If you are delivering your proposal in person, please email the name of the person who will be delivering the proposal as well as the name of the proposing entity to advertisingrfp@health.nyc.gov at least 24 hours prior to delivery to expedite entry into the building. Please make sure to state "HAND DELIVERY" in the subject line of the e-mail.

If you deliver your proposal on April 24, 2012, please arrive at the building by 1:30 in order to ensure that you can proceed through security and arrive on the 17th floor prior to 2:00.

Proposals should be delivered to:

**Office of the Agency Chief Contracting Officer
42-09 28th Street, 17th floor, CN-30A
Long Island City, NY 11101
Attn: Monica Collins or Damaris Sanders**

This addendum also includes the Q+A and a list of all attendees at the pre-proposal conference.

Please complete and submit *Attachment C Acknowledgement of Addenda* with your proposal.

ATTACHMENT C

ACKNOWLEDGEMENT OF ADDENDA

Advertising Agencies

PIN: 11HE020100R0X00

Directions: Complete Part I or Part II, whichever is applicable, and sign your name in Part III.

Part I

Listed below are the dates of issue for each Addendum received in connection with this RFP:

Addendum # 1, Dated April 5, 2012

Addendum # 2, Dated _____, 200__

Addendum # 3, Dated _____, 200__

Addendum # 4, Dated _____, 200__

Addendum # 5, Dated _____, 200__

Addendum # 6, Dated _____, 200__

Addendum # 7, Dated _____, 200__

Addendum # 8, Dated _____, 200__

Addendum # 9, Dated _____, 200__

Addendum #10, Dated _____, 200__

Part II

_____ No Addendum was received in connection with this RFP.

Part III

Proposer's Name: _____ Date: _____

Signature of Authorized Representative: _____



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ADDENDUM 1 CONTINUED

QUESTIONS AND ANSWERS

Q: We have the capacity to provide account management, strategy and creative in all areas required. With partners, we are able to deliver all needed aspects of the program required. What is the minimum revenue expected for our firm to be seriously considered for this assignment/program?

A: There are no minimum revenue expectations.

Q: I would like to know if this RFP is for prime vendors only and or if my company can bid on a portion of the services that you ask for?

A: This RFP is for prime vendors only. The winning vendors must be able to produce all services identified in the RFP by themselves or with partners (as subcontractors).

Q: Does the list of On-Call vendor agencies consist of only the newly award ones (up to 4 agencies will be chosen), are these replacement agencies, or are you adding agencies to the rotation, with new agencies becoming part of a larger list?

A: The On-Call list will only include vendors awarded contracts as a result of this RFP.

Q: Do you have an agency coordinating media already? If so, is there opportunity/flexibility for a creative agency to make recommendations for implementation of a particular idea/strategy? When an On-Call vendor receives a solicitation letter, can they recommend placement, or additional types of media?

A: The contract will only be for creative development. All media placement and buying is handled separately. An agency can recommend placement.

Q: Will all media be unpaid? What % is PSA? – What is % paid for?

A: Almost 100% of media is paid.

Q: Who is in charge overall for trafficking of the Creative? Is it coordinated by one agency that has a master list of all media and creative assets for all initiatives?

A: The Department handles the placement of all ads, either directly or through a separate media buying firm.

Q: Can you provide more description of the “Performance Based payment Structure” (p. 12)? Is it based on a rate card, or based on hits to a website or phone number in response to an advertisement? What do you consider a reliable source of measure?

A: Performance payment structure is negotiated at the time of the contract negotiation and is based on the performance in creating the campaign and not on the outcomes of the campaign. E.g., hits to the website or phone calls.

Q: Do agencies pre bill costs for development of a campaign?

A: We usually allow for agency to bill 1/3 of a projects cost at the beginning.

Q: What is the correlation between Chlamydia and HIV? Is it purely a correlation or is there a target behavior link? See Attachment B1 of the Creative Brief, pg. 3—bullet point. If left untreated, Chlamydia can increase a person’s chance of getting or spreading HIV.

A: We provide as much background information as possible whenever we issue a creative brief based on epidemiology received from requesting program. There is always information on the nyc.gov/health website. We expect our vendors to conduct research whenever they are requested to develop a media campaign proposal. Focus group research is an important means by which we evaluate creative concepts and test executions.

Q: Is the Budget (see Attachment B1 of the Creative Brief, pg. 3) for all production and staff? Or just for staff/manpower to complete a creative assignment and we must include production costs in our proposal/response to a solicitation letter?

A: The budget is for all production and staff. It does not include placement.

Q: Do agencies need to triple bid all proposals for response to a solicitation?

A: Whenever we issue a creative brief we usually request at least 3 creative concepts to be proposed.

Q: If we are awarded the contract, will DOHMH handle media buying?

A: Yes

Q: What information should be contained in the chart required to show how the services will fit into the Proposer’s organization?

- A: Standard pictorial chart of staff in an organization.
- Q: Will tax returns do in place of a certified financial statement?
- A: At the time of proposal submission, you need to submit your latest audit report or certified financial statement or a statement as to why no report is available. However, if selected for an award, you will need to submit an audit report.
- Q: Is the concentration in all 5 boroughs essential?
- A: We expect coverage in all 5 boroughs.
- Q: Per attachment B-2, what do you mean by “research”? If you purchase the media?
- A: Research: Focus groups, individual interviews, surveys.
- Q: Minority Company but non-profit organization can participate in the minority program?
- A: The City’s MWBE program is run by the Department of Small Business Services, to become certified as an MWBE, please contact them.
- Q: On page 10 of the RFP, a resume of the account Representative is asked for. Would you like descriptions or resumes for any other staff members of subcontractors (if any)?
- A: You should also include resumes of key staff.
- Q: On page 10 of the RFP, it asks for three references, if subcontractors are indicated, would you like references for them as well? If so, are they limited to three per subcontractor?
- A: Yes, include subcontractors’ references but please limit it to three references per subcontractor.
- Q: On page 11 of the RFP, it requests that the proposer submit one creative execution in response to the solicitation letter. Do you expect a story board or subway ad?
- A: You need to provide 1 creative execution on 8.5×11 paper.
- Q: The approximate budget for B-1 is \$100,000. To clarify, all costs attained in B-2 are to fit within the \$100,000 budget?
- A: Yes
- Q: To clarify, the research fee schedule is where costs for focus groups, formative research, etc. should be documented? If the proposer can perform these tasks themselves, how should that be noted in attachment B-3 section C?
- A: Yes, itemize by job responsibility.

- Q: Is there an incumbent agency or agencies currently contracted with DOHMH for the scope of these services? If so, can you please name the agency/agencies?
- A: Yes, there are currently four vendors, namely: LPNY, Rivet Markcom, Bandujo and Mind 4/DCF.
- Q: Who is responsible for translation services? Which languages are required for each campaign? How should these costs be included in proposals?
- A: The ad agencies would be responsible for the first translation. DOHMH will review and verify. Spanish is almost always done. Chinese is second. Translation cost is not required for the proposals.
- Q: Do cost estimate reflect Chlamydia campaign?
- A: Yes, but should include costs of production for Subway and TV.
- Q: Would you please briefly explain "Fee Schedule"?
- A: We need to have the average fee per diem, per person, and in addition the agency mark up (%) of reimbursable expense.
- Q: Will tax returns suffice for a "Certified Financial Statement"?
- A: No. You should include your latest audit report, certified and financial statement or a statement as to why no report or statement is available.
- Q: If the contractor is a MWBE, does the 5% contact rule still apply?
- A: Yes.
- Q: Do the requirements of the proposal (pricing, etc.) apply only to the sample campaign?
- A: The requirements for the proposal are listed in Section IV: Format and Content of the Proposal in the RFP.
- Q: What are the requirements for subcontractors? Do they have to be certified by the City?
- A: Subcontractors must be approved by the City.
- Q: To be selected, must an agency have capabilities in all media? For instance, we are strong in print but have no experience in TV. Can we still compete to be awarded a contract?
- A: Yes, an agency must be able to do all media. An agency with experience in some media but not all can partner with another subcontracted firm.
- Q: Is the sign in sheet all agencies at meeting made public so subs can introduce themselves?

- A: Yes. Sign in sheet attached.
- Q: Will you announce the agencies that are awarded contracts? If so, when and how?
- A: Selected vendors will be posted in the City Records.
- Q: What media will be most important in this campaign?
- A: Usually outdoor or TV.
- Q: Is there multiple campaigns around one issue? I.e. Bipolar disorder, for instance, multiple campaigns per season or multiple campaigns for multiple issues?
- A: Sometimes but not usually.
- Q: Will you expect to see multiple concepts fleshed and applied to media or just conceptual ideas in the proposal? In other words, how developed will the concepts for the proposal need to be?
- A: We expect proposals to include just conceptual ideas.
- Q: In B-1, you request a “small-scale print and outdoor media campaign” but in B-2 you’re requesting cost estimate for print and a TV spot. Do you want us to create a campaign using all mediums (small scale print, large scale, and TV) or should we stick to creative concepts for mediums mentioned in attachment B-2?
- A: There are two parts. B-1 – The Creative brief is for an 8.5×11 poster for Chlamydia. B-2 – is the cost for any campaign development subway or TV.
- Q: What are you looking for in the organizational chart?
- A: Standard pictorial chart of staff in an organization.
- Q: What can we submit besides a storyboard for a TV spot to display our experience in the technical proposal?
- A: We want DVDs of previously developed TV spots.
- Q: We did a campaign regarding online predators on MySpace; we consider that a public health or safety campaign. Would a storyboard for our online campaign instead of a TV spot be acceptable?
- A: Yes.
- Q: Do we need to provide all subcontractors names and their fees from the beginning?
- A: No. Provide those subcontractors you have identified in your proposal. If granted a contract, you will be required to have all subcontractors approved by the City.

- Q: In attachment A-Proposal Cover Letter, what do you want written under “Program Name”?
- A: If your company has a name other than its legal name, enter it here.
- Q: Can we include campaigns other than health related campaigns in our portfolio for the technical purposes?
- A: Yes
- Q: For time and cost estimate for sample campaign, what does the budget include? Just creative development or will it include printing, production, photography, etc.? For the comprehensive layouts, is the request for 7 executions of each concept (i.e. if presenting two concepts, there will be a total of 14 executions)?
- A: Cost estimate is for creative development includes all work done by agency (photograph etc.) not printing that is handled by DOHMH. Proposers need only present different executions.
- Q: Are there caps to number of revisions for each project?
- A: They should be specified at the beginning with cost estimate.
- Q: Is the chosen agency compensated for the work?
- A: No.
- Q: How can we confirm receipt of proposal?
- A: We advise that you hand deliver the proposal and we will give you a receipt.
- Q: How can a contracted agency compete fairly in the project selection process when larger agencies have more under employed personnel?
- A: Based on past experience, many of our campaigns are developed by smaller agencies.
- Q: Is the \$12 million budget allocated for each contract or for all awarded contracts collectively?
- A: \$12 million is for all the contracts. Each contract will have a Maximum Reimbursable Amount (MRA). However, unless your campaign is chosen, no dollars are guaranteed. We anticipate that the MRA will be four million per vendor, one million per year.
- Q: Where can we find samples of the work you have completed or presented to the public in the past?
- A: They are on nyc.gov/health
- Q: Is Ms. Williams the only person to ask for?

- A: Instead of asking for Ms. Williams, you should ask for either Damaris Sanders or Monica Collins.
- Q: Is the experience requirement of 5 major advertising campaigns targeting the 5 boroughs a hard and fast requirement?
- A: No, but it will be evaluated.
- Q: Are strategic partners considered subcontractors and are there any limitations on using strategic partners in day-to-day servicing?
- A: Strategic partners may submit a response but 1 company is a lead and the other subcontractor.
- Q: To be clear, there are 2 proposal procedures: 1. to be selected as a vendor 2. Once a vendor is selected to provide creative proposals that may or may not result in paid work?
- A: Yes.
- Q: How extensive are the creative proposals? Is it simply concepts or fully fleshed out storyboards and production estimates?
- A: Proposals should include creative concepts for the campaign, but need not include executions for every form of media.
- Q: Would you entertain a proposal from an agency that will specialize in only some elements of the SOW?
- A: No, we are looking for contractors that will provide all elements in the SOW.
- Q: Must subcontractors have a presence in NYC?
- A: No.
- Q: It sounds as though the response to each campaign brief is a pitch scenario. Each agency provides 2-3 concepts and then the agency/campaign is selected for development. Is that a correct summary of the process?
- A: Yes.
- Q: With regards to B1, please clarify since you mention "small scale paint" but provide out door specs and one on TV spot on B2.
- A: B-1 requests a "creative concept" and B-2 is for a campaign placed in subway.
- Q: Attachment B-3 states "sample campaign cost schedule". Is this based within the \$100,000 budget attached and stated in B-1?

A: \$100,000 is for creative development. B-3 is detailed breakdown of the development by job role.

Q: Page 6, section 2 “experience” states that firms must have played a “major” role in a minimum of five “major” citywide campaigns. Please identify “major” in both instances and explain if these campaigns need to have occurred over any time period.

A: “Major” is a campaign that runs in all 5 boroughs. No time period required.

Q: Can you offer an example of innovation payment structure as well as performance-based incentives?

A: Innovative payment structure is any payment structure that you think would be used for contract payment. Performance based incentives are fees paid for completion of achievements.

Q: What was the blended rate for the prior agency for the most recent years?

A: There were four agencies and they each had difference blended rates.

Q: Can you provide any additional information about race? How do you typically target different race groups?

A: We target populations based on epidemiological data and health needs.

Q: Are there any geo-specific factors we should be mindful of for the audience?

A: We only target the residents of the New York City (the five boroughs). We also sometimes target particular neighborhoods.

Q: What role does research play in the campaigns of this nature?

A: Research plays an important role in the development of campaigns. Research about health and the impact of disease is used to shape messages. We also test concepts and creative executions in focus groups.

Q: What is the typical average cost of Chlamydia medication for those with insurance and those without?

A: We will provide as much information as possible. Additional information can be found on the nyc.gov/health website. We also expect our advertising agencies to research information that they may need to develop their creative concepts.

Q: We typically work with a MWBE that is not located in NY. If we are allowed to work with them do we still include them in the MWBE Subcontracting Utilization Plan?

A: Organizations included in the Plan must be NYC-registered MWBEs.

- Q. How do we assess M/WBE information from the subcontractors if they don't have that information readily available?
- A. All MWBEs must be registered as MWBEs with the City of New York, through the Department of Small Business Services.
- Q. Can we join the bid process at this point?
- A. Yes, you would need to submit a proposal by the proposal due date and time.
- Q. We are a minority non-profit company. Can we participate in the minority program?
- A: Contact the Department of Small Business Services for information about MWBE certification.
- Q: Is there a preference to woman owned business?
- A: No. However, there will be MWBE subcontracting goals.
- Q: How do you calculate the blended average rate for all staff?
- A: The blended rate enables the Department to compare the fees across different vendors which have different organizational charts and different rates. A blended rate can be calculated a number of different ways. A proposer should make sure that the blended rate compensates employees across different positions.
- Q: Regarding the Price Proposal section on page 11-12, must we propose solutions for both a and b or do we choose one?
- A: You must propose solutions for both (a) and (b).
- Q: Can you provide a pdf of the Doing Business Data Form?
- A: See attached.

END OF ADDENDUM 1

Pre-Proposal Conference Attendance Sheet
 CREATIVE DEVELOPMENT OF PUBLIC EDUCATION PLAN
 PIN 11HE020100R0X00 DATE: MARCH 7, 2012

No.	Please Print Name	Agency Name & Address	Telephone #	FAX #	E-MAIL
1	Ann Goodstein	Goodstein Direct Marketing & Communications	212-807-6974	644-396-7770	goodstein@goodstein.net
2	Lizette Montesinos	SIRK PRODUCTIONS 12 WEST 31 ST STREET NEW YORK, NY 10001	212-244-4934	212-244-5429	Lmontes79@gmail.com
3	Chuck Roberts	INVOIT LLC	914-861-5481 914-861-5481	914-337-7257	Chuck.Roberts@Dunwoody.com
4	MARY CALAME	PRIME ACCESS	212-868-9437	212-868-9495	mary.calame@primeaccess.com
5	Liz Kupcha	Kupcha Marketing Services (M/WBE) 2 Hayes Rd Amity Harbor, NY 11701	917-432-9481	501-631-2446	Liz@KupchaMkt.com
6	Victoria M. Jordan	Pureworks 792 Sterling Pl, 5B Brooklyn NY 11216	917-856-9606	866-437-5203	Vicky@pureworkstudio.com

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No.	Please Print Name	Agency Name & Address	Telephone #	FAX #	E-MAIL
7	Garry Knopov	Anti/Anti 135 W 29 St, Suite 1204 New York, NY 10001	212-925-0310		garry@antianti.nyc.com
8	Ros Knopov	Anti/Anti 135 W 29 St, Suite 1204 NY, NY 10001	212-925-0310		Ros@ antianti.nyc.com
9	Jordan Kushner	Miller Advertising 71 Fifth Ave NY, NY, 10003	212-929- 2200		j.kushner@ millerad.com
10	Celeste Ford	First Person Video	646 772 7917		Celeste ford.nyc@ gmail.com
11	Hongwei Wu Lisa Wu	Community service Coalition 87-06 Corona Ave Elmhurst NY 11373	917-734 6814		Hongwei@ earthlink.net
12	Joseph Lovett	Lovett Productions 17 Vandam Street, Ground Floor New York, NY 10013	212.242. 8999		lovett@ lovettproductions. com

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No.	Please Print Name	Agency Name & Address	Telephone #	FAX #	E-MAIL
13	Michelle Aragon Luz de Armas	Ofelia Media	203-545-4684		nettie@ofelia media.com
14	Laila Schmutzler	Stag + Hare 441 Bway 5 th Fl. NYC 10013	646 861 0505		laila@ stagandhare.com
15	Paul Greenberg	MSA Advertising	212-532-5151 x215		pgreenberg@ msanewyork com
16	Daniel Keltz	Souzer	212-606-6768		U6102d@ souzer.com

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No.	Please Print Name	Agency Name & Address	Telephone #	FAX #	E-MAIL
17	Meredith Bratton	Better World Advertising 110 Green Street, B501 Brooklyn, NY 11222	718-729-1500	718-729-1501	Meredith B @ Socialmarketing.com
18	F. P. Carolan M. Ros.	Lokey Kay + Partners 130 FIFTH AVE, NYC	212-463-5910		pcarolan @ lokeykay.com
19	Paula Kimmberly Hardy	Rota Kimmberly Assoc Inc 501 5th Ave NY, NY 10017	917 917-513 1506	646-367 4901	p_kimhove@ rkadv.com
20	Cathy Jin	NTDTV 229 W 28th St #700, NY NY 10001	646-67052846	212-736-8536	Cathy.jin @ntdtv.com
21	SEAN CONWAY	WATSON & COMPANY 256 WEST 27TH STREET #701, NEW YORK, NY 10001	212-2430909		SEAN@WATSONNYCO COM

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No.	Please Print Name	Agency Name & Address	Telephone #	FAX #	E-MAIL
22	PAUL CALIZADÉ	RIVET ONE DAG HAMMARSKOJLD PLAZA NY, NY 10017	212 716 7912	212 646-486-5973	PAUL.CALIZADE@RIVETGLOBAL.COM
23	Silvia Alvarez	Burson-Marsteller 230 Park Avenue South NY, NY 10003	212 614-5293	212-598-5667	silvia.alvarez@bm.com
24	EDWARD LEHMAN RIO CHENERY	LPNY, LTD 135 E. 65TH ST. NYC 10065	212-288-5676	212-288-5679	ELEHMAN@LPNY.COM
25	John Fortune Kiran Jasen	DCF Advertising 35 W 36th Street, Suite 6W NY, NY 10018	212-625-9484	212 625 5565	JFortune@dcf-advertising.com Kjasen@dcf-advertising.com

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No.	Please Print Name	Agency Name & Address	Telephone #	FAX #	E-MAIL
26	Susan Weil Philip A. Bozzo	Susan Weil Design 17 Polhemus Pl, Brooklyn NY 11215	646.299.1309	347.342.3883	susan@ susanweil design.com
27	Jose R. Bando	BANDUJ Advertising + Design 22 W. 21 st ST 8 th Fl New York NY 10010	212 332 4102	212 366- 6068	JBANDUJO@ BANDUJO.COM