

**State of Maine**  
**Master Score Sheet**

RFP# 201807151						
Multimedia and Creative Services						
Bidder Name:		Bradley Brown Design Group	Bradley Brown Design Group	Bradley Brown Design Group	Colehour + Cohen Inc. (C+C)	
Service Type:		Copy Writer	Graphic Designer	Video Production Services	Marketing Agency	
Proposed Cost:		N/A	N/A	N/A	N/A	
Scoring Sections		Points Available				
Section I: Organization Qualifications and Experience		40	26	30	23	38
Section II: Proposed Services		35	30	30	28	32
Section III: Cost Proposal		25	19	19	14	15
<b>TOTAL</b>		<b><u>100</u></b>	<b><u>75</u></b>	<b><u>79</u></b>	<b><u>65</u></b>	<b><u>85</u></b>

<b>Bidder Name:</b>		<b>Tabnie Dozier Enterprises, Inc.</b>			
<b>Service Type:</b>		<b>Copywriter</b>			
<b>Proposed Cost:</b>		<b>N/A</b>			
<b>Scoring Sections</b>	<b>Points Available</b>				
Section I: Organization Qualifications and Experience	40	<b>N/A</b>			
Section II: Proposed Services	35	<b>N/A</b>			
Section III: Cost Proposal	25	<b>N/A</b>			
<b>TOTAL</b>	<b><u>100</u></b>	<b>N/A</b>			



**STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE  
AND FINANCIAL SERVICES**

**Janet T. Mills  
Governor**

**Kirsten Figueroa  
Commissioner**

**AWARD NOTIFICATION LETTER**

December 2, 2024

Heather Ishler, Business Services  
Bradley Brown Design Group, Inc.  
602 Poplar Way  
Carnegie, PA 15106  
[Heather@bradleybrowndesign.com](mailto:Heather@bradleybrowndesign.com)

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Awards under RFP # 201807151 –  
Multimedia and Creative Services**

Dear Heather Ishler,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for PQVL for Multimedia and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional awards to the following bidder:

- Bradley Brown Design Group – Copy Writer
- Bradley Brown Design Group – Graphic Designer
- Colehour + Cohen Inc. (C+C) – Marketing Agency

The bidders listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified Vendor List (PQVL) are not guaranteed a contract with the State of Maine but are eligible to submit bids on projects issued through the PQVL Mini-Bid Process, as defined in the RFP. Any Notice of Conditional Contract Award resulting from a Mini-Bid award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor(s). The vendor shall not acquire any legal or equitable rights relative to contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award and dissolve the Pre-Qualified Vendor List at any time.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to

the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

DocuSigned by:  
  
2D580E93776B456...

Lindsey Kendall  
Procurement Planning Manager  
DAFS/Office of State Procurement Services

## **STATEMENT OF APPEAL RIGHTS**

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).



**STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE  
AND FINANCIAL SERVICES**

**Janet T. Mills  
Governor**

**Kirsten Figueroa  
Commissioner**

**AWARD NOTIFICATION LETTER**

December 2, 2024

Mark McClennan  
Colehour + Cohen Inc. (C+C)  
129 South Street, 6<sup>th</sup> Floor  
Boston, MA 02111  
[mmclennan@cplusc.com](mailto:mmclennan@cplusc.com)

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Awards under RFP # 201807151 –  
Multimedia and Creative Services**

Dear Mark McClennan,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for PQVL for Multimedia and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional awards to the following bidder:

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DAFS/Office of State Procurement Services

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**STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE  
AND FINANCIAL SERVICES**

**Janet T. Mills  
Governor**

**Kirsten Figueroa  
Commissioner**

**AWARD NOTIFICATION LETTER**

December 2, 2024

Tabnie Dozier  
Tabnie Dozier Enterprises, Inc.  
785 Kingston Ln, G  
Reno, NV 89511  
[info@tabniedozier.com](mailto:info@tabniedozier.com)

**SUBJECT: Notice of Conditional Pre-Qualified Vendor List Awards under RFP # 201807151 –  
Multimedia and Creative Services**

Dear Tabnie Dozier,

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administrative and Financial Services for PQVL for Multimedia and Creative Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional awards to the following bidder:

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DAFS/Office of State Procurement Services

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**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Bradley Brown Design Group  
**DATE:** November 12, 2024

**SUMMARY PAGE**

**Department Name:** Department of Administrative and Financial Services  
**Name of RFP Coordinator:** Lindsey Kendall  
**Names of Evaluators:** Jessica Crosby, Paulo Muanda, Adam Dounane  
**Service Type:** Copy Writer

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>26</b>
Section II. Proposed Services	<b>35</b>	<b>30</b>
Section III. Cost Proposal	<b>25</b>	<b>19</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>75</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION I  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>26</b>

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**Evaluation Team Comments:**

- I. Overview of the Organization
  - 40+ years of experience
  - More than 4,800 completed projects
  - Work with companies and organizations nationally – broad experience
  - Previous projects – provided, but no contact info for any of them
- II. Subcontractors
  - Provided information on selection and use of subcontractors
  - Somewhat vague
- III. Organizational Chart
  - 7 team members mentioned, provided profiles for 6
  - Multiple typos – concerns with attention to detail for copy writing
- IV. Litigation
  - Not addressed
- V. Licensure/Certification
  - None provided
- VI. Certificate of Insurance
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	<b>35</b>	<b>30</b>

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**Evaluation Team Comments:**

- Project experience demonstrates work in applicable areas
- Provided metrics on click-through rate, etc.
- Brochures, 2-pagers, social media
- Met requirements

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Bradley Brown Design Group  
**DATE:** November 12, 2024

**EVALUATION OF SECTION III  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Cost Proposal	<b>25</b>	<b>19</b>

**Evaluation Team Comments:**

Rate sheet provided with all rates  
Easy to read, but detail was lacking for relevant rates – only high-level rates provided.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Bradley Brown Design Group  
**DATE:** November 12, 2024

**SUMMARY PAGE**

**Department Name:** Department of Administrative and Financial Services  
**Name of RFP Coordinator:** Lindsey Kendall  
**Names of Evaluators:** Jessica Crosby, Paulo Muanda, Adam Dounane  
**Service Type:** Graphic Designer

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>30</b>
Section II. Proposed Services	<b>35</b>	<b>30</b>
Section III. Cost Proposal	<b>25</b>	<b>19</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>79</u></b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION I  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>30</b>

**Evaluation Team Comments:**

- I. Overview of the Organization
  - 40+ years of experience
  - More than 4,800 completed projects
  - Work with companies and organizations nationally – broad experience
  - Previous projects
    - i. Large scale graphic design examples
    - ii. Government entity included
    - iii. no contact info for any of them
    - iv. Have experienced modernizing recruitment materials
- II. Subcontractors
  - Provided information on selection and use of subcontractors
  - Somewhat vague
- III. Organizational Chart
  - 7 team members mentioned, provided profiles for 6
  - Some typos
- IV. Litigation
  - Not addressed
- V. Licensure/Certification
  - None provided
- VI. Certificate of Insurance
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	<b>35</b>	<b>30</b>

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**Evaluation Team Comments:**

- Graphic design process was thoroughly explained with three key steps, with sub-steps included
  - Research, planning, onboarding
  - Concept development and design
  - Design completion and production
- Seems to be their strong suit

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION III  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Cost Proposal	<b>25</b>	<b>19</b>

**Evaluation Team Comments:**

- Clear, easy to read
- Rates seem somewhat high but appear reasonable
- Rates were high level – could have used more detail as to what is included in each rate. Would be nice to know how the rates apply to each step defined in their graphic design process.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**SUMMARY PAGE**

**Department Name:** Department of Administrative and Financial Services

**Name of RFP Coordinator:** Lindsey Kendall

**Names of Evaluators:** Jessica Crosby, Paulo Muanda, Adam Dounane

**Service Type:** Video Production Services

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>23</b>
Section II. Proposed Services	<b>35</b>	<b>28</b>
Section III. Cost Proposal	<b>25</b>	<b>14</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>65</u></b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Bradley Brown Design Group  
**DATE:** November 12, 2024

**EVALUATION OF SECTION I  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>23</b>

**Evaluation Team Comments:**

- I. Overview of the Organization
  - 40+ years of experience
  - More than 4,800 completed projects
  - Work with companies and organizations nationally – broad experience
  - Previous projects
    - i. Brand videos, including testimonials
    - ii. Social media and other digital platforms
- II. Subcontractors
  - Relation to Argentine Productions was not clear – not clearly defined as a subcontractor
- III. Organizational Chart
  - 7 team members mentioned, provided profiles for 6
  - Some typos
- IV. Litigation
  - Not addressed
- V. Licensure/Certification
  - None provided
- VI. Certificate of Insurance
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	<b>35</b>	<b>28</b>

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**Evaluation Team Comments:**

- Production quality seems adequate depending on the budget
- Planning and storyboarding, other required services included
- Specialized equipment available – helicopters, dollies, etc.
  - Capable, but doesn't seem very relevant to the needs the State would have in this area.
- Typo found – attention to detail
- Mentioned partnering with Argentine
- Audio description and captioning available – good for accessibility

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Bradley Brown Design Group

**DATE:** November 12, 2024

**EVALUATION OF SECTION III  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Cost Proposal	<b>25</b>	<b>14</b>

**Evaluation Team Comments:**

- Rate sheet from Argentine Productions
- Quite detailed, but could use more description/context for rates
- Rates appear very high
- Equipment rates are provided but not likely to be feasible for State agencies with smaller budgets, who are likely to use this PQVL

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Colehour + Cohen Inc. (C+C)  
**DATE:** December 2, 2024

**SUMMARY PAGE**

**Department Name:** Department of Administrative and Financial Services  
**Name of RFP Coordinator:** Lindsey Kendall  
**Names of Evaluators:** Jessica Crosby, Paulo Muanda, Adam Dounane  
**Service Type:** Marketing Agency

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>
Section II. Proposed Services	<b>35</b>	<b>32</b>
Section III. Cost Proposal	<b>25</b>	<b>15</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b><u>85</u></b>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Colehour + Cohen Inc. (C+C)  
**DATE:** December 2, 2024

**EVALUATION OF SECTION I  
Organization Qualifications and Experience**

	<u>Points Available</u>	<u>Points Awarded</u>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>38</b>

**Evaluation Team Comments:**

- I. Overview of the Organization
  - Government experience
  - Projects were well defined, relevant, contacts provided
  - No Maine office, but have experience in New England
  - Mentioned work during COVID
  - 37 languages, 17 years of experience with Somalian and French languages
    - i. Have captured many different audiences through previous campaigns
  - Experience with outreach to at-risk communities
- II. Subcontractors
  - None
- III. Organizational Chart
  - Provided
  - Full profile for all staff
- IV. Litigation
  - None
- V. Licensure/Certification
  - None provided
- VI. Certificate of Insurance
  - Provided

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Colehour + Cohen Inc. (C+C)

**DATE:** December 2, 2024

**EVALUATION OF SECTION II  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Proposed Services	<b>35</b>	<b>32</b>

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**Evaluation Team Comments:**

- Thorough overview of in-house capabilities
- Breakdown of planning efforts to reach at-risk communities
- Implementation is well defined, emphasized early engagement of key stakeholders
- Have a standard approach, but are able to shift to accommodate client needs
- Good balance between new and traditional media
- Mentioned indigenous communities, but did not name them specifically
- Mentioned other languages and communities they are comfortable working with – good accessibility approach

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151

**RFP TITLE:** PQVL For Multimedia and Creative Services

**BIDDER:** Colehour + Cohen Inc. (C+C)

**DATE:** December 2, 2024

**EVALUATION OF SECTION III  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Cost Proposal	<b>25</b>	<b>15</b>

**Evaluation Team Comments:**

- Detailed, comprehensive
- Included rates and explanation of rates for context
- Rates seem somewhat high/expensive, but they offer unique and quality services
- Included rate increase per year
- Some mark-ups weren't clear
- Some rates for services/positions weren't clearly differentiated/not clear how they would be applied

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 201807151  
**RFP TITLE:** PQVL For Multimedia and Creative Services  
**BIDDER:** Tabnie Dozier Enterprises, Inc.  
**DATE:** December 2, 2024

**SUMMARY PAGE**

**Department Name:** Department of Administrative and Financial Services  
**Name of RFP Coordinator:** Lindsey Kendall  
**Names of Evaluators:** Jessica Crosby, Paulo Muanda, Adam Dounane  
**Service Type:** Copy Writer

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<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section I. Organization Qualifications and Experience	<b>40</b>	<b>N/A</b>
Section II. Proposed Services	<b>35</b>	<b>N/A</b>
Section III. Cost Proposal	<b>25</b>	<b>N/A</b>
<b><u>Total Points</u></b>	<b><u>100</u></b>	<b>N/A</b>

The proposal submitted by Tabnie Dozier Enterprises contained only a Certificate of Insurance. The evaluation team disqualified the proposal, as it was determined to be non-responsive to the RFP as defined in Part IV of the RFP.

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Bradley Brown Design Group, Inc.

**DATE:** November 1, 2024

**EVALUATOR NAME:** Adam Dounane

**EVALUATOR DEPARTMENT:** DAFS, OSPS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- Goes back to 1980 (P)
- More than 4800 projects (P)
- Seven team members total (I) capacity limitations?
- Did not fully complete Appendix C (N) No contact info for previous projects available
- Provides no performance or satisfaction measures in this section (N)

2. Subcontractors

- Unresponsive (N) Very vague.

3. Organizational Chart

- Typos (N) Missing 't' in 'Education' and Responsibilities for President's profile
- Having work experience under responsibilities is confusing (N)
- Unsure of delegation of responsibility (N)

4. Litigation

- Nothing listed

5. Licensure/Certification

- Nothing provided

6. Certificate of Insurance

- Requirements met

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- Meets minimum requirements

**III. Cost Proposal (Rate Sheet)**

- Seems high overall

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Bradley Brown Design Group, Inc.

**DATE:** 11/7/2024

**EVALUATOR NAME:** Paulo Muanda

**EVALUATOR DEPARTMENT:** DAFS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- (P)More than 40 of experience
- (P)Specialize in print and digital communications
- (P)Have executed over 4.800 projects
- Annual revenue under a million dollar
- (P)Project 1 information provided.
  - (N)No contacts information was provided
- (P)Project 2 information provided.
  - (N)No contacts information was provided
- (P)Project 3 information provided.
  - (N)No contacts information was provided

2. Subcontractors

- None

3. Organizational Chart

- Mentioned a team of 7 but only provided a profile for 6

4. Litigation

- None was mentioned

5. Licensure/Certification

- None was provided

6. Certificate of Insurance

- (P)Provided

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- (P) Copywriting for brochures, 2-pagers, social media
- (P) The copywriter responsible for concept and theme development
- (P)The samples of past projects appear to be professional and of high quality.

**III. Cost Proposal (Rate Sheet)**

- (P)The rate sheet was easy to understand

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services (Copy Writer)

**BIDDER NAME:** Bradley Brown Design Group Inc

**DATE:** 11/6/23

**EVALUATOR NAME:** Jessica Crosby

**EVALUATOR DEPARTMENT:** DAFS/BHR

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization
  - P: Organization has been in business for 40+ years.
  - P: Organization works with companies and organizations across the country.
2. Subcontractors
  - P: provided information on the types of subcontractors they work with and their process for determining which project requires subcontractors.
3. Organizational Chart
  - P: Provided a list of the 6 primary employees, their tenure, roles, and responsibilities.
4. Litigation
  - No litigation information provided.
5. Licensure/Certification
  -
6. Certificate of Insurance
  - Provided a copy of their liability insurance.

**II. Proposed Services**

1. Services to be Provided (Appendix D)
  - P: Three examples of previous projects are provided, including a statement about the results of their project.
  - P: Scope of Services is thorough and outlines the responsibilities of the copy writer depending on the project.

**III. Cost Proposal (Rate Sheet)**

- Rate sheet is provided and easy to understand

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Bradley Brown Design Group, Inc.

**DATE:** November 1, 2024

**EVALUATOR NAME:** Adam Dounane

**EVALUATOR DEPARTMENT:** DAFS, OSPS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- Goes back to 1980 (P)
- More than 4800 projects (P)
- Seven team members total (I) capacity limitations?
- Did not fully complete Appendix C (N) No contact info for previous projects available
- Provides no performance or satisfaction measures in this section (N)

2. Subcontractors

- Unresponsive (N) very vague

3. Organizational Chart

- Typos (N) Missing 't' in 'Education' and Responsibilities for President's profile
- Having work experience under responsibilities is confusing (N)
- Unsure of delegation of responsibility (N)

4. Litigation

- Nothing listed

5. Licensure/Certification

- Nothing provided

6. Certificate of Insurance

- Requirements met

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- Overall scope seems well thought-out

**III. Cost Proposal (Rate Sheet)**

- Seems high



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Bradley Brown Design Group, Inc.

**DATE:** 11/7/2024

**EVALUATOR NAME:** Paulo Muanda

**EVALUATOR DEPARTMENT:** DAFS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- (P)More than 40 of experience
- (P)Have executed over 4.800 projects
- Annual revenue under a million dollar
- (P)Project 1 information provided.
  - (N)No contacts information was provided
- (P)Project 2 information provided.
  - (N)No contacts information was provided
- (P)Project 3 information provided.
  - (N)No contacts information was provided

2. Subcontractors

- None

3. Organizational Chart

- Mentioned a team of 7 but only provided a profile for 6

4. Litigation

- None was mentioned

5. Licensure/Certification

- None was provided

6. Certificate of Insurance

- (P)Provided

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- Research, planning, and onboarding
- Concept development and design
- Design completion and production

**III. Cost Proposal (Rate Sheet)**

- (P)The rate sheet was easy to understand

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services (Graphic Designer)

**BIDDER NAME:** Bradley Brown Design Group Inc.

**DATE:** 11/6/24

**EVALUATOR NAME:** Jessica Crosby

**EVALUATOR DEPARTMENT:** DAFS/BHR

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- P: Organization has been in business for 40+ years.
- P: Organization has done business with government entities in the past (US Merchant Marine Academy) as well as having clients across the country.
- P: Have experience modernizing client recruitment materials.

2. Subcontractors

- P: provided information on the types of subcontractors they work with and their process for determining which project requires subcontractors.

3. Organizational Chart

- P: Provided a list of the 6 primary employees, their tenure, roles, and responsibilities.

4. Litigation

- Q: No litigation information provided.

5. Licensure/Certification

- 

6. Certificate of Insurance

- Provided a copy of their liability insurance.

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- P: Three examples of previous projects are provided.
- P: Scope of Services is thorough and covers the planning, design, and execution stages

**III. Cost Proposal (Rate Sheet)**

- Rate sheet is provided and easy to understand

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Bradley Brown Design Group, Inc.

**DATE:** November 1, 2024

**EVALUATOR NAME:** Adam Dounane

**EVALUATOR DEPARTMENT:** DAFS, OSPS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- Goes back to 1980 (P)
- More than 4800 projects (P)
- Seven team members total (I) capacity limitations?
- Did not fully complete Appendix C (N) No contact info for previous projects available
- Provides no performance or satisfaction measures in this section (N)

2. Subcontractors

- Unresponsive (N) very vague form message
- Argentine listed in another section—confusing and shows lack of effort

3. Organizational Chart

- Typos (N) Missing 't' in 'Education' and Responsibilities for President's profile
- Having work experience under responsibilities is confusing (N)
- Unsure of delegation of responsibility (N)

4. Litigation

- Nothing listed

5. Licensure/Certification

- Nothing provided

6. Certificate of Insurance

- Requirements met

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- Meets requirements
- Including audio description and captioning for accessibility

**III. Cost Proposal (Rate Sheet)**

- 235 dollars per 15 min captioning seems very, very high when compared to industry standards

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Bradley Brown Design Group, Inc.

**DATE:** 11/7/2024

**EVALUATOR NAME:** Paulo Muanda

**EVALUATOR DEPARTMENT:** DAFS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- (P)More than 40 of experience
- (P)Have executed over 4.800 projects
- Annual revenue under a million dollar
- (P)Project 1 information provided.
  - (N)No contacts information was provided
- (P)Project 2 information provided.
  - (N)No contacts information was provided
- (P)Project 3 information provided.
  - (N)No contacts information was provided

2. Subcontractors

- (Q)Argentine Productions partner or subcontractor?

3. Organizational Chart

- Mentioned a team of 7 but only provided a profile for 6

4. Litigation

- None was mentioned

5. Licensure/Certification

- None was provided

6. Certificate of Insurance

- (P)Provided

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- will partner with Argentine Productions for Video Production Services
- Included in the work: web series, visitor center films, and museum media projects

**III. Cost Proposal (Rate Sheet)**

- (P)The rate sheet was easy to understand

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services (Video Production)

**BIDDER NAME:** Bradley Brown Design Group Inc

**DATE:** 11/6/24

**EVALUATOR NAME:** Jessica Crosby

**EVALUATOR DEPARTMENT:** DAFS/BHR

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- P: Organization has been in business for 40+ years.
- P: Organization has experience creating brand videos which include testimonials.
- P: Organization has experience creating videos for social media and other digital platforms.

2. Subcontractors

- P: provided information on the types of subcontractors they work with and their process for determining which project requires subcontractors.

3. Organizational Chart

- P: Provided a list of the 6 primary employees, their tenure, roles, and responsibilities.

4. Litigation

- Q: No litigation information provided.

5. Licensure/Certification

- 

6. Certificate of Insurance

- Provided a copy of their liability insurance.

**II. Proposed Services**

1. Services to be Provided (Appendix D)

- P: Three examples of previous projects are provided.
- Scope of Services indicates that Bradley Brown partners with Argentine Productions for Video Production services.
  1. P: A full scope of video production services is provided.

**III. Cost Proposal (Rate Sheet)**

- Rate sheet is provided and easy to understand

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Colehour + Cohen, Inc., "C+C"

**DATE:** November 26<sup>th</sup>, 2024

**EVALUATOR NAME:** Adam Dounane

**EVALUATOR DEPARTMENT:** DAFS, OSPS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- Extensive experience working with government in different areas(P)
  1. ENERGY STAR program with US EPA
  2. Massachusetts' Community Colleges and MA Dept. of Higher Education
- Extensive experience in New England (P) including:
  1. Efficiency Maine Trust
  2. Mass Save
  3. Efficiency Vermont
  4. Connecticut Green Bank
- Accessibility to ranging audiences (P)
  1. COVID communications for the State of Washington
    - a. 37 different languages
  2. 17 years' experience including serving Somali and French communities
  3. Overall, it seems dedicated to serving the State of Maine's intended audiences, including community organizations

2. Subcontractors

- No subcontractor use

3. Organizational Chart

- Lacking a primary point of contact between Market Intelligence, Multicultural Communications, Account Services, Creative & Content, Digital & Social Media, **and** the State of Maine (N)
- Seems organized considering the size of the organization (~115 employees).

4. Litigation

- None

5. Licensure/Certification

- 'Not applicable'

6. Certificate of Insurance

- ACORD looks good

**II. Proposed Services**

1. Services to be Provided (Appendix D)

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Colehour + Cohen, Inc., "C+C"

**DATE:** November 26<sup>th</sup>, 2024

**EVALUATOR NAME:** Adam Dounane

**EVALUATOR DEPARTMENT:** DAFS, OSPS

- Seems to cover the gamut between traditional PR campaigns with TV/print/radio, and 'new media', with animating digital ads and Snapchat filters (P)
- Reiterates crossing linguistic barriers in over 30 languages (P)
  1. Including Somali and French
- Has strategic partnerships to reach different communities (P)
  1. Including Indigenous/American Indian
    - a. Would have been nice to see the Wabanaki or [Bantu] Somali mentioned given the local context (N)
- Weekly check-in calls seem reasonable in theory

**III. Cost Proposal (Rate Sheet)**

- Rates are at the higher end, reflecting higher standards based on previous work
- The Intern rate of \$65/hour being paired with Social Good Ambassador (Internal PR/ Community Affairs?), and Account Support seems odd.
- Rate escalation of 5% per annum would seem to outpace average national inflation (N)
- 5% mark-up on hard costs incurred on behalf of the client could use more explanation—would all ad buys become, in-turn, five percent more expensive? (Q)

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** Colehour + Cohen Inc.

**DATE:** 11/25/2024

**EVALUATOR NAME:** Paulo Muanda

**EVALUATOR DEPARTMENT:** DAFS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- Vendor located in Seattle, Boston and Portland, OR.
- More than 115 staff located throughout North America
- Government work experience
- (P)Project 1 information provided.
- (P)Project 2 information provided.
- (P)Project 3 information provided.

2. Subcontractors

- None was mentioned

3. Organizational Chart

- Provided
- Well qualified team

4. Litigation

- None

5. Licensure/Certification

- N/A

6. Certificate of Insurance

- Provided

**II. Proposed Services**

1. Services to be Provided (In-house capabilities)

- (P)Social marketing, public relations, marketing communications, creative strategy and advertising, multicultural communications, media planning and buying, market intelligence, social and digital media strategy, content development and management
- (P)Detailed project implementation approach

**III. Cost Proposal (Rate Sheet)**

- (P)Detailed rate sheet and easy to understand



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** C&C (Marketing Agency)

**DATE:** 11/26/24

**EVALUATOR NAME:** Jessica Crosby

**EVALUATOR DEPARTMENT:** DAFS

**Individual Evaluator Comments:**

**I. Organization Qualifications and Experience**

1. Overview of Organization

- P: The bidder has experience in marketing programs salient to state government, including water conservation/environmental, public health, and transportation.
- P: 115 person team with experience working with governments and non-profit organizations, including Efficiency Maine Trust, US Environmental Protection Agency's ENERGY STAR program, and US Department of Energy's Better Buildings Initiative. They have also worked with higher education.
- P: They have experience with outreach to diverse communities and audiences.
- P: They offer different teams based on the type of service, including media relations, advertising and branding, digital and social, market intelligence, multicultural, behavior change, and events/outreach.
- I: In business for 17 years.
- P: Their 3 project examples are all highly relevant (other state agencies), have contact information, and provide a thorough overview with visual examples of the projects.
- P: In one project, they specifically engaged with historically underrepresented communities to identify barriers to energy and environmental equity. They also created ads in Spanish.
- P: In another project, the campaign generated 92% more applications (for teachers) than the established goal.
- P: in another project, they created materials in 36 languages to reach all residents in the state.

2. Subcontractors

- They do not list any subcontractors.

3. Organizational Chart

- P: an org chart with the names of the leaders in each of their focus areas is provided, and a more detailed break out of their account services team is also included. They then go into an explanation of their staffing plan and key member bios.

4. Litigation

- None.

5. Licensure/Certification

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP#** 201807151

**RFP TITLE:** PQVL for Multimedia and Creative Services

**BIDDER NAME:** C&C (Marketing Agency)

**DATE:** 11/26/24

**EVALUATOR NAME:** Jessica Crosby

**EVALUATOR DEPARTMENT:** DAFS

- Indicated “not applicable”.
- 6. Certificate of Insurance
  - P: Certificate of Insurance was provided.

**II. Proposed Services**

1. Services to be Provided (Appendix D)
  - P: Very thorough overview of their in-house capabilities.
  - P: They include a breakdown of how they ensure their planning and execution reflects and reaches multicultural perspectives, including emphasizing that in order to make their work relevant to their audiences, it has to be made with their incorporating their viewpoints from the beginning.
  - P: They give an overview of their approach as well, in a step by step explanation, but also indicate they tailor their approach based on the needs of the client.

**III. Cost Proposal (Rate Sheet)**

- P: They include their rates but also an explanation of those rates.
-



STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE  
AND FINANCIAL SERVICES

Janet T. Mills  
Governor

Kirsten LC Figueroa  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP# 201807151  
RFP TITLE: PQVL for Multimedia and Creative Services

I, Adam Dounane accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

DocuSigned by:  
*Adam Dounane*  
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10/29/2024

Signature

Date



STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE  
AND FINANCIAL SERVICES

Janet T. Mills  
Governor

Kirsten LC Figueroa  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP# 201807151  
RFP TITLE: PQVL for Multimedia and Creative Services

I, Paulo Muanda accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

Signed by:  
*Paulo Muanda*  
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10/29/2024

Signature

Date



STATE OF MAINE  
DEPARTMENT OF ADMINISTRATIVE  
AND FINANCIAL SERVICES

Janet T. Mills  
Governor

Kirsten LC Figueroa  
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT  
RFP# 201807151  
RFP TITLE: PQVL for Multimedia and Creative Services

I, Jessica Crosby accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administrative and Financial Services. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand and agree that the evaluation process is to be conducted in an impartial manner without bias or prejudice. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

**I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the award decision notices for public distribution.**

Signed by:  
*Jessica Crosby*  
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10/31/2024

Signature

Date