

**State of Maine  
Master Score Sheet**

RFP# 202203034					
Pre-Qualified Vendor List for Marketing and Communication Services					
<b>Bidder Name:</b>		<b>Broad Creatives</b>	<b>Burgess Advertising &amp; Marketing</b>	<b>DIVISION Media</b>	<b>Fuseideas</b>
<b>Scoring Sections</b>	<b>Points Available</b>	*Refer to the Team Consensus Notes for the Specific List each Vendor has qualified to be listed on.			
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35.00	32.00	32.00		32.00
Section III: Proposed Services	40.00	30.00*	18.00*		28.00*
Section IV: Cost Proposal	25.00	20.00	19.00		23.00
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>69.00</u></b>	<b><u>69.00</u></b>	<b><u>Disqualified</u></b>	<b><u>83.00</u></b>
<b>Bidder Name:</b>		<b>Hart Consulting, Inc.</b>	<b>iBec Creative</b>	<b>Persado Inc.</b>	<b>Pulse Marketing Agency</b>
<b>Scoring Sections</b>	<b>Points Available</b>	*Refer to the Team Consensus Notes for the Specific List each Vendor has qualified to be listed on.			
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35.00	31.00	30.00	30.00	33.00
Section III: Proposed Services	40.00	30.00*	24.00*	5.00	35.00*
Section IV: Cost Proposal	25.00	23.00	21.00	5.00	21.00
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>84.00</u></b>	<b><u>75.00</u></b>	<b><u>40.00</u></b>	<b><u>89.00</u></b>

RFP# 202203034

Pre-Qualified Vendor List for Marketing and Communication Services

Bidder Name:		Resource, LLC (d/b/a Resource Promotions)	Results Marketing & Design, Inc. d/b/a Ethos	Rinck Advertising	Townsquare Media Portland, LLC
<b>Scoring Sections</b>	<b>Points Available</b>	*Refer to the Team Consensus Notes for the Specific List each Vendor has qualified to be listed on.			
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35.00		35.00	33.00	30.00
Section III: Proposed Services	40.00		32.00*	35.00*	25.00*
Section IV: Cost Proposal	25.00		22.00	23.00	22.00
<b>TOTAL</b>	<b><u>100.00</u></b>	<b><u>Disqualified</u></b>	<b><u>89.00</u></b>	<b><u>91.00</u></b>	<b><u>77.00</u></b>

**From:** [Hall, Brittany](#)  
**To:** [emily@broadcreatives.com](mailto:emily@broadcreatives.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Broad Creatives.pdf](#)

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Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [emily@broadcreatives.com](mailto:emily@broadcreatives.com)

Broad Creatives  
Emily Foran, Owner & Creative Director  
167 Smutty Lane  
Saco, ME 04072

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Ms. Foran:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broad Creatives (Lists 2, and 6)
- Burgess Advertising & Marketing (Lists 1, 2, and 12)
- Fuseideas (Lists 1- 14)
- Hart Consulting (List 5)
- iBec Creative (Lists 1, 2, 4, 6, and 12)
- Pulse Marketing (Lists 1, 2, 6, 9, 10, 11, and 12)
- Results Marketing & Design Inc. dba Ethos (Lists 1, 2, and 12)
- Rinck Advertising (Lists 1-14)
- Townsquare Media Portland, LLC (Lists 1, 4, 6, 9, and 12)

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 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 and the successful negotiation of a contract.

Any person aggrieved by this 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).

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [Meredith@burgessadv.com](mailto:Meredith@burgessadv.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Burgess Advertising & Marketing.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Jeanne M. Lambrew, Ph.D.  
Commissioner



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Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [Meredith@burgessadv.com](mailto:Meredith@burgessadv.com)

Burgess Advertising & Marketing  
Meredith Strang Burgess, President/CEO  
6 Fundy Road, Suite 300  
Falmouth, ME 04105

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-  
Qualified Vendor List for Marketing and Communication

Dear Ms. Strang Burgess:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 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).

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Any person aggrieved by this 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).

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management



**From:** [Hall, Brittany](#)  
**To:** [Abigale Donaldson](#)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - DVISION Media.pdf](#)

---

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Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Commissioner



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Division of Contract Management  
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Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [abbey@dvisionmedia.com](mailto:abbey@dvisionmedia.com)

DVISION Media  
Abigaile Donaldson  
165 Thorne Hill Road  
Conway, NH 03818

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Ms. Donaldson:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** ["smason@fuseideas.com"](mailto:smason@fuseideas.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Fuseideas.pdf](#)

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Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Commissioner



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11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [smason@fuseideas.com](mailto:smason@fuseideas.com)

Fuseideas  
Steve Mason  
34 Exchange Street, Suite 300  
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Mr. Mason:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** ["pat@hartconsultinginc.com"](mailto:pat@hartconsultinginc.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Hart Consulting Inc.pdf](#)

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Warmest Regards,  
Brittany

**Brittany Hall**

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Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [pat@hartconsultinginc.com](mailto:pat@hartconsultinginc.com)

Hart Consulting, Inc.  
Patricia Hart, Owner  
34 High Holborn Street  
Gardiner, ME 04345

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Ms. Hart:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [nathan@ibeccreative.com](mailto:nathan@ibeccreative.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - iBec Creative.pdf](#)

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Warmest Regards,  
Brittany

**Brittany Hall**

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Jeanne M. Lambrew, Ph.D.  
Commissioner



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Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [nathan@ibeccreative.com](mailto:nathan@ibeccreative.com)

iBec Creative  
Nathan McCraven, Director of Sales and Accounts  
177 High Street  
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Mr. McCraven:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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- Burgess Advertising & Marketing (Lists 1, 2, and 12)
- Fuseideas (Lists 1- 14)
- Hart Consulting (List 5)
- iBec Creative (Lists 1, 2, 4, 6, and 12)
- Pulse Marketing (Lists 1, 2, 6, 9, 10, 11, and 12)
- Results Marketing & Design Inc. dba Ethos (Lists 1, 2, and 12)
- Rinck Advertising (Lists 1-14)
- Townsquare Media Portland, LLC (Lists 1, 4, 6, 9, and 12)

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 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 and the successful negotiation of a contract.

Any person aggrieved by this 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).

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [mike.maiorana@persado.com](mailto:mike.maiorana@persado.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Persado Inc.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [mike.maiorana@persado.com](mailto:mike.maiorana@persado.com)

Persado Inc.  
Mike Maiorana, SVP Public Sector  
11 East 26<sup>th</sup> Street, Floor 15  
New York, NY 10010

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Mr. Maiorana:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

- Broad Creatives (Lists 2, and 6)
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- Fuseideas (Lists 1- 14)
- Hart Consulting (List 5)
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The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 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 and the successful negotiation of a contract.

Any person aggrieved by this 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).

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [llozier@pulsemarketingagency.com](mailto:llozier@pulsemarketingagency.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Pulse Marketing Agency.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [llozier@pulsemarketingagency.com](mailto:llozier@pulsemarketingagency.com)

Pulse Marketing Agency  
Laurie Lozier  
1 Merchants Plaza  
Bangor, ME 04401

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Ms. Lozier:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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Any person aggrieved by this 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).

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [jim@resourcepromotions.com](mailto:jim@resourcepromotions.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Resource Promotions.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [jim@resourcepromotions.com](mailto:jim@resourcepromotions.com)

Resource, LLC (d/b/a Resource Promotions)  
James J Cronin, Jr  
26 Brickyard Court, Unit A3  
York, ME 03909

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Mr. Cronin:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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- Rinck Advertising (Lists 1-14)
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The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 Contract Award and dissolve the Pre-Qualified Vendor List at any time.

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [tdarling@ethos-marketing.com](mailto:tdarling@ethos-marketing.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Results Marketing Ethos.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

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Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [tdarling@ethos-marketing.com](mailto:tdarling@ethos-marketing.com)

Results Marketing & Design, Inc. d/b/a Ethos  
Ted Darling  
17 Ash Street  
Westbrook, ME 04092

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-  
Qualified Vendor List for Marketing and Communication

Dear Mr. Darling:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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- Results Marketing & Design Inc. dba Ethos (Lists 1, 2, and 12)
- Rinck Advertising (Lists 1-14)
- Townsquare Media Portland, LLC (Lists 1, 4, 6, 9, and 12)

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 Contract Award and dissolve the Pre-Qualified Vendor List at any time.

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management



**From:** [Hall, Brittany](#)  
**To:** [nikki@rinckadvertising.com](mailto:nikki@rinckadvertising.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Rinck Advertising.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [nikki@rinckadvertising.com](mailto:nikki@rinckadvertising.com)

Rinck Advertising  
Nikki Jarvais  
113 Lisbon Street  
Lewiston, ME 04240

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-Qualified Vendor List for Marketing and Communication

Dear Ms. Jarvais:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 Contract Award and dissolve the Pre-Qualified Vendor List at any time.

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**From:** [Hall, Brittany](#)  
**To:** [Michelle.Buck@TownsquareMedia.com](mailto:Michelle.Buck@TownsquareMedia.com)  
**Bcc:** [DHHS, RFP](#); [Downer, Debra](#); [Farwell, Jackie](#); [Hammes, Lindsay](#); [Leahey, Adrienne](#); [Robichaud, Veronica J](#); [Thompson, Heather](#)  
**Subject:** Proposal Evaluation Notification for OC 202203034 Pre-Qualified Vendor List for Marketing and Communication  
**Date:** Tuesday, August 16, 2022 3:01:00 PM  
**Attachments:** [Award Letter - Townsquare Media Portland.pdf](#)

---

Good Afternoon,

The Department's Evaluation Team has concluded their evaluation of all proposals submitted for 202203034 Pre-Qualified Vendor List for Marketing and Communication.

The attached letter identifies the awarded Bidders through the evaluation process, thank you for your submission.

Warmest Regards,  
Brittany

**Brittany Hall**

Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, ME 04333  
[RFP.DHHS@maine.gov](mailto:RFP.DHHS@maine.gov)

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Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner



Maine Department of Health and Human Services  
Division of Contract Management  
11 State House Station  
109 Capitol Street  
Augusta, Maine 04333-0011  
Tel.: (207) 287-3707; Fax: (207) 287-5031  
TTY: Dial 711 (Maine Relay)

Aug-16-2022

Via Electronic Mail: [Michelle.Buck@TownsquareMedia.com](mailto:Michelle.Buck@TownsquareMedia.com)

Townsquare Media Portland, LLC  
Michelle Buck, Senior Marketing Consultant  
One City Center, 3<sup>rd</sup> Floor  
Portland, ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP #202203034, Pre-  
Qualified Vendor List for Marketing and Communication

Dear Ms. Buck:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Health and Human Services, Office of Commissioner for Pre-Qualified Vendor List for Marketing and Communication. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional award(s) to the following bidder(s):

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- Rinck Advertising (Lists 1-14)
- Townsquare Media Portland, LLC (Lists 1, 4, 6, 9, and 12)

The bidder(s) listed above have met the requirements for placement on the Pre-Qualified Vendor List. Vendors added to this Pre-Qualified List (PQVL) are not guaranteed a contract within 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 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 and the successful negotiation of a contract.

Any person aggrieved by this 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).

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

Sincerely,

DocuSigned by:  
*Debra Downer*  
5DC6307B8558482...

Debra Downer  
Deputy Director of Competitive Procurement  
Division of Contract Management

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broad Creatives

**DATE:** June 23, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell and Lindsay Hammes

---

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>30.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>20.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>82.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broad Creatives

**DATE:** June 23, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broad Creatives

**DATE:** June 23, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Currently providing similar service to Maine Department of Education</li> <li>• Experience providing similar services within social services environment</li> <li>• Experience with U.S. Centers for Disease Control and Prevention and other public health entities</li> <li>• Experience delivering work products addressing varying rates of literacy</li> <li>• Located in Maine</li> <li>• Provided three project examples, all directly related to RFP</li> <li>• Projects included images of completed work</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broad Creatives

**DATE:** June 23, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>30.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Did not describe how to ensure expectations or desired outcomes will be achieved</li> <li>• Included visual identity reference guides</li> <li>• Proposal focused emphasis on brand assets, including brand templates</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Demonstrated ability to design across 22+ platforms, i.e., swag, email, stationery</li> <li>• Did not describe how to ensure expectations or desired outcomes will be achieved</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Overall, met minimum requirement</li> <li>• Stated that non-published ideas and work will not be considered work made for hire</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Broad Creatives

**DATE:** June 23, 2022

\*\*\*\*\*

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>20.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Rate sheet offered flexibility, presenting rates by time and product</li><li>• Provided a detailed and clear narrative explaining basis for rates</li></ul> |
|---|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Burgess Advertising & Marketing

**DATE:** June 23, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

---

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>18.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>19.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>69.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Burgess Advertising & Marketing

**DATE:** June 23, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Burgess Advertising & Marketing

**DATE:** June 23, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Experience with designing Breast Cancer Awareness license plate</li> <li>• Has provided similar services with Maine Department of Transportation</li> <li>• Bidder is Maine-based</li> <li>• Provided three relevant project examples</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Burgess Advertising & Marketing

**DATE:** June 23, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>18.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Targets audiences and influencers of those audiences</li> <li>• Provided an example of work</li> <li>• Indicates working with client to meet the key performance measures</li> <li>• Proposed using reflection, evaluation, and refinement strategy</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Proposed assessment of existing brand and utilizing assessment to improve future projects</li> <li>• Provided examples of work</li> <li>• Bidder's response was unclear about ability to create different types of brand assets</li> </ul>
<b>4. Copywriting - <i>Based on the response provided, the Evaluation Team concludes the Bidder is not eligible to be on the Copywriting PQVL</i></b>
<ul style="list-style-type: none"> <li>• Bidder did not address what they offer, the methods or resources they will use, or how they will achieve desired outcomes. Provided a link that did not provide Evaluation Team with sufficient information</li> </ul>
<b>6. Graphic Design - <i>Based on the response provided, the Evaluation Team concludes the Bidder is not eligible to be on the Graphic Design</i></b>
<ul style="list-style-type: none"> <li>• Bidder did not address what they offer, the methods or resources they will use, or how they will achieve desired outcomes. Provided a link that did not provide Evaluation Team with sufficient information</li> </ul>
<b>8. End-To-End Print Production - <i>Based on the response provided, the Evaluation Team concludes the Bidder is not eligible to be on the End-to-End Print Production PQVL</i></b>
<ul style="list-style-type: none"> <li>• Bidder did not address what they offer, the methods or resources they will use or how they will achieve desired outcomes. Provided a link that did not provide Evaluation Team with sufficient information</li> </ul>
<b>12. Media Purchase, provide</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Burgess Advertising & Marketing

**DATE:** June 23, 2022

\*\*\*\*\*

- |  |
|--|
| <ul style="list-style-type: none"><li>• Indicated use of an in-house director resource with 15 years experience: social media, overarching media, and digital media technology</li><li>• Proposed using data to evaluate effectiveness</li></ul> |
|--|

<b>B. General Requirements</b>
--------------------------------

- |   |
|---|
| <ul style="list-style-type: none"><li>• Bidder did not provide a response to this section</li></ul> |
|---|



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Burgess Advertising & Marketing

**DATE:** June 23, 2022

\*\*\*\*\*

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>19.00</b>

**Evaluation Team Comments:**

- |  |
|--|
| <ul style="list-style-type: none"><li>• Noted hourly rate for meetings, phone calls, and clerical</li><li>• Proposed marking up out-of-pocket expense by 20 percent</li><li>• Bidder did not explain the basis of their proposed rates</li></ul> |
|--|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** DVISION Media

**DATE:** June 23, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell and Lindsay Hammes

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>N/A</b>
Section III. Proposed Services	<b>40.00</b>	<b>N/A</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>N/A</b>
<u>Total Points</u>	<b><u>100.00</u></b>	<b><u>N/A</u></b>

- DVISION Media did not provide a completed Appendix D - Response to Proposed Services Form with their proposal as required by the RFP. As outlined in the RFP, Part IV "...failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive...", therefore, DVISION Media's proposal is disqualified from the evaluation process.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Fuseideas

**DATE:** June 27, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>28.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>83.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Fuseideas

**DATE:** June 27, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Fuseideas

**DATE:** June 27, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>32.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Holds contracts with the Department’s Office of Behavioral Health (OBH), Maine Department of Transportation, and Maine State Lottery</li> <li>• Works with well-known national brands</li> <li>• Provided background information for eight of its team members</li> <li>• Provided three relevant projects</li> <li>• Additional project references on public health campaigns, including a French-language campaign for OBH</li> <li>• Noted they are Massachusetts-based, but have a Maine office location</li> <li>• Bidder is Veteran-owned</li> <li>• Noted experiential marketing</li> <li>• Provided three relevant projects</li> <li>• Provided images with project examples</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Fuseideas

**DATE:** June 27, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>28.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Regarding Bidder’s quality control procedures, Evaluation Team noted with concern the typographical errors within Bidder’s proposal</li> <li>• Bidder’s response had specific structure, but lacked depth</li> <li>• Example provided for preferred messengers demonstrated of what Bidder is capable</li> <li>• Proposed using personal marketing profiles versus on-the-ground research</li> <li>• Offered weekly meetings for proposed opportunities for optimization</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Regarding Bidder’s quality control procedures, Evaluation Team noted with concern the typographical errors within Bidder’s proposal</li> <li>• Bidder’s response had specific structure, but lacked depth</li> <li>• Indicated they build equity in brand identity</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Proposed using a public relation partner and subcontractors</li> <li>• Bidder did not provide details of how it would establish monitoring and alert systems</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Met minimum requirements</li> <li>• Regarding Bidder’s quality control procedures, Evaluation Team noted with concern the typographical errors within Bidder’s proposal</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Regarding Bidder’s quality control procedures, Evaluation Team noted with concern the typographical errors within Bidder’s proposal</li> <li>• Response did not address outcomes</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Response did not address outcomes</li> </ul>
<b>7. Photography</b>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Fuseideas

**DATE:** June 27, 2022

\*\*\*\*\*

<ul style="list-style-type: none"> <li>• Met minimum requirement</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Provided a detailed response for its methods and resources</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Proposed use of “sister company” Bright Matter Productions</li> <li>• Provided a comprehensive response</li> <li>• Noted production of more than 200 video spots and animations over the last five years</li> <li>• Noted ability to reduce costs through creative talent sourcing</li> <li>• Proposed having Department representative on-set during production to ensure the work captured is approved</li> <li>• Noted the ability to deliver assets in any format requested</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Noted experience across various media and ability to integrate various media</li> <li>• Proposed use of “sister company” Bright Matter Productions</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Offered to present recommended talent with alternatives</li> <li>• Proposed having Department representative listen in to ensure the work captured is approved</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Bidder mentioned optimization, reporting, and reconciliation</li> <li>• Experience using media in Maine for targeted audiences</li> <li>• Noted ability to utilize research tools</li> <li>• Noted use of proprietary dashboard system, which provides real-time data</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>• Met minimum requirement</li> </ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Bidder has its own event management firm</li> <li>• Indicates experience in hundreds of events across the country</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Overall, met minimum requirements</li> <li>• Did not address the Department’s mission</li> <li>• Indicated that senior executives will be involved in project management, but did not explain capacity of involvement</li> </ul>

**EVALUATION OF SECTION IV**

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Fuseideas

**DATE:** June 27, 2022

\*\*\*\*\*

**Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Provided blended discount rates, rates vary depending on position/role</li><li>• Mark-up on outside service cost is waived</li><li>• An hourly rate is charged for media services, rather than a commission</li></ul> |
|---|



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Hart Consulting, Inc.

**DATE:** June 27, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>31.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>30.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>84.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Hart Consulting, Inc.

**DATE:** June 27, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Hart Consulting, Inc.

**DATE:** June 27, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>31.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Provided links to examples of writing</li> <li>• Bidder is Women-owned, and Maine-based</li> <li>• Noted experience in working with the government entities, but did not elaborate</li> <li>• Provided three relevant projects, including social services and public health</li> <li>• Staff holds advanced degrees in economics and public health, and has training and experience in communicating to populations with a range of literacy levels</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Hart Consulting, Inc.

**DATE:** June 27, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>30.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Provided clear examples of work</li> <li>• Bidder offered project management</li> <li>• Response did not address measures of success</li> <li>• Indicated their ability to subcontract with graphic designers and data analysts</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Overall, met minimum requirement</li> <li>• Detailed its process of working with the Department's account team</li> <li>• Staff has completed relevant training</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Hart Consulting, Inc.

**DATE:** June 27, 2022

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**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Hourly rates included role descriptions per position</li><li>• Provided detailed description of rates</li><li>• No mark-up on outside costs</li></ul> |
|---|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** iBec Creative

**DATE:** July 19, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>24.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>21.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>75.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** iBec Creative

**DATE:** July 19, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** iBec Creative

**DATE:** July 19, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Noted experience in building more than 500 websites</li> <li>• Maine-based and Women-owned</li> <li>• In business 16 years</li> <li>• Digital only</li> <li>• Does not appear to have government or social services experience</li> <li>• Pending B-Corp certification</li> <li>• Provided three relevant project examples, focused on website design and management</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided valid certificate of insurance</li> </ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** iBec Creative

**DATE:** July 19, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>24.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• The preferred messengers were not addressed in response</li> <li>• Evaluation Team noted with concern the typographical errors within Bidder’s proposal</li> <li>• Follow-up meetings or calls were not addressed in response</li> <li>• Data informs the process; “we will work with your team to develop audience personas to model our campaign messaging and placements”</li> <li>• Indicated it will develop project overviews with structured conversations</li> <li>• Robust measures in place for measuring effectiveness and smoothing out kinks prior to website launches</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Audience was identified as “customers” rather than “users” of government services</li> <li>• Proposed creating, with robust brand development processes, a defined brand position</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Noted one team member has experience working with the Office of Child and Family Services, though in a different role</li> <li>• Acknowledged that strong context can minimize calls and emails to the Department</li> <li>• Deep expertise in developing all forms of written and visual content</li> <li>• Addressed broadcast media in this section; expertise elsewhere in the proposal is digitally-focused</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Indicated knowledge of 508 compliance</li> <li>• Intuitive user experience to execute brand strategy</li> <li>• Noted wide array of capabilities</li> <li>• Ability to create design systems with components that can be reused or repurposed for new layouts</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** iBec Creative

**DATE:** July 19, 2022

\*\*\*\*\*

<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• Does not manage or advise on media buys for tv, video or print.</li><li>• Expertise lies with Google, social media, and various display networks</li><li>• Indicated regular team meetings to analyze data and optimize targeting</li><li>• Provided detailed descriptions for their programmatic meeting strategy, social media strategy, and analytics and reporting</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Responded with “no response”</li></ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** iBec Creative

**DATE:** July 19, 2022

\*\*\*\*\*

**EVALUATION OF SECTION IV  
Cost Proposal**

---

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>21.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Provided a blended hourly rate for hours outside of the retainer</li><li>• Offered a membership of a monthly retainer at an hourly rate</li><li>• Offered an hourly rate for each project</li></ul> |
|---|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Persado Inc.

**DATE:** July 19, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>5.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>5.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>40.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Persado Inc.

**DATE:** July 19, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Persado Inc.

**DATE:** July 19, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Wide breadth of expertise – marketing experts, linguistic specialists, language processing, math Olympians, translators, and IT specialists</li> <li>• Located in New York City, Athens, Milan, and Rome</li> <li>• Note team of experts dedicated to supporting public sector clients and the health care industry</li> <li>• Utilize Artificial Intelligence (AI) for content generation</li> <li>• Accolades and awards for their AI and data science work; “Best Places to Work” award in 2021</li> <li>• Experience in working with the U.S. Department of Health and Human Services and large private brands</li> <li>• Cover letter indicates support for behavior change such as telehealth appointment adoption and health assessment participation. Bidder responded only to copy writing</li> <li>• Language used was highly technical and jargon-y, making it difficult to understand</li> <li>• Three relevant projects provided. Subcontractor work with U.S. Centers for Medicare &amp; Medicaid Services and Secret Service</li> <li>• AI is multi-lingual and can cover more than 25 different languages</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided an expired certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Persado Inc.

**DATE:** July 19, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>5.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>4. Copywriting - <i>Based on the response provided, the Evaluation Team concludes the Bidder is not eligible to be on the Copywriting PQVL</i></b>
<ul style="list-style-type: none"> <li>• Portal provides real-time access to campaign</li> <li>• Minimum amount of historical aggregated campaign transaction data needed from the client</li> <li>• Evaluation Team noted with concern the grammatical errors within Bidder’s proposal</li> <li>• Language used was highly technical, jargon-y and lacked context, making it difficult to understand</li> <li>• Bidder did not comprehensively address what they offer, the methods or resources they will use, or how they will achieve desired outcomes</li> <li>• Unclear if the Department will work with people or just platforms</li> <li>• Did not specify how customer success team would interact with Department to secure review/approvals</li> <li>• Proposed using algorithms, models, and machine learning to generate messages that inspire behavior change</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Overall, met minimum requirements</li> <li>• Noted internal kick-off meeting to Persado but unclear if this also includes a meeting with the Department</li> <li>• Unclear if they have experience in working with different cultural and/or linguistic backgrounds</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Persado Inc.

**DATE:** July 19, 2022

\*\*\*\*\*

**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>5.00</b>

**Evaluation Team Comments:**

- |   |
|---|
| <ul style="list-style-type: none"><li>• Provided package options for a one-year term only</li><li>• Each package had a firm, fixed price</li><li>• Pricing structure is unique to this business model</li><li>• Pricing structure does not account for full range and flexibility of Department's potential needs</li></ul> |
|---|



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Pulse Marketing Agency

**DATE:** July 19, 2022 & August 4, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>35.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>21.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>89.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Pulse Marketing Agency

**DATE:** July 19, 2022 & August 4, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Pulse Marketing Agency

**DATE:** July 19, 2022 & August 4, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Maine-based, part of the Bangor Publishing Company</li> <li>• Experience with Department’s Office of Child and Family Services, Maine Department of Labor, and an industry advisory group</li> <li>• Indicated experience with State and local for-profit and non-profit entities</li> <li>• Indicated capacity to offer online and traditional marketing services, marketing, communications, and graphic design</li> <li>• Provided three relevant projects, provided a link to project examples</li> <li>• Experience working on tobacco prevention and cessation, child abuse prevention, substance use recovery and prevention, using digital and traditional media work, digital streaming video ads, and printed brochures</li> <li>• Worked with State to launch a public awareness campaign; utilized comprehensive set of skills and services; translated materials, and adhered to the State’s digital accessibility and usability policy</li> <li>• Noted use of focus groups and ability to conduct media purchasing as part of one of the provided examples of work</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided an expired certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Pulse Marketing Agency

**DATE:** July 19, 2022 & August 4, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>35.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>Utilize data-driven insights to monitor and adjust campaigns to most effectively spend ad budgets and deliver a return on investment</li> <li>Acknowledged credibility/misinformation challenge with health information</li> <li>Targeted audiences – uses advanced targeting settings in digital media to hyper-target demographics, or for traditional print collateral, ID in-person locations that Maine parents are likely to frequent; used examples</li> <li>Response did not address expertise or years of knowledge and experience in appropriate media</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>Unclear if sub-contractors will be utilized</li> <li>Response did not address brand personality, positioning, equity</li> <li>Stated that client will own logos in final formats: print-ready vector EPS, hi-resolution JPG, and low-resolution web JPG</li> <li>Provided detailed process of how it would go about developing a new brand. Specifically noted design options, revision rounds, and pricing for said revisions</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>Indicated that three rounds of revisions would be completed for the design concept</li> <li>Offered full-service graphic design</li> <li>Indicated more than 30 years of graphic design experience</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>Indicated that closed captioning is included, and raw video assets can be provided</li> <li>Noted that the Department would own all rights to video and graphics</li> <li>Offer full-service production, including pre and post</li> <li>Response demonstrated an understanding of how video files need to be exported to accommodate different platforms</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Pulse Marketing Agency

**DATE:** July 19, 2022 & August 4, 2022

\*\*\*\*\*

<ul style="list-style-type: none"> <li>Indicated ability to locate voice-over artists, provide options to the Department</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>Whiteboard video capability</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>Indicated it is a full-production voice service</li> <li>Voiceovers can be produced locally in Bangor office or at an offsite location</li> <li>Can provide examples from two voice artists</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>Offered a real-time campaign reporting dashboard</li> <li>Offered to use data to adjust campaigns for maximum return on investment and provide weekly reports</li> <li>Indicated 15 years of experience in developing and executing media buys</li> <li>Proposed final report of roadmap for future of campaign</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>Did not provide a response to Part II, B., but indicated agreement in Part II, A. of the response</li> </ul>
<ul style="list-style-type: none"> <li>Did not address an understanding of the Department's mission</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Pulse Marketing Agency

**DATE:** July 19, 2022 & August 4, 2022

\*\*\*\*\*

**EVALUATION OF SECTION IV  
Cost Proposal**

---

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>21.00</b>

**Evaluation Team Comments:**

- Provided an hourly rate by service
- TV and radio to be billed at a published card rate or a negotiated rate
- Unclear of when the 15 percent agency commission is applied
- Did not mention a blended rate
- No discounts or value added for media buys

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Resource, LLC (d/b/a Resource Promotions)

**DATE:** August 4, 2022

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**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>N/A</b>
Section III. Proposed Services	<b>40.00</b>	<b>N/A</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>N/A</b>
<u>Total Points</u>	<b><u>100.00</u></b>	<b><u>N/A</u></b>

- Resource, LLC (d/b/a Resource Promotions) did not provide a completed Appendix D - Response to Proposed Services Form with their proposal as required by the RFP. As outlined in the RFP, Part IV “...*failure to respond to all questions and instructions throughout the RFP, may result in the proposal being disqualified as non-responsive...*”, therefore, Resource, LLC (d/b/a Resource Promotions)’s proposal is disqualified from the evaluation process.

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 23, 2022 and June 27, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>35.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>32.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>89.00</u>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 23, 2022 and June 27, 2022

\*\*\*\*\*

**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

---

**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 23, 2022 and June 27, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>35.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Experience working with State agencies, including current contracts with the Department's Office of Behavioral Health and Maine Center for Disease Control and Prevention</li> <li>• Bidder included hiring and professional development plan</li> <li>• Does not utilize subcontractors and does not submit work for creative awards</li> <li>• Called out ability to obtain bonus media spots and value-added services</li> <li>• Provided background information for some members of its team</li> <li>• Provided client feedback of its work</li> <li>• Provided a thorough organizational overview</li> <li>• Provided three relevant projects</li> <li>• Provided images and videos of projects</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 23, 2022 and June 27, 2022

\*\*\*\*\*

**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>32.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Provided a detailed response to deliverables</li> <li>• Continual measurement, assessment, and adjustment</li> <li>• 25 percent bonus media weight ads for State campaigns</li> <li>• Included external research, such as focus groups</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Offered a brand-immersion three-step process</li> <li>• Acknowledged the difference between internal and external brand assessment</li> <li>• Identified itself as a multi-platform marketing agency</li> <li>• Bidder offered a comprehensive set of templates for deliverables</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Ability to leverage additional value and media buys</li> <li>• Indicated it completes media buys totaling \$20 million per year</li> <li>• Utilizes a mix of media to accomplish media-related goals</li> <li>• Bidder noted utilization of research tools to inform media buys</li> <li>• Offered regular campaign reporting</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Overall, met minimum requirements</li> <li>• Named two points of contact for the Department</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 23, 2022 and June 27, 2022

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**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>

**Evaluation Team Comments:**

- Blended rate appears reasonable
- Indicated outside services at cost with an additional 20 percent
- Own media buying takes a commission of 15 percent, though 25 percent bonus weight offsets

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>35.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>91.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

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**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>33.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Maine-based</li> <li>• Added value for media buys through local partnerships</li> <li>• 20 years of public health experience</li> <li>• Provided three relevant project examples, all for the Department’s Maine Centers for Disease Control and Prevention (MCDCP) and demonstrated measures of success</li> <li>• Referred to itself as specialists in public health messaging</li> <li>• Work with preferred vendors for photos, video production, printed materials, and talent</li> <li>• Established best-practice guidelines that have been adopted by the CDC (not clear if U.S. Centers for Disease Control or MCDCP)</li> <li>• Indicated extensive experience in audience targeting and media strategies; employs testing and optimization</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

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**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>35.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Discussed plan development and how it will execute. Sets SMART objectives and offered bulleted list of campaign/project template details</li> <li>• Proposed working with Department team to plan and build strategy, messaging, assessing data, and discussing key performance indicators</li> <li>• Provided examples of plans</li> <li>• Experience in reaching various audiences including disparate and hard-to-reach populations</li> <li>• Data is used to employ in-campaign optimization across all disciplines and platforms; provides real-time dashboard</li> <li>• Did not mention working with Department to develop messaging</li> <li>• Proposed using an audience-first targeting approach</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Proposed conducting stakeholder interviews</li> <li>• Indicated that visuals are most effective in brand development and marketing</li> <li>• Provided a thorough response addressing each element, articulating how each portion is developed and executed</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Offers in-house public relations team</li> <li>• Indicated ability to provide media training for stakeholders through workshops</li> <li>• Addressed internal and external crisis communication protocols and policies</li> <li>• Evaluates through a phased approach that builds continuous evaluation in the process</li> <li>• Provided an example of a crisis communication plan</li> <li>• Presented as if contracted for crisis communications generally, rather than in response to a specific crisis</li> </ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

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<ul style="list-style-type: none"> <li>• Training, preparation, and planning before crisis occurs; scenario planning is comprehensive and fully documented; builds response comms tools, resources, contact directory, stakeholder mapping, boilerplate messaging and deployment tactics – all of which sets a template in place for the Department that can then be tweaked in the event of a crisis</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Trained in U.S. Centers for Disease Control’s (CDC) Plain Language Guidelines and Health Equity Guiding Principles for Inclusive Communication, as well as health literacy, affirmative phrases, and person-first language</li> <li>• Conducts A/B testing</li> <li>• Indicated that once in market, campaign copy can be scrutinized for optimization</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Experience in providing technical content in behavior change, health care, government, social marketing, non-profit, education, finance, transportation, consumer packaged goods and food industry in the forms of technical reports, case studies, white papers, websites, “and more.”</li> <li>• Offered subcontractors for culturally appropriate translation services</li> <li>• Offered in-house technical writers</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Experience in public health and behavioral health marketing</li> <li>• Can create content for a number of use cases – digital, social, traditional</li> <li>• Noted the messaging and imagery will be both culturally and socially relevant</li> <li>• Indicated use of a full-service creative team</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• Offered in-house photographers</li> <li>• On-site facilities for photography and video shoots</li> <li>• Indicated the photographers, video editors, and animators on staff who produce photo and video shoots have experience ranging from headshots to docu-style interviews and public service announcements</li> <li>• Handle all aspects of production, including pre-and post-production</li> <li>• The Department will own in perpetuity all assets for a variety of usages</li> <li>• Indicated that the Department can attend photo and video shoots</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Offered a clearinghouse platform, online storefront</li> <li>• Proposed gathering estimates from local printers and presenting the Department the most cost-effective estimate</li> <li>• Offered management of design, production, and delivery process for all printed materials</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Offered start to finish video production services</li> <li>• Proposed use of both staff assets and local partners</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

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- Provided a web link as an example - produced a training video
- Experience in developing training videos, public health campaigns, and other visual media. Including concept and script development, storyboards, voice, talent, and music sourcing, editing, graphic, and sound design elements
- Proposed designing video productions to acquire as many assets as possible so that the creative team and editors can provide options. B-roll to be acquired for use as campaigns evolve or are refreshed
- Addressed video production in Photography section

**10. Video Animation and Motion Graphics**

- In-house artists skilled in traditional and computer animation
- Indicated its work includes 2D and 3D animated videos, motion graphics, typography treatments, and rotoscoping, but Bidder's response is not clear whether "their work" refers to in-house or work it has done with vendors
- Indicated long-standing contracts with Maine-based animators
- Provided a web link example of 2D animation video

**11. Voice-Over Production**

- Proposed use of local vendors and talent
- Offered to obtain approval from the Department on scripts or copy modifications and include Department in voice-over talent selection
- Full recording studio
- Offered voice-over for new or existing assets and help in changing messaging for optimization or shift in message priority
- Demonstrated out-of-the-box thinking on uses for voice-over talent; ways to make best use of available resources
- Indicated it will manage contracts with third-party talent vendors, ensuring ownership in perpetuity for the Department

**12. Media Purchase, provide**

- Media offers Bidder delivery preference during political windows
- Experienced in the "quirks of the Maine media market"
- Negotiated flat rate for media purchases, "This eliminates potential for kickbacks, deal-making, or other practices" – net cost/no commission
- 20% value add for bonus spot per "CDC best practices"
- Clients have access to real-time campaign performance dashboards
- Offered cross channel media solutions
- Media mix is integrated for consistent, continuous messaging; then data drives optimization
- Offered a 5-step approach for media buying, market prioritization, media mix and implementation
- Media team provides and reconciles against a post-buy analysis to confirm delivery of gross rating points and holds media outlets responsible for running a post-weight schedule or make-goods

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

\*\*\*\*\*

<ul style="list-style-type: none"> <li>• Staff is certified and trained and is expert in broadcast, print, Out-of-home advertising, and over-the-top advertising, search and search engine optimization, digital placements, paid social, and shopper marketing</li> <li>• Digital media buying: Bidder offered to monitor campaigns results, recommend optimizations, analyze post-click behavior to determine how the audience is engaging with the content through pixel tracking while measuring both post-click and post-impression users</li> <li>• Offered dashboards for real-time monitoring and assessment across channels; updated daily – can be shared with Department, but is also used for daily, weekly, monthly checks to measure against key performance indicators and optimize for improvement on return on investment</li> </ul>
<p><b>13. Promotional/Amenity Items</b></p>
<ul style="list-style-type: none"> <li>• Proposed managing artwork, specs, material and to use vendors for product manufacturing, packaging, and delivery</li> <li>• Offered options on vendors and to administer external coordination</li> <li>• Indicated the ability to handle any translation needs</li> </ul>
<p><b>14. Special Event Planning and Execution</b></p>
<ul style="list-style-type: none"> <li>• Pioneered a marketing strategy that includes full logistical coordination and design for events</li> <li>• Provided examples of a range of different types of events</li> <li>• Developed and refined a means to determine which consumers are the most influential and how to get department messaging in front of those targets</li> <li>• Offered a full suite of services for event planning and marketing</li> </ul>
<p><b>B. General Requirements</b></p>
<ul style="list-style-type: none"> <li>• Explained process for approvals</li> </ul>
<ul style="list-style-type: none"> <li>• Provided a dedicated account manager and project manager</li> <li>• Provided an organizational chart, indicating the service areas on which Bidder staff would work</li> </ul>
<ul style="list-style-type: none"> <li>• Indicated that all materials will follow state and federal policies and guidelines to ensure accessibility; notes CDC Plain Language Guidelines, CDC Health Equity Guiding Principles for Inclusive Communication, health literacy, affirmative phrases and person-first language</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Rinck Advertising

**DATE:** August 4, 2022

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**EVALUATION OF SECTION IV  
Cost Proposal**

---

	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>23.00</b>

**Evaluation Team Comments:**

- |  |
|--|
| <ul style="list-style-type: none"><li>• Offered an agency fee, as a percentage of all positions by project budget, and provided an hourly rate sheet</li><li>• Noted that subcontractors and media buys are at net cost</li><li>• Negotiates 20% added value for bonus spots on media buys</li></ul> |
|--|

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Townsquare Media Portland, LLC

**DATE:** August 4, 2022

\*\*\*\*\*

**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Brittany Hall

**Names of Evaluators:** Veronica Robichaud, Heather Thompson, Adrienne Leahey, Jackie Farwell, and Lindsay Hammes

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<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>25.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>
<u>Total Points</u>	<u>100.00</u>	<u>77.00</u>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Townsquare Media Portland, LLC

**DATE:** August 4, 2022

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**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Townsquare Media Portland, LLC

**DATE:** August 4, 2022

\*\*\*\*\*

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>

**Evaluation Team Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• Focus is on radio</li> <li>• Has an office location in Portland, Maine</li> <li>• Digital agency</li> <li>• Indicated experience with social service providers and health care providers</li> <li>• Provided three relevant projects, variety of services noted for case studies</li> <li>• Impact of campaigns are unclear as outcomes are not noted</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• Indicated no “material litigation”</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Provided a valid certificate of insurance</li> </ul>

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Townsquare Media Portland, LLC

**DATE:** August 4, 2022

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**EVALUATION OF SECTION III  
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	<b>40.00</b>	<b>25.00</b>

**Evaluation Team Comments:**

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>Offered performance guarantees on most elements or tactics</li> <li>Platforms and people listed, though lacked detail on methods and outcomes</li> <li>Commented more about radio stations/groups and clients and indicated that certain Bidder team members will help with making those connections. No discussion of crafting messages/deciding who is most appropriate, working with the client on coming up with the preferred messengers</li> <li>Indicates that key messages can be switched out as often as is needed, based on what the data indicates; notes work with internal databases and internal team, indicating which roles are involved</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>Did not provide examples of work and did not indicate experience</li> <li>Has a copywriter on staff</li> <li>Aligned with a media purchase</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>Aligned with a media purchase</li> <li>Has a graphic designer on staff and a creative team</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>No-cost video slideshow offered</li> <li>Custom video production not fully detailed</li> <li>Can accommodate different levels of service</li> <li>Offered video montages valued at \$300 or less</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>Indicated the ability to meet requirements, though details on how to achieve requirements not provided for strategic research, insights on emerging trends, and</li> </ul>



**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Townsquare Media Portland, LLC

**DATE:** August 4, 2022

\*\*\*\*\*

new media as well as recommendations on budget allocation, market prioritization, and media mix

- Offered broad spectrum of media buying including TikTok and Snapchat...all digital platforms
- Expressed preference to present data in person (via Zoom?) but can set up real time dashboards. Offered radio performance reporting
- Proposed “Smart Campaigns” that are to be data driven, full funnel (mixed media), and regularly analyzed for optimization; “pivot with approval”

**B. General Requirements**

- Stated there may be fees associated with transfer of copyright
- Indicated a Senior Marketing Consultant serves as the point of contact and outlined their duty to understand mission, campaign goals, and coordination with a full internal team. Indicated 14 years of experience with Townsquare and regularly works with other media agencies who have worked with the State of Maine
- Indicated the Department may be “periodically” invited to join internal meetings to ensure clarity and full understanding of assignments and concepts

**STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER:** Townsquare Media Portland, LLC

**DATE:** August 4, 2022

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**EVALUATION OF SECTION IV  
Cost Proposal**

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	<u>Points Available</u>	<u>Points Awarded</u>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>

**Evaluation Team Comments:**

- |  |
|--|
| <ul style="list-style-type: none"><li>• Provided a detailed response, offers either an hourly or fixed rate depending on the service</li><li>• Fees based on media buy vs no media buy</li><li>• Media purchase fees are per unit</li><li>• Did not mention blended costs, value-adds or agency fees</li></ul> |
|--|

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broad Creatives

**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – experience in public health and with state government</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broad Creatives

**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• P – branding guidebooks for program staff offered</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Q – what format would “outreach to audience members for input” potentially take?</li></ul>

**Individual Evaluators Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broad Creatives

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – Previous experience with US CDC and other public health entities</li><li>• P – Maine-based</li><li>• P – Experienced working with non-profit budgets, public funding</li><li>• P – Experience working with various literacy rates, marginalized communities</li><li>• I – Received recognitions from prestigious, public health and brand/design awards</li><li>• I – Shared examples of brand design work for other entities, Michael Phelps Fdn. Be Strong Families, Summer Food Program</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broad Creatives

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P – Brand development and marketing core to their services</li> <li>• P – Designs assets to be exported for client use across files types for print and web</li> <li>• I – Ability to create templates with brand identity for continued use, maintaining consistency and brand integrity</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P – Large swath of capabilities on the print and digital front</li> <li>• Q – Unclear whether Broad Creatives is aware of specifications needed to create design materials that will work for broadcast media; unclear whether they work with broadcast media at all</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> <li>• N – Broad Creatives retains control over unpublished ideas and design elements</li> <li>• Q – Is DHHS ok with them retaining the right to publish photos/renderings of completed work for their own marketing purposes?</li> <li>• P – All completed materials are transferred to the Department post-project</li> <li>• Bidder meets requirements</li> <li>• P – Experience in this expectation</li> </ul>

**Individual Evaluators Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broad Creatives

**DATE:** 6/21/2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS, Office of Behavioral Health

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Previous experience with the State of Maine</li><li>• P: Maine-based agency</li><li>• P: Experience working in social service sector</li><li>• P: Design across different platforms (email, swag, stationery, etc.)</li><li>• P: Clear and concise language</li><li>• P: Images / examples of previous work</li><li>• Q: Do they test their designs with audiences?</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>•</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>•</li></ul>

**STATE OF MAINE  
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**EVALUATOR DEPARTMENT:** DHHS, Office of Behavioral Health

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P: Visual Identity Reference guides</li> <li>• I: An emphasis on brand assets (v) as opposed to brand identity (i), brand personality (ii), brand positioning (iii), or brand equity (iv).</li> <li>• Q: How do they solicit feedback from the client after the 'initial research and roadmap phase'?</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P: Breadth of capabilities</li> <li>• P: Design across different platforms (email, swag, stationery, etc.)</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Meets requirements</li> <li>•</li> <li>•</li> <li>•</li> </ul>

**Individual Evaluators Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• P: Very clear</li> <li>• P: Flexibility in offering hourly and/or flat rates, with examples</li> </ul>



**STATE OF MAINE  
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**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Broad Creatives

**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Maine based, founded in 2013 by owner</li><li>• Collaborated with over 100 clients – 1 on 1 and as part of a team</li><li>• Experience working on brand identities and campaign materials for government agencies, university clinics, and community-based organizations.</li><li>• Variety of public health and human right topics – including nutrition, vaccine, gender rights, harm reduction, HIV/STIs, diabetes, water safety, mental health, child welfare, and community building.</li><li>• Experience: Michael Phelps Foundation – new logo designs, logos for 4 subsidiary programs, brand guidebook, training manual</li><li>• Experience: Be Strong Families – redesigned brand system, website, and outreach products</li><li>• Experience: Dept of Education – marketing materials for Maine Summer Food Program – new logo design</li><li>• Provided images of work performed</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• General Liability Policy - expires 11/14/2022</li></ul>

**STATE OF MAINE  
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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Core focus on Brand Development and Marketing Services.</li> <li>• Design assets – logos and icons are digitally and created and are exported in a variety of file types for print/web.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Proposed scope of services include full graphic design services from initial development to execution of print/digital communication.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Works directly with the client with final signoff before publication.</li> <li>• Bidder will transfer ownership of all completed work upon final approval and payment in full for the project.</li> <li>•</li> <li>• Experience working with translators.</li> </ul>

**Individual Evaluators Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Hourly and Full Day Rates provided for services billed by time</li> <li>• Provided examples of estimates for flat rate by product costs – can provide a hard estimate and cost agreement before any onset of any work</li> <li>• 3<sup>rd</sup> party costs indicated as printing/production, stock imagery/photography or client website host subscription are not included in the rates provided</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Broad Creatives

**DATE:** 06/22/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I- has current contract with State of Maine Dept of Education.</li><li>• P- provided visuals of each project listed.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

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INDIVIDUAL EVALUATION NOTES**

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• Did not address how to ensure the expectations or desired outcomes will be achieved.</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• P- offered twenty-two different options for use with graphic design.</li><li>• Did not address how to ensure the expectations or desired outcomes will be achieved.</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**Individual Evaluators Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided by hour and flat rate product pricing. Did not include positions expected to be involved, though did state that the prices listed includes personnel.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Burgess Advertising & Marketing

**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – previous experience with state government, including DHHS (Veranda Plan for DOT)</li><li>• Q – how is this measured? “We have increased public awareness of NECS by 11 percentage points...”</li><li>• I – bidder charges hourly rate for meetings/phone conferences</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
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**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P – assessment of current perceptions</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• N – no information provided</li> </ul>
<ul style="list-style-type: none"> <li>• N – no information provided</li> </ul>
<ul style="list-style-type: none"> <li>• N – no information provided</li> </ul>
<ul style="list-style-type: none"> <li>• N – no information provided</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>•</li> </ul>

**STATE OF MAINE  
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**BIDDER NAME:** Burgess Advertising & Marketing

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

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**Individual Evaluator Comments:**

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<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• P – Experience working with government agencies</li><li>• I – Worked with State before</li><li>• I – Calls out experience with persuasive public information campaigns</li><li>• I – Worked with CDC and DHHS specifically on past campaigns including TV and radio</li><li>• P – Core proficiencies fall within RFP</li><li>• P – Can demonstrate statistics/analytics impact from campaigns for other clients (Project 1, New England Cancer Specialists)</li><li>• P – Demonstrates varied capabilities project to project – incl. web/TV/radio presence in Project 2 for Maine DOT and analytics for impact of project</li><li>• P – Demonstrates ability in entirely online focused campaigns, utilizing various elements</li></ul>	
<b>2. Litigation</b>	
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>	
<b>3. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>	

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – Market research possible</li> <li>• P – Targets audiences and influencers of those audiences</li> <li>• P – Knowledge of media mix and targeting</li> <li>• P – Reflection/evaluation/refinement of strategy</li> <li>• I – “Mutual agreement” on objectives</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• I – Brand discovery process looks at perception vs reality + research</li> <li>• P – Four traits for brand positioning – Relevant, Believable, Available, Sustainable</li> <li>• P – Proven record in “award winning brand messaging strategy”</li> <li>• N – No discussion of brand equity</li> <li>• I – Not totally clear on ability to create types of brand assets</li> <li>• Q – Ownership of assets at the end of the project?</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• P – Award winning copy for “virtually every medium”</li> <li>• N – Not a lot of detail but does refer to their work for examples</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• I – Not a lot of detail but does refer to their work for examples – linked work indicates work on print, collateral, web design, outdoor/display, annual reports, digital ads</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• P – cornerstone of their business, experience, expertise while staying on time/budget</li> <li>• Bidder meets requirements</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• I – 35 years of experience</li> <li>• P – Understanding of targeted media mix</li> <li>• P – Measure results in real time - optimizes as appropriate</li> <li>• I – Digital and Media Strategy Director has 15 years of experience, attentive to evolution of the space, uses data to evaluate effectiveness</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder did not respond</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder did not respond</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder did not respond</li> </ul>
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**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none"><li>• I/N – Burgess marks up out of pocket expenses by 20%</li></ul>

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**EVALUATOR DEPARTMENT:** DHHS / Office of Behavioral Health

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	<ul style="list-style-type: none"><li>• P: Previous experience with the State of Maine</li><li>• P: Previous experience with social services</li><li>• P: Maine based</li><li>• I: Strong emphasis on Strategic Communication Planning Development and Execution over other services the vendor identified</li><li>• I: Rate sheet has minimal narrative</li></ul>
<b>2. Litigation</b>	<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<b>3. Certificate of Insurance</b>	<ul style="list-style-type: none"><li>•</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P: Strong emphasis on this service</li> <li>• P: Example provided</li> <li>• P: “work with the client to agree on the key performance indicators we will use to measure the success of the campaign.”</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P: Examples provided</li> <li>• P: Work with Maine’s Affordable Care Act enrollments</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• I: No description of the methods and resources the vendor will use and how results will be measured.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• I: No description of the methods and resources the vendor will use and how results will be measured.</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• I: No description of the methods and resources the vendor will use and how results will be measured</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• P: “Measure results in real time”</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• No answer provided</li> <li>• No answer provided</li> <li>• No answer provided</li> <li>• No answer provided</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• No budget narrative provided separate from Section II Overview</li> </ul>

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**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Founded in 1986 – 35th year operating</li><li>• Expertise with governmental and quasi-governmental agencies</li><li>• Full-service advertising agency</li><li>• Since 2004, worked with Maine CDC – Comprehensive Cancer Program- speaking out about the need to get screened for cancer</li><li>• Experience: New England Cancer Specialists, MDOT, Maine Municipal Association</li></ul>	
<b>2. Litigation</b>	
<ul style="list-style-type: none"><li>• Not named in any litigation and has not been a part to any case within the past 5 years.</li></ul>	
<b>3. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Commercial General Liability – expires 01.12.23</li></ul>	

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<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Thorough assessment of client’s stated challenges with societal and marketplace factors impacted</li> <li>• Conduct market research for clarity on market forces</li> <li>• Recommend overall messaging to achieve desired tactical objectives</li> <li>• Evaluate strategy and refine methods as needed based on data – includes comprehensive review at the end of each campaign</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Qualitative/quantitative research methods</li> <li>• Brand position that is relevant/believable/available/sustainable</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Written for virtually every medium</li> <li>• Provided link for examples of work</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Long history in Maine’s marketplace</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Designing printed materials for all kinds is a cornerstone</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Traditional and digital media can be used to strategically work together to meet objectives.</li> <li>• Measure results in real time throughout the campaign at any budget level.</li> <li>• Digital and Media Strategy Director with 15 years of digital experience.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• No response provided.</li> <li>• No response provided.</li> <li>• No response provided.</li> <li>• No response provided.</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Burgess Advertising & Marketing

**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided current rate sheet by categories</li><li>• Will provide budget estimates for all projects before work is started</li><li>• Out of pocket expenses, indicated as photography or printing purchased are marked up 20%</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Burgess Advertising & Marketing

**DATE:** 06/22/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I- created the Maine Breast Cancer Awareness license plate.</li><li>• I- had contract with Maine Dept of Transportation.</li><li>• P- provided links to projects.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Burgess Advertising & Marketing

**DATE:** 06/22/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Did not address what they offer, the methods or resources they will use, or how they will achieve desired outcomes.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Did not address what they offer, the methods or resources they will use, or how they will achieve desired outcomes.</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Did not address what they offer, the methods or resources they will use, or how they will achieve desired outcomes.</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Did not answer.</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer.</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer.</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer.</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Provided an hourly rate only. Did not provide fixed rates or positions expected to be involved in services.</li> </ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Fuseideas

**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I – “Success and Glory reflect the reasons we all got into this business.”</li><li>• P –experience in health care; experience with state government</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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**BIDDER NAME:** Fuseideas

**DATE:** June 22, 2022

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• N- typos in response</li> <li>• Q – what are other anticipated methods besides short-form video?</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Q – how would bidder work with Department staff?</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• N – typo in response</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• P – comprehensive response</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• P – comprehensive response</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• P – comprehensive response</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"> <li>• I -- Bidder has acquired an events management firm</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Q – what form is this communication expected to take?</li> </ul>

**STATE OF MAINE  
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**EVALUATOR DEPARTMENT:** DHHS

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- |   |
|---|
| <ul style="list-style-type: none"><li>• Q – What does this experience entail?</li></ul> |
|---|

**Individual Evaluator Comments:**

- |   |
|---|
| <b>Part IV, Section IV. Budget Narrative</b>  |
| <ul style="list-style-type: none"><li>• I – bidder has a blended discount rate; rates vary depending on position/role</li></ul> |

**STATE OF MAINE  
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**BIDDER NAME:** Fuseideas

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I – MA based with Maine and other offices; veteran owned</li><li>• P – “one stop shop”</li><li>• P – succinct but comprehensive services list</li><li>• Q – Creative OLA?</li><li>• Q- Creative OOH</li><li>• I – Experiential</li><li>• N – approach overview seems generic, more details need (might get later in RFP response)</li><li>• I – Success and Glory as the reasons “we all got into this business”</li><li>• Q – More corporate focus?</li><li>• P – Breadth of list of clients/client types</li><li>• P – Strengthen ME as a project example - different types of deliverables, to varied Maine demographics, in different languages, demonstration of impact of the campaign with numbers</li><li>• P/I – Technical expertise demonstrated in Project 3</li><li>• I – Worked with CDC on Take Charge, Take the Test HIV campaign</li><li>• I – Maine DOT campaign took research/studies and delivered public awareness campaign – mixing approaches to public/broad and targeted audiences with tv ads as well as direct mail</li><li>• P – Diverse experience with Gov’t clients outside of Maine</li><li>• I – Many awards</li><li>• I - \$3 mil of media buys in Maine each year</li><li>• P – mention of retargeting</li><li>• P/I – Shared bios of team, including Maine POCs; deep bench of experience</li></ul>
<b>2. Litigation</b>

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**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

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**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – Specific responses to each bulleted ask in this section.</li> <li>• Q – Re i. Approach using “persona marketing profiles” rather than on the ground research/focus groups</li> <li>• P – Re i. Weekly status meetings to help propose opportunities for optimization &amp; monthly reports with recommendations for improvement through the process</li> <li>• Q – Re i. Use of vendors for outsourcing new research</li> <li>• N – Re I – responses a bit generic</li> <li>• N – Re ii. – Basic responses but without much depth</li> <li>• Re iii – Bidder met basic requirements</li> <li>• P – Re iv – straightforward approach</li> <li>• P – Re V – note of need for best options for media mix given target audiences and allowable budgets</li> <li>• P – Re VI – Example helps illuminate what they’re capable of – outcome of StrengthenME campaign preferred messengers</li> <li>• P – Re VI – success with short form video across platforms</li> <li>• Q – Re VI – favorable rates of sub contractors? Is it part of the same proposal?</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> <li>• N – typos</li> <li>• I – less in depth responses to this section and their expertise in brand development and marketing</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Q – seems to outsource crisis comms to PR partners and other firms and professionals?</li> <li>• I – supplements senior staff experience with outside vendors</li> <li>• I – can handle sourcing for contractors “quickly and effectively”</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• P – in house writers + can scale up if necessary; ability for different types of deliverables</li> <li>• Q – supplemental freelance talent costs?</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• N – typos</li> </ul>

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\*\*\*\*\*

<ul style="list-style-type: none"> <li>• Q – attention to detail?</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• P – can provide custom (as well as stock) photography</li> <li>• Q – Photographer vendors – costs?</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• P – detailed methods and resources response</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• I – over 200 television spots, videos and animations in the last 5 years</li> <li>• P – ability to do animation</li> <li>• P – full service production house</li> <li>• Q – favorable costs/scheduling mentioned .</li> <li>• P – accomplished/equipped to do video production, including sourcing and managing talent</li> <li>• P – ability to reduce costs through creative talent sourcing</li> <li>• P – deliver assets in any format requested</li> <li>• P - client requested on set to ensure they're capturing what the client wants/ same with audio recording</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• P – Bidder offers animation and motion graphics; experience in this space for advertising, training, industry comms</li> <li>• Q – priority scheduling/favorable costs with Bright Matter Productions (sister agency)</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• P – present recommend talent plus alternative talent for client approval</li> <li>• P – clients invited to recording to provide on the spot feedback</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> <li>• P – mentions of optimization, reporting, reconciliation</li> <li>• P – experience placing media in Maine for targeted audiences, but can use current tools for research and targeting whether broadcast, OTT,</li> <li>• Q – door hanger distributions?</li> <li>• P – media plan to deliver max impact for dollars invested against audience targets/segmentation</li> <li>• P – real time data through Datarama</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>• P – ability to buy independently and then bill department</li> </ul>

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**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<ul style="list-style-type: none"> <li>• P – can find cost savings</li> <li>• P – quality assurance</li> </ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"> <li>• P – Experience with experiential marketing</li> <li>• I – hundreds of events around the country</li> <li>• P – full service planning, execution, wrap up, reporting</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> </ul>
<ul style="list-style-type: none"> <li>• P – Sr executives lead the account team every day</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder meets requirements</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• I – Blended rate of \$150/hr</li> <li>• I – actual costs will not vary greater than 10% unless Change Order is prepared and approved</li> <li>• P – waiving mark-up on outside services</li> <li>• Q – charge hourly rate for media services instead of commission – good/bad/normal?</li> </ul>



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**BIDDER NAME:** Fuseideas

**DATE:** 6/21/2022

**EVALUATOR:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / Office of Behavioral Health

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Examples with images</li><li>• P: Experience with social services</li><li>• P: Experience with the State of Maine</li><li>• P: Lots of details, clear writing</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>•</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>•</li></ul>

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**DATE:** 6/21/2022

**EVALUATOR:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / Office of Behavioral Health

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
• P: Clear, direct answers
<b>2. Brand Development and Marketing</b>
• P: Clear, direct answers
<b>3. Crisis Communication Planning and Execution</b>
• I: More sub-contractors for this service than for others
<b>4. Copywriting</b>
• P: Clear, direct answers
<b>5. Technical Writing</b>
•
<b>6. Graphic Design</b>
•
<b>7. Photography</b>
•
<b>8. End-To-End Print Production</b>
•
<b>9. Video Production Services:</b>
• P: Clear, direct answers
<b>10.Video Animation and Motion Graphics</b>
• P: Clear, direct answers
<b>11.Voice-Over Production</b>
• P: Clear, direct answers
<b>12.Media Purchase, provide</b>
• P: Clear, direct answers
<b>13.Promotional/Amenity Items</b>
• P: Clear, direct answers
<b>14.Special Event Planning and Execution</b>
• P: Clear, direct answers
<b>B. General Requirements</b>
•
•
•
•

**STATE OF MAINE  
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**EVALUATOR:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / Office of Behavioral Health

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV, Section IV. Budget Narrative
<ul style="list-style-type: none"><li>• P: Clear, direct</li><li>• I: Hourly rates only</li></ul>

**STATE OF MAINE  
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**BIDDER NAME:** Fuseideas

**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Founded in 2006 – headquarters in MA with a Portland, ME location</li><li>• Staff of 50</li><li>• Full-service advertising agency</li><li>• Veteran owned</li><li>• Provided an expansive listing of services</li><li>• Approach based on research – storytelling</li><li>• Experience: DHHS-Office of Behavioral Health, Christie Campus Health, Southern New Hampshire Health System</li><li>• Provided several additional examples in public information campaigns for health and wellness and government specific entities, including Maine Lottery, Maine DOT, MA Dept of Agriculture, City/County of San Francisco</li><li>• Approach: Audience/Brand/Competition</li><li>• Purchases of medical of all kinds of more than \$3 million annually in Maine</li><li>• Full funnel approach to media planning</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• General Insurance liability – expires 12.01.22</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Define Target Audience</li> <li>• Draw from existing research – may propose new research</li> <li>• Evaluate intended outcomes</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• In house capabilities – develop and execute strategies</li> <li>• Build equity in brand identity</li> <li>• Evaluate progress through benchmark polling</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Scalable response scenarios with partner Angie H</li> <li>• Act quickly ahead of crisis</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Writing for website content</li> <li>• Multiple writers in-house with scalable resources</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Full range in house writing capabilities</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Bidder meets the requirement</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• Mix of custom and stock photography</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Inception to execution – end to end</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Produced over 200 television spots</li> <li>• Access to a full-service production house</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Experience includes all manner of animation, motion graphics, and integration of both with film/video</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Bidder meets this requirement</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Datarama – real-time data</li> </ul>
<b>13. Promotional/Amenity Items</b>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Fuseideas

**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<ul style="list-style-type: none"><li>• Works with multiple vendors of specialty advertising items</li></ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"><li>• Acquired a Events Management firm</li><li>• Done hundreds of events all around the country</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Indicates Standard Operating Procedure</li></ul>
<ul style="list-style-type: none"><li>• Transfer upon payment of invoices and charges per contract</li></ul>
<ul style="list-style-type: none"><li>• Senior executives involved with account team everyday</li></ul>
<ul style="list-style-type: none"><li>• Met the requirement</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Blended rate</li><li>• Provided listing of hourly rate by position/role</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Fuseideas

**DATE:** 06/22/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I- has contract with DHHS OBH, Maine DOT, Maine Lottery</li><li>• P- provided examples of the projects.</li><li>• I- works with well known highly advertised national brands.</li><li>• P- gave information on eight staff members.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Did not address establishing monitoring/alert systems.</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Met.</li> <li>• I- has sister company, a production house.</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> <li>• I- has an events management firm.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>



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<ul style="list-style-type: none"><li>• Met a.</li><li>• Did not address understanding the Department's mission.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided an hourly rate for positions and proposed a blended rate for State of Maine. Offered to waive mark-up on outside services.</li></ul>

**STATE OF MAINE  
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**BIDDER NAME:** Hart Consulting, Inc.

**DATE:** June 26, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

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<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I – did not check off copy writing though experienced in it</li><li>• P – experience with health care and social services, completion of UNE Health Literacy Institute</li><li>• Q – How many on staff?</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>

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<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Clear examples of work products provided</li><li>• Project management also offered</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li><li>• Bidder met requirements</li><li>• Size of this team unclear</li><li>• Staff have completed relevant training</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
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**BIDDER NAME:** Hart Consulting, Inc.

**DATE:** 06/26/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	<ul style="list-style-type: none"><li>• P – Women owned</li><li>• P – Hyper local</li><li>• I – Evaluation, Research, Reporting, Grant Writing</li><li>• P – Experience with government agencies and non-profits</li><li>• P – Experience in Healthcare, public health, behavioral health, education, workforce, community development, and social service sectors</li><li>• I - HCI staff hold advanced degrees in economics and public health and have training and experience in communicating to populations with a range of literacy levels.</li><li>• I – Provided examples via hyperlink</li><li>• P – Provided projects – Maine Cancer Plan 2021-2025, Maine School of Science and Mathematics, Center for Tabaco Independence at MaineHealth (focus groups)</li></ul>
<b>2. Litigation</b>	<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>3. Certificate of Insurance</b>	<ul style="list-style-type: none"><li>• Bidder provided</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
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<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• P- List of services include program descriptions; evaluation reports; research reports; policy reviews; descriptive reports; strategic plans; grant applications; marketing plans; white papers; fact sheets; toolkits; and press releases.</li> <li>• P – Systems and processes established to track workflows, such as smartsheets; available for ad hoc meetings, as well as planned meetings in person or virtual; regular documentation to keep everyone on schedule/ on track /up to date; seeks regular feedback from client to ensure everything is on track and technical expertise is included</li> <li>• I - HCI has the capacity to sub-contract with other organizations,as needed,to complete products for DHHS, including but not limited to graphic designers, and data analysts.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements and detailed process for collaborating with account team; reiterated documentation and availability for meetings</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder detailed experience in working on and with these concepts</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> <li>• I - hourly rates include wages, benefits, payroll taxes, and all supporting necessary business expenses such as utilities, rent, insurance, software, and ordinary supplies.</li> <li>• I – No extra mark-up on out of pocket costs, “We charge clients for the following items at direct cost: Travel reimbursement (mileage, airfare, tolls) consistent with state of Maine travel policies and rates, Parking, Meals, Lodging, Printing that costs more than \$50, Subcontractors for graphic design, research, or other services”</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Hart Consulting, Inc.

**DATE:** June 26, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / OBH

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Maine-based</li><li>• Good examples</li><li>• I: Governmental experience, but no examples of that work provided</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>•</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>•</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
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<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Methods and resources not addressed, nor outcomes</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>•</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Narrative is complete and detailed</li></ul>

**STATE OF MAINE  
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**BIDDER NAME:** Hart Consulting, Inc.

**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	<ul style="list-style-type: none"><li>• Women owned firm – located in Gardiner, ME, since 1998</li><li>• Staff completed University of New England's Health Literacy Institute</li><li>• Ex. 1: Maine Cancer Foundation – author/editor of Maine Cancer Plan 2021-2025</li><li>• Ex. 2: Maine School of Science and Mathematics – conducted situational analysis</li><li>• Ex 3. Maine Health – focus group targeting Maine Schools on youth use, attitudes and knowledge of vaping products</li></ul>
<b>2. Litigation</b>	<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>	<ul style="list-style-type: none"><li>• General Liability – expires 4.24.23</li></ul>



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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Prepared to complete expansive technical writing pieces – including research reports, policy review, strategic plans, grant applications, white papers, toolkits</li><li>• Utilize Smartsheets for project management tracking</li><li>• Capacity to subcontract with other organizations for other skills sets – ex. graphic designer, data analysts</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met the requirement.</li><li>• Met the requirement.</li><li>• Will conduct ongoing check in meetings to keep project on task</li><li>• All staff have completed multiple trainings in cultural competency for health and healthcare settings</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provide Rate sheet – includes position and hourly rate</li></ul>

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**Individual Evaluator Comments:**

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<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P- provided link to examples of writing.</li><li>• Met.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

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<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided hourly rate for positions that may be involved in the services with role descriptions.</li></ul>

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**DATE:** June 26, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – content management and other platforms used were included</li><li>• I – examples provided focused on website design/development/management</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• N – preferred messengers not included</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• How concept of a “customer” apply to users of government services?</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• A team member has experience working with OCFS in previous role at a school</li> <li>• P – strong content can minimize the need for calls/emails to DHHS</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Focus on website design/development</li> <li>• P – experience with ensuring accessibility</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Work with partners to execute traditional media buys (TV, radio, print)</li> <li>• Offer rebranding on social accounts at different levels</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder indicated “no response”</li> <li>• Bidder indicated “no response”</li> <li>• Bidder indicated “no response”</li> <li>• Bidder indicated “no response”</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Offer monthly retainer and an hourly rate of \$185 for all services</li> </ul>

**STATE OF MAINE  
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**EVALUATOR DEPARTMENT:** Maine CDC Communications

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**Individual Evaluator Comments:**

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<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – Digital Agency with expertise in design, marketing technology</li><li>• I – Women owned business</li><li>• I – Recognized as one of Maine's best places to work</li><li>• I – Pending B-Corp Certification</li><li>• P – Passion for multimedia content creation, data-driven analytical approach to understanding target audiences and delivering messages to the right people, in the right place at the right time</li><li>• P - Platform agnostic, driven by goals, content strategy and KPIs</li><li>• I – Experience with over 500 websites on a range of CMS</li><li>• I – Actionable Core Values: Purpose, Heart, Creativity, Team, and The Unknown.</li><li>• P – Extensive table of services provided</li><li>• P – Projects mentioned: Efficiency Maine, Maine Spirits, Thos Moser, Sebago Clean Waters</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder Provided</li></ul>

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<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – i. Data informs the process; we will work with your team to develop audience personas to model our campaign messaging and placements towards.</li> <li>• P – ii. Project overview for target audience, states the length and media value within the target channels, and confirm KPIs.</li> <li>• P – ii. Clear process in place with number of steps to determine creative/project brief, kicking off with discovery meeting</li> <li>• I – iii. Collaboration on goals, intended outcomes, regular updates with the team via status updates on campaign goals/outcomes; no mention of follow up meetings/calls</li> <li>• I – processes in place for the rest, though not detailed</li> <li>• P – vii. Robust measures in place for measuring effectiveness; smoothing out kinks prior to website launches</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P – robust processes in place for brand development/creative projects including discovery meetings, team collaboration processes/planning, goal setting, kpis and research/goal-achievement throughout</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• P – Deep expertise in the field producing all forms of written and visual content. This includes, but is not limited to, the Department’s website; informational and marketing brochures; publications; blogs; electronic mail; press releases; internal communication documents; corporate bios; case studies; marketing materials; social and broadcast media; print and digital advertising campaigns, and any other required content.</li> <li>• I – Their team member was a previous Assistant Director of a local school and is familiar/has interacted with the Office of Child and Family Services as an extension of this role.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P – Intuitive UX to execute brand strategy</li> <li>• P – Design capabilities include: design capabilities include website design, branding and logo design, graphic design, digital and print advertising, and sales and marketing collateral design.</li> <li>• P – Detailed process by which they work to develop, vet, refine products with the client</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** iBec Creative

**DATE:** 06/26/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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<ul style="list-style-type: none"> <li>• P – Thinking through multiple usages “create design systems with components that can be reused or repurposed for new layouts.”</li> <li>• P – Detailed how they will aim for a Level AAA rating for custom-built sites – and how they will assess and determine sites’ accessibility throughout plus how they would recommend optimizing if it can’t be brought up to AAA rating</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• I - Expertise lies within Google, social media channels, various display networks, and programmatic advertising with DSP software.</li> <li>• N – Does not handle traditional buys for TV/Radio/Print</li> <li>• I – Uses partner networks to handle traditional buys</li> <li>• P – Regular team meetings, in collab with client, to analyse data and optimize targeting performance</li> <li>• P – detailed descriptions on programmatic meeting strategy, social media strategy, analytics and reporting</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder responded with “no response”</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder responded with “no response”</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder responded with “no response”</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder responded with “no response”</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• I – Blended rate of 185</li> <li>• N – seems high for the going rate</li> <li>• I – Retainer program at 175/hr; anything outside the retainer scope billed at 185; program billed monthly with ask of 45 days prior to final day for notice to end</li> </ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** iBec Creative

**DATE:** June 26, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / OBH

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Maine-based</li><li>• P: Outcomes measurement provided in examples</li><li>• I: Digital only</li><li>• No government or social services experience</li><li>• No images / links with examples provided</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** iBec Creative

**DATE:** June 26, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / OBH

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• A typo on page 3</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• How do they involve the audience?</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>•</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>•</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Typo on page 10</li> <li>• P: Detailed, clear response</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• "No response"</li> </ul>
<ul style="list-style-type: none"> <li>• "No response"</li> </ul>
<ul style="list-style-type: none"> <li>• "No response"</li> </ul>
<ul style="list-style-type: none"> <li>• "No response"</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• P: Clear narrative</li> <li>• Typo in copywriting section of hourly rate chart</li> <li>• No information on the staff / skills involved</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** iBec Creative

**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Digital agency – combines design, marketing, and technology</li><li>• Women owned business</li><li>• Passion for multimedia content creation and a data drive curiosity for how and why</li><li>• Experience in building over 500 websites</li><li>• Core Values: Purpose, Heart, Creativity, Team, and The Unknown</li><li>• 16 years in business</li><li>• Provided a table of Services Provided</li><li>• Provided a table of Team Expertise and Qualifications</li><li>• Ex. 1: Efficiency Maine – improvements to website for the past 6 years</li><li>• Ex. 2: Maine Spirits – create new website</li><li>• Ex. 3: Thos Moser – website and manger of all paid digital media for 3 years</li><li>• Ex. 4: Sebago Clean Waters</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• General Liability – expires 1.1.23</li></ul>

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**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Create Project Overview -structured conversation</li> <li>• Create and present media plan</li> <li>• Custom reporting visualization – Google Analytics</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Defining brand position</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Skilled in producing all forms of written and visual content</li> <li>• Strong informative content</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Indicates problem solving and design are the forefront of everything they create</li> <li>• Present 2-3 concepts</li> <li>• Generate wireframes from user story mapping session</li> <li>• Design systems with components that can be reused or repurposed</li> <li>• WCAG2.1 compliant</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Expertise with Google, social media, display network, programmatic software with DSP software</li> <li>• Don't manage or advertise on traditional medial buys like tv, radio, print. Can network for traditional media when needed</li> <li>• Opt-in war leads</li> <li>• Monitor site performance with a suite of analytic tools – Google Analytics, HotJar</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• No response provided</li> </ul>
<ul style="list-style-type: none"> <li>• No response provided</li> </ul>
<ul style="list-style-type: none"> <li>• No response provided</li> </ul>
<ul style="list-style-type: none"> <li>• No response provided</li> </ul>

**STATE OF MAINE  
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**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided blended hourly rate and hourly rate by Service table</li><li>• Monthly retainer for website support</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** iBec Creative

**DATE:** 06/24/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I- has built over five hundred (500) websites.</li><li>• I- video production is done with an outside team.</li><li>• Clearly stated which services were used for each project.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

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**DATE:** 06/24/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• I- a team member has worked with OCFS and has an idea around the type and amount of content DHHS may create.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P- knowledgeable of 508 compliance</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• N- does not manage or advise on media buys like tv, radio or print but will use network partners if needed.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Did not answer</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Provided a blended hourly rate for additional time outside the retainer. Offers a membership of a monthly retainer at an hourly rate. Offered an hourly rate for each project.</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Persado Inc.

**DATE:** June 26, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	<ul style="list-style-type: none"><li>• International firm with US HQ in NY</li><li>• 400 employees</li><li>• Cover letter indicates support for behavior change such as telehealth appointment adoption and health assessment participation. Bidder bid on only copy writing.</li><li>• AI content generation and decisioning platform</li><li>• Previous work for CMS</li></ul>
<b>2. Litigation</b>	<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>	<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>



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**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Portal provides real time access to campaign performance metrics</li><li>• Minimum amount of historical aggregated campaign transaction data needed</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Bidder did not specify how customer success team would interact with DHHS staff to secure review/approvals</li><li>• Bidder met requirements</li><li>• Bidder did not specify how customer success team would interact with DHHS staff regularly beyond the initial kickoff meeting</li><li>• Bidder did not specifically address how its messaging process reaches diverse groups</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Terms for all work are one year</li></ul>

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**DATE:** 07/18/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I – wide breadth of expertise – marketing experts, linguistic specialists, language processing, math Olympians, translators, and IT specialists</li><li>• I – teams of experts dedicated to supporting public sector clients and the healthcare industry</li><li>• P – optimized messaging and content for websites, publications, email, social media, informational and marketing brochures</li><li>• I – located in NYC, Athens, Milan, Rome</li><li>• I – AI content generation</li><li>• N – decisioning platform?</li><li>• I – other clients include US DHHS, Homeland Security, County Boards of Health + Fortune 500 companies</li><li>• I – AI is multilingual - covers more than 25 languages</li><li>• P – when engaging Persado “ME DHHS will realize high performance quicker than clients who use a generic model....” Requires DHHS provide historical campaign transaction data that are fed into their algorithm to determine any trends and to begin the process of building profiles for target segments... “to arrive at the perfect emotive and personalized message that appeals to people at scale.”</li><li>• I/N – data for better messaging; N – personalized messaging that will also appeal at scale?</li><li>• I – Accolades and awards for their AI and data science work; one of the best places to work in 2021</li><li>• P – offered three project examples – subcontractor to Weber Shandwick providing enterprise message optimization services for US DHHS to increase effectiveness of digital marketing programs for hc insurance for targeted audiences – Preparation, Exploration, Broadcast</li></ul>
<b>2. Litigation</b>

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**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met requirements</li></ul>

**STATE OF MAINE  
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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• N – many run-on sentences</li> <li>• I – unique combination of semantic algorithms, statistical models, machine learning to generate optimum messages that inspire people to take action</li> <li>• P – can work independently or with other contractors to provide scalable social media application</li> <li>• P- various packaged offerings include prompt client review and approvals, automated workflows allow for “speedy feedback in the creative process”</li> <li>• P – Marketing content for any channel type and any campaign type</li> <li>• Q – “generic but unique identifier” ?</li> <li>• Q – Is this proposal written by AI?</li> <li>• P – Connect integration tool works directly with 3<sup>rd</sup> party platforms, reduces human error, provides automatic reporting</li> <li>• Q – unclear if you ever work with people at Persado or only platforms</li> <li>• N – Not sure what Persado requires to assist ME DHHS is available/possible to provide?</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• P -Customer Success Team will lead will work closely with designated DHHS team</li> <li>• I – Persado owns all rights, titles, and interest in and to Persado Portal and the Services. DHHS owns content, broadcast content, response data</li> <li>• P – team lead and supporting team members ensure accountability, regular communication and coordination with DHHS</li> <li>• I – internal kick off meeting (internal to Persado)/ Q – kick off meeting with DHHS too?</li> <li>• I – lots of acknowledgement of data, insights, language profiles and analytics</li> <li>• Q – have they had experience catering to various groups with cultural and linguistic differences?</li> </ul>

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**EVALUATOR DEPARTMENT:** Maine CDC Communications

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**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided a budget narrative</li><li>• I – pricing structure is unique to this business model</li><li>• I – bundled bids (volume discount purchase) available, depending on services chosen</li></ul>

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**BIDDER NAME:** Persado Inc.

**DATE:** July 18, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Not Maine-based</li><li>• A focus on the platform</li><li>• Healthcare experience</li><li>• Government experience</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>

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**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Jargon</li><li>• Automation / AI capabilities</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Meets expectations</li><li>• Meets expectations</li><li>• Meets expectations</li><li>•</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Firm Fixed Price rate card</li><li>• Narrative meets expectations</li></ul>

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**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Founded in 2012</li><li>• Comprised of over 400 employees</li><li>• Located in New York</li><li>• Over 250 leading brands</li><li>• Artificial Intelligence content generation and decisioning platform</li><li>• Digital touch point by – generating, predicting, and personalizing messaging content</li><li>• Utilizes Natural Language Processing algorithms</li><li>• Covers more than 25 languages</li><li>• Received multiple awards</li><li>• Ex. 1 – IPG DXTRA – end client US DHHS – CMS – digital marketing program for health insurance</li><li>• Ex. 2 – NCN Technologies – end client US Secret Service – drive job applicants to USSS careers site</li><li>• Ex. 3 – Humana – targeted messaging</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• General Liability Policy expired – 6.17.22</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Persado Inc.

**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Personalized messaging at enterprise scale</li><li>• Combo of algorithms, statistical models, and machine learning</li><li>• Central online platform available to all customers – real time access to campaigns</li><li>• Instant access to insights and analytics</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met the requirement</li><li>• DHHS own all right, title, and interest in and to its Content and Response Data</li><li>• Comes with Customer Success Team</li><li>• Personalized content at scale with language profiles</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Fixed pricing per offering provided – packages of services</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Persado Inc.

**DATE:** 06/24/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P- has linguistic specialists and translators on staff</li><li>• I- does work globally.</li><li>• I- works with US DHHS and other large brands</li><li>• I- subcontractor for work with CMS and Secret Service</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Expired.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Persado Inc.

**DATE:** 06/24/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>I- uses Artificial Intelligence platforms</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>Met.</li></ul>
<ul style="list-style-type: none"><li>Met.</li></ul>
<ul style="list-style-type: none"><li>Did not address understanding of the Department's mission in this section. It was addressed in the Overview.</li></ul>
<ul style="list-style-type: none"><li>Met.</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>Provided package options that are for a term on one (1) year. A description of each package was provided with a firm fixed price attached to each.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** June 26, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	<ul style="list-style-type: none"><li>• Maine-based</li><li>• Experience with public health campaigns</li><li>• Handled CCSP campaign for OCFS (outcomes not yet established as campaign was ongoing)</li><li>• Handled CaringforME campaign for DOL, worked with industry advisory group</li></ul>
<b>2. Litigation</b>	<ul style="list-style-type: none"><li>• Bidder met requirement</li></ul>
<b>3. Certificate of Insurance</b>	<ul style="list-style-type: none"><li>• Bidder met requirement</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** June 26, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>Hypothetical examples of campaigns of interest to DHHS provided (i.e. oral health for children)</li> <li>Acknowledged credibility/misinformation challenge with health information</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>Development of brand guidelines manual</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>Visual examples provided</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>Closed captioning included</li> <li>Raw assets can be provided</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>Whiteboard videos or motion graphics</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>Bidder met requirements</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>Real-time campaign reporting dashboard</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>Bidder met requirement</li> <li>Bidder did not provide a response</li> <li>Bidder met requirements</li> <li>Bidder met requirements</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>Hourly rate of \$110 or \$125 for website development</li> <li>Commission rate on media purchase</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 7/18/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I - Based in Bangor, Maine; staff live and work in Maine</li><li>• P – marketing, comms, graphic design expertise</li><li>• P – wide breadth of expertise across digital, print, collateral, branding, web design</li><li>• P – capacity to offer both online and traditional marketing services</li><li>• P – cost efficiency, integrated performance reporting</li><li>• P – Pulse has created and launched numerous public health campaigns, PSAs, and worked with non-profits, public health agencies, and the State</li><li>• P – experience working on tobacco prevention and cessation, child abuse prevention, substance use recovery and prevention – doing digital and traditional media work, digital streaming video ads, printed brochures</li><li>• I – linked to team</li><li>• P – lots of experience with local, Maine entities for profit, non-profit, governmental</li><li>• I – linked to examples of work but also provided 3 examples in appendix C</li><li>• I – Worked with Maine DHHS OCFS on the Child Care Subsidy Program to launch marketing campaign to raise awareness and increase program applications and among child care providers – utilized brand estab., organic social media, paid, targeted social media, search engine marketing, display advert online, video ads, printed flyers. Translated materials into 9 languages – and used SoM's digital accessibility and usability policy. Provided link to 15-sec video ad, links to materials created, screenshots within the example</li><li>• I – worked with DoL HHS, and DECD on Caring for ME campaign. Conducted 700-person survey/focus group; used findings to inform the campaign, including strategic comms, campaign brand, copywriting, graphic design, written and video testimonials, voiceover work; helped with media placement and web design</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 7/18/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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<ul style="list-style-type: none"><li>• I – worked with Bangor Public Health and Community Services on rebrand; later on education about e-cigarettes and smoking cessation, same for vaping; later for a third campaign on the effects of opioid addiction &amp; OD risks</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Met requirements/none indicated</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 7/18/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – data driven insights to monitor and adjust campaigns to most effectively spend ad budgets, deliver ROI</li> <li>• P – meets with the client to understand audience and goals to then created coms plan, target audiences, media strategies, decide KPIs and metrics for success</li> <li>• P- addressed each section</li> <li>• P- Targeted audiences – uses advanced targeting settings in digital media to hyper target demographics, or for traditional print collateral, ID in person locations that Maine parents are likely to frequent; used examples</li> <li>• P – Context – Demonstrates knowledge and comprehensive thinking of the goal at hand and how that impacts the communications strategy; plans to meet with DHHS team to understand the crucial context at hand for any campaign</li> <li>• P - ID intended outcomes and campaign objectives prior to creating campaign strategies or ID'ing methods for targeting; done in partnership with DHHS</li> <li>• P – Key messages – key is understanding the audiences' pain points ; uses examples</li> <li>• P/I – Appropriate media – shows knowledge of demos on each platform or media; I – doesn't talk about prior expertise or years of knowledge and experience in this area</li> <li>• P – Measure of effectiveness - communication/collaboration/agreement with client on metrics for success</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• I – took this as DHHS looking for a rebrand (not hypothetical, how do you do brand development)</li> <li>• P – discusses creation of brand guidelines manual to go with a newly developed brand</li> <li>• I – very specific on their process of how they would go about developing a new brand; specifically notes design options, revision rounds, and pricing for said revisions</li> <li>• P – client will then own logos in final formats: print-ready vector EPS, hi-res JPG, low-res web JPB</li> <li>• N – didn't talk about brand personality, positioning, equity</li> <li>• P – talked about brand identity and assets; provided past examples of work for the State</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P – offers full service graphic design with over 30 years experience</li> <li>• P – specific about process and revisions and assets at the end</li> </ul>



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**EVALUATOR DEPARTMENT:** Maine CDC Communications

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<ul style="list-style-type: none"> <li>• P – discusses formats in which graphic designs can be used and provides examples from several client projects of different types of applications of their design skills</li> </ul>
<p><b>9. Video Production Services:</b></p> <ul style="list-style-type: none"> <li>• P – can produce videos of various lengths – flexible for format/platform/goal</li> <li>• P – demonstrates knowledge of best types of videos for various audiences (platforms)</li> <li>• P – offers full services production, pre &amp; post; starts with kick off meeting, discussion guide for interviews/testimonial vids, shooting &amp; Pulse has videographer visit sites for assets and b-roll, Pulse can find voiceover artists for presentation and client choice, or client can offer in-house option; can handle music selection for DHHS selection, editing and production with drafts uploaded to private YouTube for review by DHHS client; Pulse can handle CC for accessibility; Pulse can deliver in HD format in appropriate formats for pre-roll and social media.</li> <li>• P – DHHS owns rights to all vids and graphics created</li> <li>• P – All audio, video, voiceover, graphics provided by Pulse free of charge to DHHS and available to DHHS in future projects; all raw assets can also be transferred to DHHS upon request</li> <li>• P – Provided link to video assets they’ve created including live action, stock footage, whiteboard animation</li> </ul>
<p><b>10. Video Animation and Motion Graphics</b></p> <ul style="list-style-type: none"> <li>• P – experience developing video animation</li> <li>• P – work with DHHS to craft storyboard, vision, script, outline of the project taking into account DHHS brand and image</li> <li>• P – experience with Whiteboard videos and motion graphics; links provided to see examples</li> <li>• N- not a lot of description about experience with motion graphics</li> </ul>
<p><b>11. Voice-Over Production</b></p> <ul style="list-style-type: none"> <li>• P – offers full production voiceover services for video, PSAs, radio spots.</li> <li>• P - offers a few options/samples for DHHS to choose or allows DHHS to provide the talent from within the org</li> <li>• P – can be produced locally in Bangor office or locally at an offsite location</li> </ul>
<p><b>12. Media Purchase, provide</b></p> <ul style="list-style-type: none"> <li>• P – Over 15 years experience developing and executing comprehensive media buys</li> <li>• P – experience choosing optimum time and channel relevant to target audiences for most advantageous rates</li> <li>• P – uses data to monitor and adjust campaigns to deliver ROI; provides detailed weekly reports to adjust and optimize; presents mid-campaign report to outline key metrics and recommendations and can show campaign performance in real time</li> </ul>

**STATE OF MAINE  
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**EVALUATOR DEPARTMENT:** Maine CDC Communications

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<ul style="list-style-type: none"> <li>• P &amp; I – provides final report analyzing the campaign and offering future recommendations for future campaigns</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder did not respond in this section, but responded in individual sections above making it clear that DHHS owns rights and assets from all projects</li> </ul>
<ul style="list-style-type: none"> <li>• I – all assets produced in house, in Maine, by their own team; strategic marketing team executes project management and media buys</li> <li>• N – no mention of collaboration with DHHS here, though it is referenced throughout individual sections</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder has experience in these pursuits</li> <li>• Bidder meets requirements</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• I – Bills at an hourly rate; estimate provided based on Scope of Work; will notify of anticipated overages</li> <li>• I – services for marketing are billed at \$110/hr</li> <li>• I – bills for in person, phone, zoom, meetings, emails, project execution, reporting, mileage</li> <li>• Q – how is project execution different from other services in above list?</li> <li>• I – media buys at published card rates or negotiated rates</li> <li>• Q – Lack of clarity as to when agency commission of 15% kicks in -- maybe 15% on top whether that's the agency rate or the published rate?</li> <li>• I – Hourly rate for web design &amp; devel = \$125</li> <li>• N – no blended rate?</li> <li>• N – no discounts/added value thrown in for State media buys?</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** July 18, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Maine-based</li><li>• Experience with State of Maine</li><li>• Experience with social services / healthcare</li><li>• Relevant project examples</li><li>• Q: How big a team does it have?</li><li>• I: 60 Facebook shares.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Meets requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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**BIDDER NAME:** Pulse Marketing Agency

**DATE:** July 18, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Meets expectations</li> <li>• Subcontractors?</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Meets expectations</li> <li>• Subcontractors?</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Images of examples</li> <li>• No discussion of outcomes</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• No discussion of performance measures</li> <li>• Subcontractors?</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Typos</li> <li>• No discussion of performance measures</li> <li>• Subcontractors?</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>•</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Meets expectations</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Meets expectations</li> </ul>
<ul style="list-style-type: none"> <li>•</li> </ul>
<ul style="list-style-type: none"> <li>• Meets expectations</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Hourly rate</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>	
<b>1. Overview of the Organization</b>	
<ul style="list-style-type: none"><li>• Subsidiary of Bangor Publishing Company</li><li>• Located in Bangor, ME, incorporated in 2009</li><li>• Team of graphic designers with over 30 years of combined experience</li><li>• Worked with more than 300 businesses</li><li>• Staff live and work in Maine – Pride in work that improves communities</li><li>• Experience with public health campaigns</li><li>• Ex. 1 – DHHS OCFS – comprehensive marketing plan for Child Care Subsidy Program</li><li>• Ex. 2 – Dept of Labor – Targeted marketing campaign to recruit more direct care and behavioral healthcare employees</li><li>• Ex. 3 – Bangor Public Health and Community Services – public health education and outreach campaigns</li></ul>	
<b>2. Litigation</b>	
<ul style="list-style-type: none"><li>• None</li></ul>	
<b>3. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• General liability – expired 1.1.22</li></ul>	

**STATE OF MAINE  
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**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Full-service marketing agency</li> <li>• Craft a strong, thorough communication plan</li> <li>• Combination method for campaigns – printer materials and social media platforms</li> <li>• Emphasize credibility and authority in health campaigns</li> <li>• Metrics for monitoring campaigns – Google Analytics</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Establish a Brand Guidelines Manual</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Provide up to three (3) rounds of revisions to design concept</li> <li>• Provided multiple images/samples of work products completed</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Can produce a variety of videos for broadcast in varying lengths</li> <li>• Full-services video production – including pre and post production</li> <li>• Offers video shooting and voice over services</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Will craft a storyboard, vision, script, or outline of animation project</li> <li>• Created especially for each project</li> <li>• Whiteboard video capability</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Full production voice service</li> <li>• Can present sample of two (2) potential voice artists</li> <li>• Can produce at Bangor office or at an offsite location</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• 15 years' experience developing and executing comprehensive media buys</li> <li>• Can use the following mediums – traditional marketing channels (tv, radio, print) and digital channels (digital radio, social media, streaming services)</li> <li>• Data drive insights to monitor and adjust campaigns</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met the requirement</li> <li>• No response provided</li> <li>• All creative assets will be produced in house in Maine</li> <li>• Campaign will be accessible to people of all ability levels and cultural backgrounds</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 6.26.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided Hourly rate by service</li><li>• Media Purchase – TV and Radio will be billed at published card rate or at negotiated rate</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 06/24/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• I- part of Bangor Publishing Company</li><li>• I- works with DHHS OCFS and Maine DOL</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Expired.</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Pulse Marketing Agency

**DATE:** 06/24/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P- gave images of examples</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P- gave images of examples</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• P- includes closed captioning</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• I- has two (2) voice artists</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• P- has fifteen (15) years of experience with media buys</li> <li>• P- provides final report of roadmap for future of campaign</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<ul style="list-style-type: none"> <li>• Did not answer.</li> </ul>
<ul style="list-style-type: none"> <li>• Did not address the understanding of the Department's mission.</li> </ul>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Provided an hourly rate for Marketing services, Media Purchase, and Website design.</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – includes hiring/professional development; experience with DHHS; experience with diverse populations; behavior change</li><li>• I – no use of outside contractors, no submission for creative awards</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** June 22, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• P – ability to leverage value adds</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• I – 21 years as an agency</li> <li>• P – Worked with many State agencies, including DHHS</li> <li>• P – Working with Maine DHHS “energizes and excites us”</li> <li>• I – 50+ professionals/ depth of resources</li> <li>• P – Experience/expertise across multiple platforms</li> <li>• P – Pride in working collaboratively</li> <li>• P/I – Responsive to client needs, motivated by client success, not awards/recognition – does not submit for awards</li> <li>• P – deep experience in public health comms, behavior change – strategy and execution</li> <li>• P – demonstrated knowledge of various aspects of Maine population</li> <li>• P – Bonus media spots &amp; value- added services</li> <li>• I – Maine based, 100% employee owned</li> <li>• P/I – VONT – launched by Ethos in 2007 – exclusive to web, social, online</li> <li>• P – specific capabilities match RFP</li> <li>• P – Thorough response to the overview request</li> <li>• P/I – Understanding Maine, smart people short on ego, collaborative, responsive</li> <li>• I – Client feedback</li> <li>• I – Shared team bios</li> <li>• P – Case studies “Projects” demonstrate ability to tackle variety of issues, complexities within each for target audiences</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – Think Create Execute Measure</li> <li>• P – Outlines their process for getting to each of the Part II A 1 a i-vii</li> <li>• P – Specific mention of finding a media mix that works for the timeline and budget</li> <li>• P – 25% Bonus weight ads for State of Maine campaigns</li> <li>• P – Continual measurement/assessment/adjustment</li> <li>• Q – Do they consider copywriting for materials part of this process?</li> <li>• Q – Are they considering video production part of this process? Both copywriting and video production were key features of campaigns highlighted in Appendix C but not specifically address later in the proposal?</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P – Core to their “DNA” – recognition that they have to work across platforms</li> <li>• P – Similar to campaign approach, different set of deliverables = consistent</li> <li>• I – Brand immersion/3 step process</li> <li>• I - Differences between Internal and External brand assessments</li> <li>• P – Comprehensive set of templates as deliverables</li> <li>• Q – Ownership of materials? File types?</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• P – Decades of experience in traditional and digital strategy and buying.</li> <li>• I – Place \$20 mil/yr in media buys across Ethos and Vont</li> <li>• P – mention of geotargeting</li> <li>• P – Mention of media research tools to inform buys</li> <li>• P – Experience with media mixes needed to reach target audiences across platforms</li> <li>• P – Regular campaign reporting</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• P – Named responsible POCs for the Department</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 06/22/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• I – Outside services - cost +20%</li><li>• I – Media buying – Gross (agency commission of 15%) but also noted 25% bonus weight several times above in media buying section</li><li>• I – Blended rate of 146.33</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 6/21/2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / Office of Behavioral Health

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P: Experience working with the State of Maine</li><li>• P: Experience working with social services</li><li>• P: Based in Maine</li><li>• P: Multi-platform</li><li>• P: Lots of detailed examples with images</li><li>• P: Lots of detail about how they work</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>•</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>•</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 6/21/2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** DHHS / Office of Behavioral Health

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• P: Detailed explanation of how they work and deliverables</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• P: Detailed explanation of how they work and deliverables</li></ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• P: Detailed explanation of how they work and deliverables</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>•</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Established in 1999 – 21-year history</li><li>• Located in Westbrook, Maine</li><li>• Multiplatform marketing agency</li><li>• Team of 50+ marketing professionals</li><li>• Integrated campaigns across multiple media platforms</li><li>• Experience working with several State of Maine Agency – including DHHS (COVID-19 vaccine outreach, Office of Behavioral Health, Mainecare) and DOT</li><li>• Experience with NextGen 529 and Alford Scholarship Foundation</li><li>• Focus on hard-to-reach populations, including rural, low income, BIPOC, new Mainers</li><li>• 100% employee owned and operated</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Commercial General Liability – expires 9.1.22</li></ul>

**STATE OF MAINE  
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**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Think/Create/Execute/Measure</li> <li>• External Research</li> <li>• Comprehensive Strategic Communications Plan guiding the creative development and media strategies</li> <li>• Creative concepts form the foundation for every other aspect of the campaign</li> <li>• Place the contents on the right platform to reach the intended audiences – cutting edge of new platforms, new technology, and innovative ways to reach target audience.</li> <li>• Continually measure how a campaign is performing</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Multiplatform branding agency – Part of their DNA</li> <li>• Communicate brand’s core truths</li> <li>• Internal Brand Immersion – “we think before we do” – comprehensive brand immersion</li> <li>• External Brand Assessment</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Full-service agency -select media vehicles best designed to reach the target audience</li> <li>• Ten (10) digital media planners and buyers</li> <li>• Media buys totaling nearly \$20 million per year</li> <li>• Mix of media to achieve communication goals</li> <li>• Real-time reporting dashboards</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder met the requirement.</li> <li>• Work made for hire is their standard operating procedure for all client projects.</li> <li>• Designed senior account team</li> <li>• Bidder meets the requirements</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 6.22.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Blended hourly rate provided</li><li>• Rates by resource/category provided</li><li>• Rates subject to annual adjustments based on November Consumer Price Index</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 06/22/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P- provided a link to samples of work.</li><li>• I- provided information on 13 staff.</li><li>• I- has a current contract with Maine DHHS CDC and OBH</li><li>• P- provided examples of projects.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Results Marketing & Design, Inc. dba Ethos

**DATE:** 06/22/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• I- Identified two staff that would be the senior account team for the Department.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Provided hourly rate per service and a blended hourly rate. Did not provide positions expected to be involved for services.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Rinck Advertising

**DATE:** July 18, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Added value for media buys through local partnerships</li><li>• Public health experience dating back 20 years</li><li>• Three examples all for Maine CDC</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Bidder met requirements</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Rinck Advertising

**DATE:** July 18, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Will conduct stakeholder interviews</li> <li>• Visuals most effective</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Presented as if contracted for crisis communications generally, rather than in response to a specific crisis</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Trained in CDC’s Plain Language Guidelines, CDC’s Health Equity Guiding Principles for Inclusive Communication, health literacy and affirmative phrases and person-first language</li> <li>• A/B testing</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• On staff assets as well as local partnerships</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Streamlined distribution during pandemic</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• On staff assets and local partners</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• On staff assets and local partners</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Full recording studio in office</li> <li>• Contracts negotiated in perpetuity “whenever possible”</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Given delivery preference during political windows</li> <li>• Experienced in the “quirks of the Maine media market”</li> <li>• Negotiated flat rate for media purchases, “This eliminates potential for kickbacks, deal-making, or other practices” – net cost/no commission</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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**DATE:** July 18, 2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

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<ul style="list-style-type: none"><li>• 20% value add for bonus spot per “CDC best practices”</li><li>• Clients have access to real-time campaign performance dashboards</li></ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"><li>• Tobacco retailer toolkit</li><li>• Bidder meets requirements</li></ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"><li>• Examples of a range of types of events provided</li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• Process for approvals explained</li><li>• Bidder met requirements</li><li>• Dedicated account and project managers</li><li>• Full org chart provided</li><li>• “Fully trained in CDC’s Plain Language Guidelines, CDC’s Health Equity Guiding Principles for Inclusive Communication, health literacy and affirmative phrases and person-first language”</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Typically use agency fee but hourly rate sheet provided</li></ul>



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**DATE:** 7-26-2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• P – Maine-based</li><li>• P – Over 20 years of experience, including in mass-reach health communications and campaigns that create measurable social and behavioral change</li><li>• I – worked on education campaigns for high-risk populations on social issues including tobacco and alcohol use, mental health, cancer, nutrition, health, and substance use</li><li>• P – full-service marketing and ad agency that serves as a one stop shop</li><li>• P – works with clients to prioritize comms needs to solve challenges/ID opportunities</li><li>• I – clients often use them as an extension of their internal comms team</li><li>• P – develops custom plans for strategic bang for budget, leverages long standing preferred vendor partnerships to secure unique opportunities and value discounts to deliver on goals and objectives, optimizing spend and opportunities across platforms</li><li>• I – established best-practice guidelines that has been adopted by the CDC.</li><li>• P – has worked with Maine CDC and other Maine DHHS agencies, Maine hospitals, non-profits, public health entities on a broad range of issues</li><li>• P – extensive experience addressing health disparities; requires zero start-up time, has experience working with state gov't</li><li>• P – years of experience in audience targeting and media strategies; employs testing and optimization</li><li>• P – media approach is to meet people where they are; results and insights consistently evaluated to optimize meeting goals and objectives</li><li>• P- Can develop original creative or leverage existing assets</li><li>• P – Creative is owned by the department in perpetuity</li><li>• I – Rinck works with preferred vendors for photogs, video production, printers and other talent.</li></ul>

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<ul style="list-style-type: none"><li>• P – Bidder provided three projects – all three from work with Maine CDC – on topics of Tobacco and Substance Use (Awareness for substance exposed infants- education and prevention), Adult Suicide Prevention: Encouraging Help-Seeking through the Maine Crisis Line and Reducing Stigma Around Suicide; and Youth Anti-Vaping Awareness Campaign</li><li>• P – provided screenshots of campaigns and links where appropriate; employed an integrated list of services for each campaign to produce proven, measurable results in statewide campaigns with targeted audiences</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None indicated</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Cyber liability and E&amp;O/Professional liability have expired.</li><li>• Bidder provided certificate</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – Bidder discusses plan development and how they will work - sets SMART objectives + bulleted list of campaign/project template details to cover; works with DHHS team to plan and build strategy, messaging, assessing data and discussing KPIs</li> <li>• I – followed their own approach for outlining the section (Build, ID, Optimize, Analyze) but addressed each of the above in how they carry out strategic communication planning development and execution</li> <li>• P/I – works with DHHS team to ID goals, budget, geography, and key audiences – doesn't mention working with DHHS team to come up with messages?</li> <li>• P – uses data to employ in-campaign optimization across all disciplines and platforms; analyzes analytics and provides real-time dashboard for clients for transparency; provides campaign reporting that is actionable</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• P – team of experts experienced in developing local and national brands and creating messaging that resonates with intended audiences</li> <li>• P – Uses a brand platform tool &amp; tested methodology to evaluate how a brand is doing</li> <li>• P – Begins with research, including stakeholder interviews; reviews existing brand assets</li> <li>• P – Thorough. Goes through each element to articulate how each portion is developed and executed; provided an attachment (but it wasn't included in folder for review?)</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• P – Practiced at leading clients through crises and reputation management strategies with in-house PR team</li> <li>• P – addresses internal and external comms protocols and policies in a crisis</li> <li>• I – uses proprietary listening software to understand public sentiment</li> <li>• I – media training for key stakeholders through crisis workshops</li> <li>• I – training, preparation, and planning before crisis occurs; scenario planning is comprehensive and fully documented; builds response comms tools, resources, contact directory, stakeholder mapping, boilerplate messaging and deployment tactics – all of which sets a template in place for the agency that can then be tweaked in the event of a real crisis</li> </ul>
<b>4. Copywriting</b>

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<ul style="list-style-type: none"> <li>• P – Called core capabilities; creative and technical writers; experience writing with multiple mediums including web, social, broadcast media</li> <li>• P – full service PR and influencer marketing team; specialists can write press releases, talking points, executive/thought leadership materials</li> <li>• P – team is fully trained in CDC’s plain language guidelines, health equity guiding principles for inclusive communication, health literacy and affirmative phrases and person-first language; ability to asses reading level of materials through subscribed tool</li> <li>• P – works with client team at the start of any new project to ensure clear project scope and expectations , timeline, revisions, etc.</li> <li>• P – works with feedback from client and stakeholders, also via survey’s for input and anonymous feedback when several partners are involved</li> <li>• P – once in market campaign copy can be scrutinized for optimization</li> <li>• P - well-developed processes in place for A/B testing prior to launch</li> <li>• I – provided examples of writing in attachment (not included in materials provided to evaluators?)</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• P – Works closely with department for subject matter experts; recommends messaging and comms strategies for meeting technical needs of the department.</li> <li>• I – works with vendors to provide culturally appropriate translation services where applicable</li> <li>• I – Rinck-specific approach to technical writing and design</li> <li>• I – Experience providing technical content in behavior change, health care, government, social marketing, non-profit, education, finance, transportation, CPG &amp; food industry in the forms of technical reports, case studies, white papers, websites, “and more.”</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P – public health and behavioral marketing experience</li> <li>• P – close collab with clients; uses department data and existing resources to form the project brief, along with goals, objectives, channels, messaging</li> <li>• Q – not sure what “One Thing” exploration is?</li> <li>• P – Outlined process for working with the client</li> <li>• P – can create content for a number of use cases – digital, social, traditional</li> <li>• I – notes the messaging and imagery will be both culturally and socially relevant</li> <li>• I – provides examples not seen by evaluators</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• P - In house capabilities when it comes to photography and video production</li> </ul>

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<ul style="list-style-type: none"><li>• P – photogs, video editors, and animators on staff with experience producing photo and video shoots ranging in scope from headshots to docu-style interviews, PSAs</li><li>• P – Can handle pre-production, production, and post</li><li>• P – Client can attend photo and video shoots</li><li>• P – Has local relationships with talent and can manage contracts with said talent to ensure that whatever they appear in will remain in the rights of the Department in perpetuity</li><li>• P – Collaboration and approvals throughout the process</li><li>• P – Department will own all assets for a variety of usages in perpetuity</li></ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"><li>• P – No print job is too large or too small</li><li>• P – will gather estimates from local printers; most cost-effective bid will be presented to the client</li><li>• P – Rinck manages design, production, delivery process for all printed materials</li></ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"><li>• P – Handles all aspects of video production</li><li>• P – experience developing training videos, public health campaigns, other visual media including concept and script development, storyboards, voice, talent and music sourcing ,editing, graphic, and sound design elements, etc</li><li>• P – clients have access to in-house video recording opportunities where the PR team can provide media training; interview training, helping with delivering messaging, creating soundbites</li><li>• P – all video production will be designed to acquire as many assets as possible so that the creative team and editors can provide options; b-roll is acquired for future campaign use as it evolves or is refreshed</li><li>• I – much of this section was addressed above in the “photography” section</li><li>• I – examples provided at a clickable link</li></ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"><li>• P – Collaborates with client start to finish when developing video assets including animation and motion graphics</li><li>• P – outlined process for collaboration</li><li>• I – Rinck works with clients to determine overall need and THEN decides whether work can/should be completed in-house or via a third party vendor; has long standing contacts with Maine animators and specialists</li><li>• Q – they say their work includes 2D and 3D animated videos, motion graphics, typography treatments, and rotoscoping but unclear whether “their work” refers to in-house or work they’ve done with vendors</li><li>• I – provides an example via clickable link</li></ul>

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**11. Voice-Over Production**

- I – uses vendors for VO; several VO talent options provided prior to full execution
- P – uses local talent for audio; recording studio in their office
- P – seeks approval from client on scripts or copy modifications; can be included in the VO talent selection if client so chooses
- P – VO can be used in new assets or existing assets; can help to change messaging for optimization or shift message priority
- P – Rinck seems to think outside the box here on uses for VO talent; ways to make best use of available resources
- P – Rinck manages the contracts with third party vendors (talent), ensuring ownership in perpetuity for the department
- I – example of VO for a tv script provided via clickable link

**12. Media Purchase, provide**

- P – Research includes conducting audience market research, monitoring of audience behavior on and offline, monitoring trends of media and tech, conducting analyses
- P – Staff are certified and trained; experts in broadcast, print, OOH, and OTT; search and SEO; digital placements; paid social; shopper marketing
- P – uses expertise and access to market vendors to stay current on trends and emerging developments, leads to greater ROI; experienced in the “quirks” of the Maine market for traditional media and relationships afford opportunities and preference
- I – 5 step approach for media buying, market prioritization, media mix and implementation
- P – Media mix chosen based on audience, budget – uses a “Prove, Emerging, and Experimental” for a portfolio approach to media buying
- P – Media mix is integrated for consistent, continuous messaging; then data drives optimization
- P – offers in-house professionals in search marketing, social, digital display, traditional media who can ensure an integrated media mix, no matter the budget
- I – Charge a negotiated flat rate for media purchase – no mark-up; negotiates, buys, and bills net to the clients.
- P – Media team then provides and reconciles against a post-buy analysis to confirm delivery of gross rating points and holds media outlets responsible for running a post-weight schedule or make-goods
- P – negotiates at least 20% value added for bonus spots at lowest rate possible, per CDC recommended best practices
- P – On digital media buying – team monitors campaigns results, recommends optimizations, analyzes post-click behavior on the campaign website to determine

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<p>how the audience is engaging with the content through pixel tracking - measuring both post-click and post-impression users</p> <ul style="list-style-type: none"> <li>• P – dashboards provided for real-time monitoring and assessment across channels; updated daily – can be shared with client, but is also used for daily, weekly, monthly checks to measure against KPIs and optimize for improvement on ROI</li> </ul>
<p><b>13. Promotional/Amenity Items</b></p> <ul style="list-style-type: none"> <li>• P – Rinck creative handles artwork, specs, material and color recommendations while project manager works with an outside vendor to coordinate pricing, quantities, packaging and delivery</li> <li>• P – Rinck can provide options on vendors, handle external coordination.</li> <li>• P – Rinck can handle any translation needs for promotional items that may be needed for population-specific distribution</li> </ul>
<p><b>14. Special Event Planning and Execution</b></p> <ul style="list-style-type: none"> <li>• P – developed and refined a means to determine which consumers are the most influential and how to get department messaging in front of those targets</li> <li>• P – offers full-suite of services for event planning and marketing</li> </ul>
<p><b>B. General Requirements</b></p> <ul style="list-style-type: none"> <li>• Bidder meets requirements</li> </ul>
<ul style="list-style-type: none"> <li>• P – Bidder will provide master copies and final working files of all campaign related materials developed for the department</li> </ul>
<ul style="list-style-type: none"> <li>• P – dedicated account and project managers + dedicated team – clear detail on what AM does vs what PM does</li> <li>• P – bidder provided org chart for their organization + Key staff listing of role/position/responsibilities</li> </ul>
<ul style="list-style-type: none"> <li>• P – all materials will follow state and federal policies and guidelines to ensure accessibility; notes CDC Plain Language Guidelines, CDC Health Equity Guiding Principles for Inclusive Communication, health literacy and affirmative phrases and person-first language</li> </ul>

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**Individual Evaluator Comments:**

**Part IV, Section IV. Budget Narrative**

- Bidder provided break down of rate sheet for services
- Subcontractors billed at net cost
- Agency fee of 15-20% depending on SOW -included
- Media buys at net cost- passing on any savings or discounts received; negotiates 20% added value for bonus spots



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**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Maine based</li><li>• Full service, applying for all lists</li><li>• Experience with State of Maine</li><li>• Experience with DHHS (CDC)</li><li>• Specialist in public health messaging</li><li>• Good examples, with detailed performance measures</li><li>• Q: Are all campaign examples digital only?</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
•
<b>2. Brand Development and Marketing</b>
•
<b>3. Crisis Communication Planning and Execution</b>
•
<b>4. Copywriting</b>
•
<b>5. Technical Writing</b>
•
<b>6. Graphic Design</b>
•
<b>7. Photography</b>
•
<b>8. End-To-End Print Production</b>
• I: Clearinghouse for DHHS materials
<b>9. Video Production Services:</b>
•
<b>10. Video Animation and Motion Graphics</b>
•
<b>11. Voice-Over Production</b>
•
<b>12. Media Purchase, provide</b>
•
<b>13. Promotional/Amenity Items</b>
•
<b>14. Special Event Planning and Execution</b>
•
<b>B. General Requirements</b>
• Meets expectations
• Meets expectations
• Meets expectations
• Meets expectations

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**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

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**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Detailed narrative.</li><li>• Agency fee of 15-20% to a campaign budget or project</li><li>• No media buying mark-up</li></ul>

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**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Full-service agency with 20+ years of experience</li><li>• Based in Lewiston</li><li>• Ex 1 – Tobacco &amp; Substance Use Prevention – Maine CDC – Substance Exposed Infant Awareness</li><li>• Ex 2 – Adolescent Health &amp; Injury Prevention – Maine CDC</li><li>• Ex 3 – Tobacco &amp; Substance Use Prevention – Maine CDC – Youth Anti-Vaping Awareness</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Expires 02.05.23</li></ul>

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• SMART – Specific, Measurable, Attainable, Realistic, Timelines</li> <li>• Experience reaching various audiences – disparate and hard to reach populations</li> <li>• Build/Identify/Optimize/Analyze</li> <li>• Provided example of plans</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Brand is a promise</li> <li>• Utilizes a Brand Platform</li> <li>• Provide example of brands developed and marketed</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• In-house public relations team</li> <li>• Evaluate by a phased approach that builds continuous evaluation</li> <li>• Provided example of crisis communication plan</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Copywriting, messaging, and content development are indicated as core capabilities</li> <li>• Customized platform – copy</li> <li>• Provided example of copywriting</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• Indicates experience with broad range of industries</li> <li>• Provided example of technical writing</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Utilizes data and existing campaigns to create a Strategy Brief</li> <li>• Full-service creative team</li> <li>• Provided example of graphic design work</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• Have photographers, video editors, and animators on staff</li> <li>• On-site facilities for photography and video shoots</li> <li>• Pre-Production/Production/Post-Production</li> <li>• Example provided with a website link</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• Meet the requirement</li> <li>• Provided example</li> </ul>
<b>9. Video Production Services:</b>

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<ul style="list-style-type: none"> <li>• Start to finish video production services</li> <li>• Production and Video in house</li> <li>• Provided weblink as an example of a training video produced</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• Indicates has long-standing contracts with Maine animators</li> <li>• In house artists skilled in animation solutions and motion graphic manipulation</li> <li>• Provided weblink example of 2D animation video</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• Full recording studio</li> <li>• Utilizes local talent</li> <li>• Voiceover experience and capability</li> <li>• Provided weblink example of produced voiceover</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Cross channel media solutions</li> <li>• Approach – team gets to know the target audience and follows a 5-step process - Strategize/Explore/Integrate/Implement/Optimize</li> <li>• Utilize trademarked Dynamic Integration</li> <li>• Indicates exceptional knowledge of Maine market</li> <li>• Reach the most viewers of a specific target audience – both in program content and cost efficiency</li> <li>• Media budget monitored daily</li> <li>• Provides omni-channel dashboards for real-time campaign performance</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>• Developed toolkits to include branded material</li> <li>• Creative department will handle artwork, specs, material and color recommendations and a project manager to work with an outside vendor for pricing, quantities, packaging and delivery</li> <li>• Provided examples of promotional/amenity items</li> </ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Brand Touch Experiential Marketing – full logistical coordination design, marketing, PR social and promotional support</li> <li>• Example provided</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met the requirement</li> <li>• Met the requirement</li> </ul>
<ul style="list-style-type: none"> <li>• Dedicated account manager and project manager</li> <li>• Provided org chart of positions and individuals</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Rinck Advertising

**DATE:** 7.18.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

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- |   |
|---|
| <ul style="list-style-type: none"><li>• Met the requirement</li></ul> |
|---|

**Individual Evaluator Comments:**

- | <b>Part IV, Section IV. Budget Narrative</b>   |
|--|
| <ul style="list-style-type: none"><li>• Provided extensive rate sheet by position type</li><li>• Media buys are at net cost</li><li>• Can provide a agency fee ( a % of the total budget for all positions) vs hourly rate</li></ul> |

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Rinck Advertising

**DATE:** 7/18/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• 20 years of experience</li><li>• Based in Lewiston Maine</li><li>• Has done multiple projects for Maine CDC.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Rinck Advertising

**DATE:** 7/18/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"> <li>• I- Has vendors for culturally appropriate translation services.</li> <li>• P- Has in house technical writers.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>7. Photography</b>
<ul style="list-style-type: none"> <li>• P- Has in house photographers.</li> </ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"> <li>• I- Offers clearinghouse platform, online storefront.</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"> <li>• P- In house artists skilled in traditional and computer animation.</li> </ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"> <li>• I- Uses vendors and local talent.</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"> <li>• I- Handles artwork, specs, and material and uses vendors for products, packaging and delivery.</li> </ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"> <li>• P- Pioneered a marketing strategy that includes full logistical coordination and design for events.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<ul style="list-style-type: none"><li>• Met.</li></ul>
<ul style="list-style-type: none"><li>• P- dedicated account manager and project manager</li><li>• I- provided Org chart.</li></ul>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 8/3/2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

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**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Portland office – Maine-based?</li><li>• How many staff?</li><li>• Focus on radio</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• No "material" litigation</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 8/3/2022

**EVALUATOR NAME:** Jackie Farwell

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Platforms and people listed, less detail on methods and outcomes</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Aligns with media purchase (radio/video)</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Aligns with media purchase</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• No-cost video slideshow</li> <li>• Custom video production not detailed</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Bidder indicated ability to meet these requirements, how to be achieved not fully detailed in a,b, and c</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• Client "periodically" invited to join internal meetings</li> </ul>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Fees tied to media buy vs no media buy</li> <li>• Media purchase fees are per unit</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 08/01/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

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**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"> <li>• P – based in Portland, Maine</li> <li>• P – community focused digital media, digital marketing, &amp; radio focused outside of the top 50 markets in the US</li> <li>• I – third largest radio broadcast company in the country; operates in four markets in ME – Portland, Augusta, Bangor, and Presque Isle</li> <li>• P – access to multiple radio groups without the need for multiple contacts</li> <li>• I – services: copy writing, VO production, media buying (for radio only)?</li> <li>• I – digital solutions provider/”Full-service” agency across platform, social media, streaming TV – including graphic design, video production, VO production, media buying</li> <li>• I – data management platforms and analytics- strategic communication planning, development, and execution</li> <li>• I – full team roles with broad capabilities listed</li> <li>• P/Q – three projects outlined; variety of services noted for case studies. Question over impact of campaigns as no outcomes are noted?</li> </ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"> <li>• None indicated</li> </ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"> <li>• Bidder met requirements</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 08/01/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• P – Clearly followed structure of RFP for responses; easy to read</li> <li>• P – Target Audiences &amp; context: helps build custom audiences through technology platforms which also provide insights and into creative, ad placement, and media; shared which people from their team (which roles) would be involved</li> <li>• I – Intended outcomes: bidder offers performance guarantees on most elements/tactics – whether through clicks, form fills, impressions – TBD ahead of time; notes roles involved</li> <li>• P – Key messages – to be determined with the team; can be switched out as often as is needed, based on what the data indicates; notes work with internal databases and internal team and indicates which roles are involved</li> <li>• I – Appropriate media – offer the list of media that can be involved and the roles of the team members who will help the client decide</li> <li>• Q – Preferred messengers –Bidder commented more about radio stations/groups and clients on this and indicates that certain team members will help with making those connections. No discussion of crafting messengers/deciding who is most appropriate, working with the client on coming up with the preferred messengers</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• I – Copy writer on staff who can assist with “other” copy when it is part of a larger campaign that utilizes other services that Townsquare specializes in</li> <li>• N – no examples of this or indication of experience</li> <li>• P – copywriting comes with the service of video or VO/radio production</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• I – Bidder provided basic response that graphic design services align with the media being purchases – i.e. purchasing digital display services means that the design team will help create the graphics for that</li> <li>• I – “other” graphic design services can be utilized for parts of a campaign that are part of a larger campaign where client is paying for their services</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• I – Offer levels of services for video production</li> <li>• Q – no cost video slide show with VO, music, animation, overlay and text – for social?</li> <li>• I – Possibility for video editing of montage videos – stock images and footage – noted most of these videos are under \$300 per video</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**DATE:** 08/01/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

\*\*\*\*\*

<ul style="list-style-type: none"> <li>• P – Bidder offers custom video production that can facilitate everything outlined in 9a</li> <li>• N – no examples or discussion of how these are achieved and how collaboration with client works</li> </ul>
<p><b>12. Media Purchase, provide</b></p>
<ul style="list-style-type: none"> <li>• P – clear responses to each part of question 12</li> <li>• I – “if it’s a service we don’t list as a service it’s often already in beta”</li> <li>• P – execute “Smart Campaigns” that are data driven, full funnel (mixed media) and regularly analyzed for optimization; “pivot with approval”</li> <li>• P – broad spectrum of media buying including TikTok, Snapchat, etc; all digital platforms</li> <li>• P – Radio broadcast – will work with Townsquare owned and non-Townsquare owned radio stations</li> <li>• P – Budget is to aim for lowest cost impression, click; direct buying team can pass on savings either as rate reduction or as overperformance - budgets fully outlined before campaigns begin; analytics used for mid-point check ins to determine if shifts are needed; done only with approvals from the client</li> <li>• I – prefer to present the data to client teams in person (via Zoom?) but can set up real time dashboards ; townsquare provides radio performance reporting</li> </ul>
<p><b>B. General Requirements</b></p>
<ul style="list-style-type: none"> <li>• P – All work will be presented by the senior marketing consultant prior to publication</li> <li>• P – Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• I – Fees will be “minimal” and clearly outlined – client will own final work</li> <li>• Bidder met requirements</li> </ul>
<ul style="list-style-type: none"> <li>• P – Sr Marketing Consultant will be main POC – outlined their duty to understand mission, campaign goals, and coordination with full internal team.</li> <li>• P – Client may be invited to join internal meetings to ensure clarity and full understanding of assignments and concepts</li> <li>• P – Sr, Marketing Consultant is named; 14 years of experience with Townsquare and regularly works with other media agencies who have worked with the State</li> </ul>
<ul style="list-style-type: none"> <li>• I – Can divide the target audience so proper language creative is presented to the aligning audiences</li> <li>• N – no mention of experience working with culturally/linguistically diverse groups</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**DATE:** 08/01/2022

**EVALUATOR NAME:** Lindsay Hammes

**EVALUATOR DEPARTMENT:** Maine CDC Communications

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**Individual Evaluator Comments:**

**Part IV, Section IV. Budget Narrative**

- I – No cost when considering TSM to place media buys, as it concerns strategic comms, planning development, and execution
- I – No cost on copywriting when being used for purchased media through TSM; \$75/hr when not
- I – Same as above for graphic design
- I – shared price points for different video production levels; no cost for basic, incrementally more for 15-60 second videos up to \$300; custom starts at \$1,000
- I – detailed cost list for media buying across services and platforms
- I – no mention of blended costs
- I – no mention of value-adds
- P – no agency fees mentioned



**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** July 18, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Maine office, Maine radio stations</li><li>• Digital agency</li><li>• Experience with social service / healthcare providers</li><li>• Performance outcomes?</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>•</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Meets expectations</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** July 18, 2022

**EVALUATOR NAME:** Adrienne Leahey

**EVALUATOR DEPARTMENT:** Office of Behavioral Health, DHHS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>Digital only</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>Included with media being purchased</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>Included with media being purchased</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>Can accommodate different levels of service</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>Meets expectations</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>Meets expectations</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Meets expectations</li> </ul>
<ul style="list-style-type: none"> <li>Meets expectations</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>Very detailed; hourly or fixed, depending on service</li> </ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 7.18.22

**EVALUATOR NAME:** Veronica Robichaud

**EVALUATOR DEPARTMENT:** DHHS

\*\*\*\*\*

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\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Community focused digital media, digital marketing, and radio company</li><li>• Founded in 1994 – 3<sup>rd</sup> largest radio broadcast company</li><li>• Operates 4 markets in Maine</li><li>• Full-service marketing agency</li><li>• Townsquare Analytics – measures 8-minute windows for traffic volume</li><li>• Ex 1 – DenVantage – Dental Benefit Program</li><li>• Ex 2 – Northeast Residential Service – In home care for adults with developmental disabilities</li><li>• Ex 3 – Maine Classic Car Museum – Targeted Awareness</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Expires 12.23.22</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

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**EVALUATOR DEPARTMENT:** DHHS

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<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Data management platform to understand who the target consumer is</li> <li>• Create a seamless campaign</li> <li>• Monitor and optimize active campaigns at the tactic level</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• Designated copywriter on staff</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• Creative team and designed graphic designer as part of the local team</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Offers multiple service levels for video production - basic/advanced/custom</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Aims for lowest cost impressions, clicks, etc</li> <li>• Direct Buying team – bid in real time</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met the requirement</li> <li>• Met the requirement</li> <li>• Met the requirement</li> <li>• Met the requirement</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Provided rate sheet by services</li> <li>• Some items indicated no cost, where combining of services were required – placed with media buys</li> </ul>

**STATE OF MAINE  
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**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 7/18/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

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**Instructions:** *The purpose of this form is to record proposal review notes written by **individual** evaluators for this Request for Proposals (RFP) process. It is **required** that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Facilitator for this RFP.*

\*\*\*\*\*

**Individual Evaluator Comments:**

<b>Part IV. Section II. Organizational Qualification and Experience</b>
<b>1. Overview of the Organization</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• None.</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Met.</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

**RFP TITLE:** Pre-Qualified Vendor List for Marketing and Communication Services

**BIDDER NAME:** Townsquare Media Portland, LLC

**DATE:** 7/18/2022

**EVALUATOR NAME:** Heather Thompson

**EVALUATOR DEPARTMENT:** DHHS/OADS

\*\*\*\*\*

<b>Part IV, Section III. Proposed Services</b>
<b>1. Services to be Provided</b>
<b>Part II</b>
<b>A. Marketing, Advertising, and Communications Services and Products</b>
<b>1. Strategic Communication Planning Development and Execution</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"> <li>• P- has a copy writer on staff.</li> </ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"> <li>• P- has a graphic designer on staff and creative team.</li> </ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>12. Media Purchase, provide</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>
<ul style="list-style-type: none"> <li>• I- may be fees associated.</li> </ul>
<ul style="list-style-type: none"> <li>• P- has a senior marketing consultant as point of contact.</li> </ul>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>

**Individual Evaluator Comments:**

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"> <li>• Met.</li> </ul>



STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES

Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202203034**  
**RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Jackie Farwell accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human 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 that the evaluation process is to be conducted in an impartial manner. 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 funding decision notices for public distribution.**

DocuSigned by:  
*Jackie Farwell*  
57D1DEA30C0041C...

Jun-16-2022

**Signature**

**Date**



STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES

Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202203034**  
**RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Lindsay Hammes accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human 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 that the evaluation process is to be conducted in an impartial manner. 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.

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DocuSigned by:  
Lindsay Hammes  
587B149FC5F54ED...

**Signature**

Jun-08-2022

**Date**





STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES

Janet T. Mills  
Governor

Jeanne M. Lambrew, Ph.D.  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT**  
**RFP #: 202203034**  
**RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Adrienne Leahey accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human 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).

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DocuSigned by:  
  
EFD18D286BE941B...

Signature

Jun-13-2022

Date



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D.  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034  
RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Veronica Robichaud accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human 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).

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I understand that the evaluation process is to be conducted in an impartial manner. 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 funding decision notices for public distribution.**

DocuSigned by:

*Veronica Robichaud*  
2292FAA6880E43B...

Jun-08-2022

**Signature**

**Date**



**STATE OF MAINE  
DEPARTMENT OF HEALTH AND HUMAN  
SERVICES**

**Janet T. Mills  
Governor**

**Jeanne M. Lambrew, Ph.D.  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034  
RFP TITLE: Pre-Qualified Vendor List for Marketing and Communication**

I, Heather Thompson accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Health and Human 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.

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DocuSigned by:

*Heather Thompson*

16A3543F21D8442...

Jun-08-2022

**Signature**

**Date**