

Janet T. Mills  
Governor

Sara Gagné-Holmes  
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)

Apr-23-2025

Via Electronic Mail: [judy@kdkcg.com](mailto:judy@kdkcg.com)

KDK Consulting Group  
Judy Katzel, President  
340 Eastern Promenade #257  
Portland, ME 04101

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

Dear Ms. Katzel,

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 proposal received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- KDK Consulting Group (Lists 1-4 and 6-14)

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

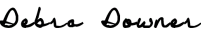
As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).

This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract.

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

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

Sincerely,

DocuSigned by:  
  
5DC6307B8558482...

Debra Downer  
Deputy Director for 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:** KDK Consulting Group

**DATE:** April 16, 2025

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**SUMMARY PAGE**

**Department Name:** Health and Human Services

**Name of RFP Coordinator:** Stacy Martin

**Names of Evaluators:** Roy Garland, Alisa Morton, Jennifer Tankersley

<b><u>Pass/Fail Criteria</u></b>	<b><u>Pass</u></b>	<b><u>Fail</u></b>
Section I. Preliminary Information	<b>N/A</b>	<b>N/A</b>
<b><u>Scoring Sections</u></b>	<b><u>Points Available</u></b>	<b><u>Points Awarded</u></b>
Section II. Organization Qualifications and Experience	<b>35.00</b>	<b>30.00</b>
Section III. Proposed Services	<b>40.00</b>	<b>35.00</b>
Section IV. Cost Proposal	<b>25.00</b>	<b>22.00</b>
<b><u>Total Points</u></b>	<b><u>100.00</u></b>	<b>87.00</b>

**Evaluation Team Comments:**

An Evaluation Team reviewed the Proposal submitted by KDK Consulting Group and determined this Bidder met the requirements for placement on the Pre-Qualified Vendor List for lists 1-4 and 6-14. KDK Consulting Group was the sole bidder for this evaluation period.

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**OVERVIEW OF SECTION I  
Preliminary Information**

Section I. Preliminary Information

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**Evaluation Team Comments:**

N/A

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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>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>• Provided an extensive list of state government and quasi-government entities with which the bidder has collaborated is presented, including groups from Maine and New Hampshire.</li><li>• Although previously worked with state and quasi-government entities as well as organizations operating in health care and public health the three (3) project examples provided in detail were not reflective of specific public health/public sector.</li><li>• Provided comprehensive breadth of examples to team's capability and expertise.</li><li>• Demonstrated experience delivering public health information to a Maine community notably, Androscoggin County.</li><li>• Process begins with a measured look at the current DHHS brand - communications audit, stakeholder interviews, material audit.</li><li>• Outlined a clear process of how a strategic plan would be structured.</li><li>• Team expertise with flexibility of structure based on project scope and need.</li><li>• Woman owned agency.</li><li>• Provided an overview of the team expertise and structure however, any specifics of the leadership or potential project team to be assigned was omitted.</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Indicated "None"</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• Provided a valid COL.</li></ul>

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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>Focus groups and stakeholder interviews presented as strategy to gain insights on target audience(s).</li> <li>Provided a thorough overview of specifics outlining approach to conducting a situational analysis, development of a strategic plan, tracking measures, and supporting material to sustain efforts and consistency.</li> <li>Development of a Strategic Marketing Plan' section describes "Message Strategies", but appropriate media and preferred messengers or platforms lacked detail.</li> <li>Plans to provide a three-step audit of DHHS' existing materials as first step in determining most efficient path toward accomplishing goals of prospective projects and context of DHHS' current and intended perception as it relates to these projects, culminating in Audit/External Research Report.</li> <li>Considers most successful campaigns to be 12-month plan.</li> </ul>
<b>• Brand Development and Marketing</b>
<ul style="list-style-type: none"> <li>Plans to propose a complete brand refresh utilizing the branding process to springboard the message of DHHS.</li> <li>Brand Statement functions as a roadmap or guiding document for further work.</li> <li>Outlined approach to developing a comprehensive brand and marketing plan illustrating strategic thought and capabilities to effectively implement approach.</li> <li>Acknowledged the role that elements of the brand messaging (tone, voice, DHHS' "persona" and key attributes) will serve as influential examples of how a brand informs and guides.</li> </ul>
<b>• Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"> <li>Reference to assistance in setting up Crisis Management Team as part of Crisis Communications Plan.</li> <li>Provided an approach for a "Crisis Management Manual" to be used as a structure for a crisis action plan.</li> </ul>

# STATE OF MAINE TEAM CONSENSUS EVALUATION NOTES

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<ul style="list-style-type: none"> <li>• Provided overview of the types of crisis communication scenarios the team has had exposure to and experience with navigating.</li> <li>• They proposed the plan in three (3) phases: audit, manual, and training.</li> <li>• Conveyed a level of understanding of types of potential scenarios that may be deemed a "crisis" (lawsuits, harassment, community crises such as deaths, environmental emergencies, etc.).</li> <li>• Lacked specifics and detail for assessing plan evaluation.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Copywriting</b></li> </ul>
<ul style="list-style-type: none"> <li>• Plans to utilize a team of writers for copywriting purposes.</li> <li>• Recognition of differing needs between separate communication mediums.</li> <li>• Conveyed understanding of the different types and approaches to writing based on vehicle and platform.</li> <li>• Reinforced importance of being thorough, detail oriented and deadline driven.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Technical Writing</b></li> </ul>
<ul style="list-style-type: none"> <li>• N/A</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Graphic Design</b></li> </ul>
<ul style="list-style-type: none"> <li>• Emphasis on expertise as it relates to graphic design specifically for brochures, Point of Purchase (POP), signage, websites, original illustrations and infographics.</li> <li>• Demonstrated experience in graphic design and offers link to examples of graphic design work.</li> <li>• Conveyed broad array of design and production capabilities.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Photography</b></li> </ul>
<ul style="list-style-type: none"> <li>• Conveyed they have a repository of trusted professional photographers specializing in a variety of styles, such as person-centric or technical.</li> <li>• Detailed the process to identify and present portfolio of photography work to Department to determine strategy moving forward on visual representations.</li> <li>• No reference to video, aerial, or portrait/landscape capture in this section but video and portrait and landscape photography is cited in 9. Video Production Services.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>End-To-End Print Production</b></li> </ul>
<ul style="list-style-type: none"> <li>• Conveyed approach and broad scope of production experience as well as established professional relationships with print and mailing houses.</li> <li>• Plans to provide three (3) estimates of print production services to the Department.</li> <li>• Manage production process through start to finish, including overseeing proof review process.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Video Production Services:</b></li> </ul>
<ul style="list-style-type: none"> <li>• Established professional network of drone operators, producers, script writers, and videographers make up team capable of professional video production.</li> <li>• Demonstrated experience delivering campaign and video campaigns to a number of notable local organizations.</li> <li>• Emphasized their commitment to storytelling.</li> <li>• Several examples of video production work provided as links.</li> </ul>

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<ul style="list-style-type: none"> <li>• <b>Video Animation and Motion Graphics</b></li> </ul>
<ul style="list-style-type: none"> <li>• Conveyed process of video animation projects: start with the story board – both animated and not, right through character development and voice-over.</li> <li>• Demonstrated experience producing vaccination videos demonstrating a capacity to create public health campaigns.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Voice-Over Production</b></li> </ul>
<ul style="list-style-type: none"> <li>• Conveyed experience with an array of voice-over productions – from radio spots, to TV, to learning/training videos.</li> <li>• Demonstrated experience with producing voice-overs in multiple languages (example - municipal client, project for the City of Portland, provided).</li> <li>• Presented higher-budget voice-over options as well as Speedy Spots, who can provide voice-over at a discounted rate if budget restraints indicate that as preferable.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Media Purchase</b></li> </ul>
<ul style="list-style-type: none"> <li>• Demonstrated experience developing and implementing statewide, regional and national media/outreach.</li> <li>• Extensive list of media outlets and specific digital and traditional tools listed as options for media purchasing.</li> <li>• Media purchasing strategy/execution includes tangible objectives, timelines, budgets, and evaluation methods.</li> <li>• Experienced media buyers are referenced who can assist in budget allocation, market prioritization, and media mix.</li> <li>• States all media is billed directly to clients with no additional agency markup in expense incurred.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Promotional/Amenity Items</b></li> </ul>
<ul style="list-style-type: none"> <li>• Completes entire lifecycle of promotional/amenity item delivery, from concepting to purchase/delivery.</li> <li>• Approach acknowledged the importance of finding creative solutions while remaining in budget.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Special Event Planning and Execution</b></li> </ul>
<ul style="list-style-type: none"> <li>• Demonstrated experience executing special events indicating the ability to identify and secure event locations.</li> <li>• Online surveying evaluates the effectiveness of special event planning and execution.</li> </ul>
<b>B. General Requirements</b>
1- 4. Acknowledged all four (4) requirements.



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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>• Did not provide a rate sheet.</li><li>• Proposed a blended agency rate of \$75/hour for every team member involved and conveyed that cost estimates can also be project based.</li><li>• All out of pocket expenses will be billed directly with no additional agency mark-up.</li></ul> |
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INDIVIDUAL EVALUATION NOTES**

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**EVALUATOR NAME:** Roy Garland

**EVALUATOR DEPARTMENT:** DHHS / MeCDC

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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 - Team of graphic designers, copywriters, media/web experts, photographers/videographers, public relations specialists, media buyers, and account managers available</li><li>• I - Agency self-describes as “small” while offering a wealth of services</li><li>• P – Upfront recognition of in-house marketing and communication staff at MeCDC who can work with the Bidder</li><li>• P – Experience delivering public health information to a Maine community—Androscoggin County</li><li>• P – Extensive list of state government and quasi-government entities with which the bidder has collaborated is presented, including groups from Maine and New Hampshire</li><li>• P – Bidder’s work with Milton CAT, Rusty Lantern Markets, and GDS Associates/Efficiency Maine included the creation of a diverse set of materials</li><li>• Q – Although the bidder has previously worked with state and quasi-government entities as well as organizations operating in health care and public health, information specific to this work was not shared or highlighted in the three projects presented</li></ul>
<b>2. Litigation</b>
<ul style="list-style-type: none"><li>• Bidder has never participated in any legal disputes or litigation</li></ul>
<b>3. Certificate of Insurance</b>
<ul style="list-style-type: none"><li>• P – Certificate of Liability Insurance dated 3/24/2025 provided</li></ul>

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Part IV, Section III. Proposed Services
1. Services to be Provided
Part II
A. Marketing, Advertising, and Communications Services and Products
1. Strategic Communication Planning Development and Execution
<ul style="list-style-type: none"><li>• I – Focus groups and stakeholder interviews presented as strategy to gain insights on target audience(s)</li><li>• P – Initial audit of DHHS’ existing materials is presented as first step in determining most efficient path toward accomplishing goals of prospective projects and context of DHHS’ current and intended perception as it relates to these projects</li><li>• P – Initial findings of materials review and stakeholder insights will be presented to Department through Audit/External Research Report</li><li>• P – Succinct process through which Strategic Marketing Plan can be developed is described</li><li>• P – “Objectives” referenced as part of the Strategic Marketing Plan, through which intended outcomes can be described</li><li>• Q – ‘Development of a Strategic Marketing Plan’ section describes “Message Strategies”, but appropriate media and preferred messengers or platforms are not illustrated further</li><li>• P – Process Tracking Measures includes tracking processes for broadcast media, print advertising, and online advertising</li><li>• P – Broadcast Media process tracking measure includes cost-efficiency measure</li></ul>
2. Brand Development and Marketing
<ul style="list-style-type: none"><li>• Q – Response describes creating and launching brand despite current brand; however, work may not include re-branding but rather alterations to brand</li><li>• P – Multiple avenues for brand reinforcement described</li><li>• P – “Nurturing” of brand described—possibly synonymous with cultivation of brand as described by Department</li><li>• P – Reference to taglines, logos, and other brand products which Department may wish to elevate</li><li>• P – Brand Statement functions as roadmap or guiding document for further work</li><li>• N – No description of brand positioning or how work in branding can differentiate Department or describe unique value of Department beyond recognition of selling propositions. Department does not sell, per se</li><li>• N – Brand Development and Marketing response does not speak to positioning of Department as government entity or particular needs related to brand specific to government entity such as specific Department program</li><li>• P – Link to previous branding work by Bidder provided</li></ul>

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<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• P – Reference to unique training and materials pertinent to government agencies</li><li>• P – Reference to assistance in setting up Crisis Management Team as part of Crisis Communications Plan</li><li>• N – Crisis Management Plan does not indicate how to identify crises</li><li>• P – Written “Crisis Management Manual” to be produced and delivered to Department with roles to be filled in Crisis Management Team, action plan, etc.</li><li>• N – Specific monitoring and/or alert systems not described in detail for tracking crises that are arising or public sentiment to response(s)</li><li>• P – Comprehensive Media Training described</li><li>• P – Specific direction to be given as it relates to collaboration with media on different platforms</li><li>• Q – Unclear whether or not an official external information center is to be developed</li><li>• N – No specific direction as it relates to internal communications during a crisis</li><li>• N – No description of any after-action learnings to inform further crisis management or to evaluate the response to crisis</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• P – Team of writers employed by vendor for copywriting purposes</li><li>• P – Recognition of differing needs between separate communication mediums</li><li>• N – Negligible details given on development of copy</li><li>• N – No specific mention or description about how brochures, publications, electronic mail, social media, and broadcast media copy will be integrated into specific mediums such as local newspapers, paid social, etc.</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• Bidder is not applying for technical writing work at this time</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• P – Emphasis on expertise as it relates to graphic design specifically for brochures, POP, signage, websites, original illustrations and infographics</li><li>• P – Bidder describes extensive experience in graphic design and offers link to examples of graphic design work</li><li>• Q – No description of specific techniques, software products, or other tools or staff to be utilized in development of graphics</li></ul>
<b>7. Photography</b>
<ul style="list-style-type: none"><li>• P – Bidder utilizes a “stable of photographers” that specialize in particular shoot types</li><li>• P – Examples given of different types of photography put to use for specific communication/commercial purposes</li></ul>

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<ul style="list-style-type: none"><li>• P – Description of process through which Bidder will identify and present portfolio of photography work to Department to determine strategy moving forward on visual representations</li><li>• N – No reference to video, aerial, or portrait/landscape capture</li></ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"><li>• P – Bidder is experienced in print projects of varying complexity</li><li>• P – Bidder maintains relationships with local print shops that are utilized for work to be delivered by the Bidder, selected based on the parameters of the print job</li><li>• I – Three estimates to be presented to Department</li><li>• I – No mark-up from Bidder for printing services sub-contracted out to local print shop. Department pays printer's rate.</li></ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"><li>• P – Comprehensive team of drone operators, producers, script writers, and videographers make up team capable of professional video production</li><li>• P – Campaign and video campaigns have been successfully delivered by Bidder to a number of notable local organizations</li><li>• P – Video examples linked by Bidder demonstrate capacity to produce professional-level audio and video communications</li><li>• P – Bidder has experience embedding video products into traditional TV/streaming, social media, and documentary-style delivery methods</li><li>• N – No specifics given on how they will source on-air talent or utilize Department resources for interviews</li><li>• Q – No specific mention of how video products will be delivered to Department, particularly as specified by Department.</li></ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"><li>• P – Extensive experience in delivering creative, visually appealing, and informative video animations and graphics</li><li>• P – Bidder has worked with local Maine organization—Azerbaijan Society of Maine—to produce a COVID-19 Vaccine and Booster Update video which demonstrates their capacity to create such a product in public health space</li><li>• P – Previous experience developing narratives utilizing story-board technique referenced by Department</li><li>• I – Link to video products uploaded to Youtube and Vimeo (web-based video hosting platforms) as well as video embedding on website of organization contracting Bidder</li></ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"><li>• P – Extensive experience in creating voice-over production for delivery across multiple mediums</li><li>• P – Experience delivering voice-over product to government entity—City of Portland.</li></ul>

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- P – Present higher-budget voice-over options as well as Speedy Spots, who can provide voice-over at discounted rate if budget restraints indicate that as preferable
- P – No mark-up incurred for studio/talent services subcontracted through Bidder to sub-agency

**12. Media Purchase**

- P – Extensive list of media outlets and specific digital and traditional tools listed as options for media purchasing
- P – Targeting capabilities described
- N – No specifics offered as to what research will inform selection of appropriate mediums to be utilized
- P – Experience media buyers are referenced who, along with the Bidder, can assist in budget allocation, market prioritization, and media mix
- P – Bidder has experience delivering on media purchases ranging from \$20,000 to \$500,000
- P – Media purchasing strategy/execution includes tangible objectives, timelines, budgets, and evaluation methods.
- N – It is not clear what actionable data can be gleaned from particular media purchases that can inform adjustments to strategy

**13. Promotional/Amenity Items**

- P – Bidder has capacity to source promotional/amenity items of varying types and prices
- P – Bidder can complete entire lifecycle of promotional/amenity item delivery, from concepting to purchase/delivery
- Q – No specific mention to how multiple variations of artwork/logos/etc. can be utilized through branding on select promotional/amenity items

**14. Special Event Planning and Execution**

- P – Experience executing public events, including dinners and training sessions
- P – History executing special events indicates ability to identify and secure event locations
- N - No indication of how specific audiences are targeted through advertising, public communications, etc. by utilizing particular channels
- Q – Experience supporting trade shows suggests ability to produce booth and/or display items, transportation of such supplies, and setup and breakdown-- but further description of this is lacking
- P – Online surveying utilized to evaluate effectiveness of special event planning and execution

**B. General Requirements**

- 1. P – Confirmation provided that all projects are put through client approval

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<ul style="list-style-type: none"><li>• 2. P – Confirmation that all project rights belong to Department</li></ul>
<ul style="list-style-type: none"><li>• 3. P – Bidder to utilize team of senior-level specialists to oversee work with Department and maintain regular communication and collaboration with Department</li><li>• P – Bidder explains that they intend to immerse themselves into mission of Department</li><li>• Q – Lack of detail around how Bidder can align with Department's mission or any experience aligning with the mission of a government or public health entity</li></ul>
<ul style="list-style-type: none"><li>• 4. P – Experience referenced with City of Portland and Azerbaijan Society of Maine, presumably utilizing accepted methods to reach diverse groups</li><li>• P – Experience translating projects into multiple languages</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• N/A</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• N/A</li></ul>

<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• I – Hourly rate of \$75 for all personnel</li><li>• P – Although a minimal-overhead agency (presumably with limited office space under ownership/lease), Bidder's staff is composed mainly of Maine residents suggesting the flexibility to coordinate in-person with Department if necessary</li><li>• P – As described previously, Bidder does not charge any mark-up between Department and sub-contracted resources</li><li>• I – Flexibility to work at hourly or project rate</li><li>• P – Flexible invoicing policies to be adjusted, if necessary, to suit the needs of Department</li><li>• N – Although a rate is given for all personnel to be engaged in project, specific positions to be involved in the services are not delineated</li><li>• N – No specific figures given related to charges expected for specific services to be subcontracted to other resources, such as printing, video/photo production, etc.</li><li>• N – Lack of rationale as to the basis of hourly rate to be charged</li><li>• N – General lack of financial specifics that may allow for further understanding of specific charges that can be expected for project(s)</li></ul>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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

**BIDDER NAME:** KDK Group

**DATE:** April 15, 2025

**EVALUATOR NAME:** Alisa Morton

**EVALUATOR DEPARTMENT:** DHHS – Commissioner's Office

\*\*\*\*\*

**Individual Evaluator Comments:**

Part IV. Section II. Organizational Qualification and Experience	
1. Overview of the Organization	
• P – overview of experience, structure, specialties	
2. Litigation	
• Answered Question	
3. Certificate of Insurance	
• P – Provided proof – asked clarifying questions to ensure all was provided	



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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>
• <u>P – Provided clear examples of expertise</u>
<b>2. Brand Development and Marketing</b>
• <u>P – Provided clear examples of expertise</u>
<b>3. Crisis Communication Planning and Execution</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>4. Copywriting</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>5. Technical Writing</b>
• <u>Not applicable</u>
<b>6. Graphic Design</b>
• <u>P – Conveyed experience to illustrate capabilities and the importance of strategic design that reinforces communication objectives, call to action, etc.</u>
<b>7. Photography</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>8. End-To-End Print Production</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>9. Video Production Services:</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>10. Video Animation and Motion Graphics</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>11. Voice-Over Production</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>12. Media Purchase</b>
• <u>P – Conveyed clear experience and expertise to illustrate capabilities</u>
<b>13. Promotional/Amenity Items</b>
• <u>P – Conveyed specific examples to illustrate past work and capabilities for both strategic thinking and production execution</u>
<b>14. Special Event Planning and Execution</b>
• <u>P – Conveyed experience to illustrate capabilities</u>
<b>B. General Requirements</b>
• <u>1. P – Conveyed commitment to ensuring work is reviewed/approved by Department prior to publication</u>

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• <u>2. P – Conveyed understanding</u>
• <u>3. P – Conveyed account management team structure – not simply passed to junior account team</u>
• <u>4. P – Conveyed understanding</u>
<b>2. Staffing</b>
• <u>P – Conveyed structure, flexibility and expertise of team to ensure level of professionalism, experience and flexibility is maintained to ensure impact and efficiency</u>
<b>3. Implementation - Work Plan</b>
• <u>P – Conveyed experience to illustrate thought process and how projects are tackled</u>
<b>Part IV, Section IV. Budget Narrative</b>
• <u>P – Blended agency rate of \$75/hour is clear, consistent and is a very reasonable hourly rate for professional services delivered.</u>

**STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES**

**RFP #:** 202203034

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

**BIDDER NAME:** KDK Group

**DATE:** 4/15/2025

**EVALUATOR NAME:** Jennifer Tankersley

**EVALUATOR DEPARTMENT:** DHHS OADS

\*\*\*\*\*

**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- woman-owned firm</li><li>• P- proposing to fulfill all aspects of marketing/communication except technical writing.</li><li>• P- has worked with several state agencies</li></ul>	
<b>2. Litigation</b>	
<ul style="list-style-type: none"><li>• P- No legal disputes or litigation since its inception in 2011</li></ul>	
<b>3. Certificate of Insurance</b>	
<ul style="list-style-type: none"><li>• Met requirements</li></ul>	

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**EVALUATOR NAME:** Jennifer Tankersley

**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>• Considers most successful campaigns to be 12-month plan</li><li>• 3-step communications audit of current DHHS communications</li><li>• Development of strategic marketing plan</li></ul>
<b>2. Brand Development and Marketing</b>
<ul style="list-style-type: none"><li>• Using the branding process to springboard the message of DHHS</li><li>• Proposing a complete brand refresh</li></ul>
<b>3. Crisis Communication Planning and Execution</b>
<ul style="list-style-type: none"><li>• Development of crisis messaging and public relations strategy</li><li>• 3 phases: audit, manual (handbook), training</li></ul>
<b>4. Copywriting</b>
<ul style="list-style-type: none"><li>• Produce content tailored for a variety of messaging</li></ul>
<b>5. Technical Writing</b>
<ul style="list-style-type: none"><li>• None</li></ul>
<b>6. Graphic Design</b>
<ul style="list-style-type: none"><li>• Skilled at design of both print and digital</li><li>• Link to portfolio: <a href="https://www.kdkcg.com/take-a-look">https://www.kdkcg.com/take-a-look</a></li></ul>
<b>7. Photography</b>
<ul style="list-style-type: none"><li>• Photographers that specialize in styles, such as person-centric or technical</li></ul>
<b>8. End-To-End Print Production</b>
<ul style="list-style-type: none"><li>• Relationships with Maine's print (mail) houses</li><li>• Bill directly (no mark-up to KDK)</li></ul>
<b>9. Video Production Services:</b>
<ul style="list-style-type: none"><li>• TV/video campaigns for many Maine clients</li><li>• Emphasis on storytelling</li><li>• Several examples of video production work</li></ul>
<b>10. Video Animation and Motion Graphics</b>
<ul style="list-style-type: none"><li>• 3 examples of video animation projects KDK produced</li></ul>
<b>11. Voice-Over Production</b>
<ul style="list-style-type: none"><li>• Can produce voice overs in other languages</li><li>• Billed directly from studios/talent (no markup to KDK)</li></ul>
<b>12. Media Purchase</b>
<ul style="list-style-type: none"><li>• <u>Experienced media buyers for traditional and online/web options</u></li></ul>

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<b>13. Promotional/Amenity Items</b>
<ul style="list-style-type: none"><li>• Lobster headwear</li><li>• Unique, yet within budget</li></ul>
<b>14. Special Event Planning and Execution</b>
<ul style="list-style-type: none"><li>• <u>Event management including all of the details</u></li></ul>
<b>B. General Requirements</b>
<ul style="list-style-type: none"><li>• 1. Final client approval on ALL projects</li><li>• 2. Proprietary rights to DHHS</li><li>• 3. Understands responsiveness</li><li>• 4. Experience with working on projects that require outreach to other languages and cultures</li></ul>
<b>2. Staffing</b>
<ul style="list-style-type: none"><li>• All senior-level members.</li></ul>
<b>3. Implementation - Work Plan</b>
<ul style="list-style-type: none"><li>• Communicate with internal stakeholders</li><li>• Review current DHHS marketing/communications materials</li><li>• Create an Audit Report on findings</li><li>• Develop strategic plan</li><li>• Track measures to ensure success</li></ul>
<b>Part IV, Section IV. Budget Narrative</b>
<ul style="list-style-type: none"><li>• Project costs are based on hourly rate of \$75/hour, but can also bill by project rate</li><li>• Work done by outside agency in conjunction with communication/marketing effort will be billed directly to DHHS</li></ul>



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

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034\_2025  
RFP TITLE Pre-Qualified Vendor List for Marketing and Communication**

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

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

Signed by:

Roy Garland

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**Signature**

Apr-10-2025

**Date**



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

**Janet T. Mills  
Governor**

**Sara Gagné-Holmes  
Commissioner**

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034\_2025  
RFP TITLE Pre-Qualified Vendor List for Marketing and Communication**

I, Alisa Morton, 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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Signed by:

*Alisa Morton*

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**Signature**

Apr-14-2025

**Date**



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

**Janet T. Mills**  
Governor

**Sara Gagné-Holmes**  
Commissioner

**AGREEMENT AND DISCLOSURE STATEMENT  
RFP #: 202203034\_2025  
RFP TITLE Pre-Qualified Vendor List for Marketing and Communication**

I, Jennifer Tankersley, 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:

*Jennifer Tankersley*

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**Signature**

Apr-10-2025

**Date**