

State of Maine
Master Score Sheet

RFP# 202505075					
Marketing & Media Effectiveness Research					
Bidder Name:		Blue Labs Analytics/Inroads Advisory Inc	Digital Research Inc.	Downs & St. Germain Research Inc.	Fors Marsh Group LLC
Proposed Cost:		\$649,365.35	\$298,700.00	\$75,000.00	\$174,491.81
Scoring Sections	Points Available				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35	25	35	30	28
Section III: Proposed Services	40	25	40	20	25
Section IV: Cost Proposal	25	2.89	6.28	25	10.75
TOTAL	<u>100</u>	<u>52.89</u>	<u>81.28</u>	<u>75</u>	<u>63.75</u>
Bidder Name:		Involved Media	Market Decisions LLC	MMGY Travel Intelligence	Precision Consulting Firm LLC
Proposed Cost:		\$159,250.00	\$92,280.00	\$143,785.00	
Scoring Sections	Points Available				Non-Responsive
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35	15	28	35	XX
Section III: Proposed Services	40	18	29	30	XX
Section IV: Cost Proposal	25	11.77	20.32	13.04	XX
TOTAL	<u>100</u>	<u>44.77</u>	<u>77.32</u>	<u>78.04</u>	<u>XX</u>

RFP# 202505075					
Marketing & Media Effectiveness Research					
Bidder Name:		The Martec Group	WeUsThem Inc		
Proposed Cost:		\$97,000.00	\$443,700.00		
Scoring Sections	Points Available				
Section I: Preliminary Information	N/A				
Section II: Organization Qualifications and Experience	35	17	20		
Section III: Proposed Services	40	10	30		
Section IV: Cost Proposal	25	19.33	4.23		
TOTAL	<u>100</u>	<u>46.33</u>	<u>54.23</u>		

Award Justification Statement
RFP# 202505075 – Marketing & Media Effectiveness Research

I. Summary

Marketing & Media Effectiveness Research to evaluate the Maine Office of Tourism's seasonal marketing campaigns. The Maine Office of Tourism has a goal of becoming nimbler with its paid media efforts and having insights into progress toward meeting our marketing and business goals on an on-going basis, rather than waiting until traditional research reports are published.

II. Evaluation Process

Carolann Ouellet, Director, DECD-Office of Tourism, Film and Outdoor Recreation
Micki Mullen, Marketing Manager, DECD-Maine Office of Tourism
Hannah Collins, Deputy Director -DECD-Office of Tourism
This group has strong expertise and qualifications related to tourism and the travel/trade industries in Maine. The group evaluated these proposals following the Office of Procurement Services recommended process.

III. Qualifications & Experience

Digital Research Inc

- 50-year history
- Strong experience with Tourism
- Employee presentation was very well done
- Exemplary qualifications
- Employee presentation was very well done

IV. Proposed Services

Digital Research Inc

- Sample Plan was strong and tailored to MOT
- Thoughtful allocation per market per survey
- Flexibility with the industry trends
- Clear concise proposal

V. Cost Proposal

All points were calculated as stated in the RFP #202501015 and stated below for comparison:

- Blue Labs Analytics – 52.89
- Digital Research Inc – 81.28
- Downs & St. Germain Research Inc – 75
- Fors Marsh Group – 63.75
- Involved Media – 44.77

- Market Decisions LLC – 77.32
- MMGY Travel Intelligence – 78.04
- Precision Consulting Firm LLC – Non-responsive
- The Martec Group – 46.33
- WeUsThem – 54.23

VI. Conclusion

The Evaluation Team concluded that the selected bidder is the most qualified to execute the scope of work set forth in the RFP and that said bidder will provide an un-matched, high quality, actionable product for the State of Maine.



**STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT**

**Michael A. Duguay
Commissioner**

**Janet T. Mills
Governor**

8/13/2025

Blue Labs Analytics, Inc.
700 14th St. NW, Second Floor
Washington DC 20005

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Ali Qureshi and Eric Hernandez:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Marketing & Media Effectiveness Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing a conditional contract award to the following bidder:

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

Sincerely,

A handwritten signature in cursive script that reads "Kimbalie Lawrence".

Kimbalie Lawrence
Grant Administrator/PSC1
DECD/MOTFOR

STATEMENT OF APPEAL RIGHTS

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**Michael A. Duguay
Commissioner**

8/13/2025

Digital Research Inc.
172 Commercial Street
Portland ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Robert Domine:

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8/13/2025

Downs & St. Germain Research
2992 Habersham Drive
Tallahassee FL 32309

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Joseph St. Germain and Isiah Lewis:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Marketing & Media Effectiveness Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing a conditional contract award to the following bidder:

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8/13/2025

Fors Marsh Group, LLC
4250 Fairfax Dr. Suite 520
Arlington VA 22203

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Ben Garthwaite and Elissa Kranzler:

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Commissioner**

8/13/2025

Involved Media
70 7th Ave, 7th Floor
New York NY 10018

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Andrew Bulmer and Kevin Peterson:

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8/13/2025

Market Decisions LLC dba Market Decisions Research
511 Congress St., Suite 01
Portland ME 04101

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Patrick Madden:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Economic & Community Development for Marketing & Media Effectiveness Research. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing a conditional contract award to the following bidder:

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Commissioner**

8/13/2025

MMGY Travel Intelligence
7309 W 80th Street, Suite 400
Overland Park KS 66204

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Chris Davidson and Sindy Diab:

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Grant Administrator/PSC1
DECD/MOTFOR

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**STATE OF MAINE
DEPARTMENT OF ECONOMIC &
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**Janet T. Mills
Governor**

**Michael A. Duguay
Commissioner**

8/13/2025

Precision Consulting Firm, LLC
1980 Festival Plaza Drive, Suite 300
Las Vegas NV 89135

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Charlotte Chabot:

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Grant Administrator/PSC1
DECD/MOTFOR

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8/13/2025

The Martec Group
202 E. 3rd Street, Suite 200
Royal Oak MI 48067

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Rick Claar and Emily Bielak:

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DECED/MOTFOR

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8/13/2025

WeUsThem Inc.
402-1791 Barrington Street
Halifax Nova Scotia Canada B3J 3K9

SUBJECT: Notice of Conditional Contract Award under RFP # 202505075 Marketing & Media Effectiveness Research

Dear Ashwin Kutty and Jessica Hoad:

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Blue Analytics/Inroads Advisory

DATE: 7/23/25

SUMMARY PAGE

Department Name: DECD/MOT

Name of RFP Coordinator: Kimbalie Lawrence

Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	25
Section III. Proposed Services	40	25
Section IV. Cost Proposal	25	2.89
<u>Total Points</u>	<u>100</u>	<u>52.89</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Blue Analytics/Inroads Advisory

DATE: 7/23/25

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	25

Evaluation Team Comments:

- I. Overview of the Organization
 - Org chart says analysts may vary, would have liked to know the team, vague on direct contact for project
 - Qualified projects presented not tourism related
 - Online panels as subcontractors unclear
 - Strong medical experience
 - Didn't show destination marketing experience
 - Tourism portfolio not emphasized
 - Services were clear but brief
 - Does not specify DMA work
 - Don't appear familiar with working with destinations
 - Not enough engagement with tourism vendors and department was shown
- II. Subcontractors
 - 3 subcontractors used
- III. Organizational Chart
 - provided
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Blue Analytics/Inroads Advisory

DATE: 7/23/25

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	25

Evaluation Team Comments:

- services were clear but brief
- unclear on how results will be broken out or reported on by DMAs
- dashboard availability and MOT engagement was not clear
- positive = French translation
- no sampling plan presented
- Positive – did the summer flight survey in beginning and end
- lacks connection to tourism
- recommended pausing campaign is not a positive
- Sample size seems too small
- Timeline was clear

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Blue Analytics/Inroads Advisory

DATE: 7/23/25

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	÷	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	÷	\$649,365.35	x	25 points	=	2.89

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Digital Research Inc
DATE: 7/23/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	35
Section III. Proposed Services	40	40
Section IV. Cost Proposal	25	6.28
<u>Total Points</u>	<u>100</u>	<u>81.28</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Digital Research Inc

DATE: 7/23/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	35

Evaluation Team Comments:

- I. Overview of the Organization
 - Team clearly outlined
 - Staff assigned to us is strong
 - Deep familiarity with tourism industry
 - Smaller team size equals personal service to the office
 - Highly experienced
 - Impressive track record with other clients
 - Employee presentation was very well done
 - Projects presented are tourism related and relevant to the work requested in the RFP
- II. Subcontractors
 - none
- III. Organizational Chart
 - provided
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Digital Research Inc

DATE: 7/23/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	40

Evaluation Team Comments:

- Sampling size is very high
- Well thought out allocation of surveys
- Employee presentation was very well done
- Bilingual services is positive
- Clear, transparent ROI calculations
- Clear and concise work plan
- Thoughtful allocation per market per survey
- Clear understanding of Canadian language and culture needs.
- Approach to capturing needs as things change in the industry = positive
- Accommodating requests without cost changes stated
- Making surveys more engaging = positive
- Custom dashboard with real time data is strong
- Wants to meet with both ad agency and MOT = positive
- Reporting will separate Canada and the US = positive
- Interesting to note-Strong solid recommendations for ad-ons – online focus groups, user experience research on visitmaine.com- anticipating our needs is a big positive
- Very personalized proposal for our projects
- Timeline was vague-Regular meetings and reporting not defined

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Digital Research Inc

DATE: 7/23/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$298,700.00	x	25 points	=	6.28

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Downs & St. Germain Research
DATE: 7/23/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	30
Section III. Proposed Services	40	20
Section IV. Cost Proposal	25	25
<u>Total Points</u>	<u>100</u>	<u>75</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Downs & St. Germain Research
DATE: 7/23/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	30

Evaluation Team Comments:

- I. Overview of the Organization
 - Impressive list of destinations
 - Resumes of full-time staff are typical not outstanding information
 - Many of the teams assigned to MOT have very limited experience
 - Details are too limited for their qualifying projects
 - Appendix C provided limited detail and results not shown
 - Impressive list of clients
 - Experience of staff assigned is limited
- II. Subcontractors
 - none
- III. Organizational Chart
 - provided
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Downs & St. Germain Research

DATE: 7/23/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	20

Evaluation Team Comments:

- Did not include bilingual services for Canadian sampling
- Didn't reference any contact with the ad agency
- Lacked details about the reporting requirements and specifics to project
- Didn't discuss real time data detail
- No dashboard information provided
- Light on reporting and presentation commitment
- No additional report other than required
- Sample size and selection is odd
- Work timeline is lacking detail
- Very little info on methodology
- Interesting social listening section information

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Downs & St. Germain Research

DATE: 7/23/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$75,000.00	x	25 points	=	25

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Fors Match Group
DATE: 7/23/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	28
Section III. Proposed Services	40	25
Section IV. Cost Proposal	25	10.75
<u>Total Points</u>	<u>100</u>	<u>63.75</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Fors Match Group

DATE: 7/23/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	28

Evaluation Team Comments:

- I. Overview of the Organization
 - Clear org chart with job information and descriptions of the team
 - Team assigned to MOT has experience
 - Negative- team members do not provide specific evidence of tourism experience
 - Experts in research
 - Case studies are thorough and are tourism related
 - All 3 projects provided were related to effectiveness research
 - Qualifications are vague
 - Projects demonstrated data that shifted brands and marketing strategy
 - do not understand why Protégé is not a subcontractor
 - Limited detail on team experience
- II. Subcontractors
 - none
- III. Organizational Chart
 - provided
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Fors Match Group

DATE: 7/23/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	25

Evaluation Team Comments:

- Clearly outlined the tasks
- Not much mention of Canada
- Recommended only perspective visitors not actual visitors.
- Did have outline of interim finding share outs
- Communication has good regularity on data collections
- Didn't understand the recommendation of the audit of competitors-what does it have to do with our effectiveness
- Interesting = including web KPIs with the website
- Did not specify bilingual methods to be used.
- This one was detailed but not clear and concise- very scientific
- Not well organized to be understandable
- Workflow/timeline was good
- Sample sizes are uncertain

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Fors Match Group

DATE: 7/23/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$174,491.81	x	25 points	=	10.75

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Involved Media
DATE: 7/23/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	15
Section III. Proposed Services	40	18
Section IV. Cost Proposal	25	11.77
<u>Total Points</u>	<u>100</u>	<u>44.77</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Involved Media
DATE: 7/23/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	15

Evaluation Team Comments:

- I. Overview of the Organization
 - No contact info provided for projects
 - No tourism experience shown in qualifying projects
 - Proposal was not properly presented
 - Experience and case studies are unremarkable
 - Media effectiveness experience
 - Projects and experience do not coincide
 - project experience is not shown even though individuals state experience
 - Team experience is in media planning strategy
- II. Subcontractors
 - Yes, but vague
- III. Organizational Chart
 - none
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Involved Media

DATE: 7/23/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	18

Evaluation Team Comments:

- No sample plan provided
- Didn't follow instructions from the RFP
- Didn't know if they were a media group or a research firm
- Very confusing proposal to follow
- Subcontractors not disclosed
- Negative-Will give information upon meeting with MOT after award
- More focus on marketing plan development than on research services
- Very vague on methodology
- General overall proposal
- "Wait and see when awarded" approach leaves questions-RFP asked for specifics.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Involved Media

DATE: 7/23/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$159,250.00	x	25 points	=	11.77

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Market Decision

DATE: 7/25/2025

SUMMARY PAGE

Department Name: DECD/MOT

Name of RFP Coordinator: Kimbalie Lawrence

Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	28
Section III. Proposed Services	40	29
Section IV. Cost Proposal	25	20.32
<u>Total Points</u>	<u>100</u>	<u>77.32</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Market Decision

DATE: 7/25/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	28

Evaluation Team Comments:

- I. Overview of the Organization
 - Detailed staff experience shown
 - Experience shown about MTMPP grant was not related to this RFP?
 - Clearly experienced in health care research
 - Shows worked with government agency but this work is not typical regulatory government
 - Even though we are a government agency we act as a destination marketing agency
 - Project experience lacks consumer/tourism facing topics
 - No need for agency to provide services
 - Experience is not relevant to tourism
 - Experience they highlighted was in single project campaigns not on-going campaigns such as ours
 - Staff appears to have no understanding of destination marketing
- II. Subcontractors
 - none
- III. Organizational Chart
 - provided
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Market Decision

DATE: 7/25/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	29

Evaluation Team Comments:

- Team was very clearly defined
- Proposal was thorough
- Methodology was weak and lacked definition
- Translation for Canada was provided=positive
- Sample sizes were decent
- Approach to sampling doesn't show they understand Destination marketing area needs
- Even sampling throughout destinations was not ideal
- Limited mention with working with ad agency or other vendors
- Limited detail on sample sources
- Approach to sampling was not detailed or strong
- timeline was strong and detailed
- Data analysis plan will be determined after the start of the contract and that is not acceptable, need this plan prior to awarding
- Interesting Communication strategy – more than we need
- Compendium example was interesting-gives quick read on the data

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: Market Decision

DATE: 7/25/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$92,280.00	x	25 points	=	20.32

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: MMGY Travel Intelligence
DATE: 7/23/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	35
Section III. Proposed Services	40	30
Section IV. Cost Proposal	25	13.04
<u>Total Points</u>	<u>100</u>	<u>78.04</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: MMGY Travel Intelligence

DATE: 7/23/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	35

Evaluation Team Comments:

- I. Overview of the Organization
 - Team members provided and well defined
 - All team members have tourism experience
 - Similar projects with destination marketing strategy
 - Strong research qualifications
 - Regular contact with MOT
 - Travel tourism experts
 - Projects provided aligned with work needed
 - Projects were too brief
 - Has experience with large projects
 - project experience described didn't show results
 - The lead specialist has a master's in tourism management
 - Senior research analyst assigned has limited experience with this organization
- II. Subcontractors
 - Yes
- III. Organizational Chart
 - provided
- IV. Litigation
 - none
- V. Certificate of Insurances
 - provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: MMGY Travel Intelligence

DATE: 7/23/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	30

Evaluation Team Comments:

- Not specific Canadian translation mentioned
- Project timeline does not match project milestones
- Clear plan but lacks detail
- Timeline does not show specifics
- No description of reports to be delivered
- Reports just listed not detailed for delivery or information
- Sample plan lacks detail
- Services provided were just bullets with no detail
- Lack of detail in methodology
- Surveys distributed proportionally but no explain how in a sampling plan
- Did not provide survey instrument
- No description of methods to be used

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: MMGY Travel Intelligence

DATE: 7/23/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$143,785.00	x	25 points	=	13.04

Evaluation Team Comments:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: Precision Consulting
DATE: 7/23/25

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	N/A
Section III. Proposed Services	40	N/A
Section IV. Cost Proposal	25	N/A
<u>Total Points</u>	<u>100</u>	<u>N/A</u>

Per Part IV of the RFP, the evaluation team determined that the proposal submitted by Precision Consulting Firm, LLC was non-responsive and is therefore disqualified.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: The Martec Group
DATE: 77/23/25

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	17
Section III. Proposed Services	40	10
Section IV. Cost Proposal	25	19.33
<u>Total Points</u>	<u>100</u>	<u>46.33</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: The Martec Group
DATE: 7/23/25

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	17

Evaluation Team Comments:

- I. Overview of the Organization
 - Qualifying projects are not detailed
 - Only two team members assigned to this large project
 - No project contact or references
 - Project descriptions did not show results
 - Limited experience in destination marketing research
 - Unclear experience
- II. Subcontractors
 - Not mentioned
- III. Organizational Chart
 - Unclear
- IV. Litigation
 - Not mentioned
- V. Certificate of Insurances
 - Not provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: The Martec Group

DATE: 7/23/25

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	10

Evaluation Team Comments:

- Feels like a canned proposal
- Appears to be cut and pasted from RFP
- Proposal did not provide details
- No detail of ROI or how will be reported
- Proposal was focused more on their organization than how the project outlined in RFP would be performed
- Timeline does not correspond with project terms stated in RFP

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: The Martec Group

DATE: 77/23/25

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
75,000.00	,	97,000.00	x	25 points	=	19.33

Evaluation Team Comments:

No task cost breakdown provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: WeUsThem
DATE: 7/23/2025

SUMMARY PAGE

Department Name: DECD/MOT
Name of RFP Coordinator: Kimbalie Lawrence
Names of Evaluators: Hannah Collins, Carolann Ouellette, Micki Mullen

<u>Scoring Sections</u> (Edit sections below to match evaluation criteria within RFP)	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	20
Section III. Proposed Services	40	30
Section IV. Cost Proposal	25	4.23
<u>Total Points</u>	<u>100</u>	<u>54.23</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research
BIDDER: WeUsThem
DATE: 7/23/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	20

Evaluation Team Comments:

- I. Overview of the Organization
 - Team structure lacked crucial detail
 - Team members not shown-no names
 - One project with tourism but not destination marketing
 - Experience lacking
 - Projects listed were well aligned
 - Unclear on who is working with us
 - Qualifications are brief
- II. Subcontractors
 - Possibly?
- III. Organizational Chart
 - Provided – confusing and unclear
- IV. Litigation
 - Not addressed
- V. Certificate of Insurances
 - Not provided

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: WeUsThem

DATE: 7/23/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	40	33

Evaluation Team Comments:

- Bilingual surveys presented
- Surveys tailored to each market
- Sample size was decent
- Samples distributed based on various factors
- Lacks details where they are sourcing
- Timeline was clear and defined
- No sampling methodology presented but should have been

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER: WeUsThem

DATE: 7/23/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	,	Cost Proposal Being Scored	x	Score Weight	=	Score
\$75,000.00	,	\$443,700.00	x	25 points	=	4.23

Evaluation Team Comments:

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Blue Labs Analytics/Inroads Advisory

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Prior work experience in Canada
 - Case studies not in travel and tourism but good detail with outcomes clearly outlined.
 - Strong qualifications with extensive survey research background.
 2. Subcontractors
 - Yes – survey vendors
 -
 -
 3. Organizational Chart – clearly laid out but analysts and managers may vary, so not clear outline of entire team for this project

- II. Proposed Services
 1. Services to be Provided
 - Clear and thorough but brief
 - Additional summer flight survey recommended
 2. Implementation – Work Plan
 - Pause campaign for baseline – different approach
 - Timeline clear
 - Identifies Canada potential concerns and addresses in workplan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Blue Labs Analytics / Inroads

DATE: 7/21/2025

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

*** Individual Evaluator Comments:**

I. Organization Qualifications and Experience

- N- tourism portfolio not emphasized, no experience working with DMOs/destinations
- P – subcontractors/suppliers clearly identified

II. Proposed Services

- P – French translation for French Canadian audiences
- N – sample sizes seem smaller
- P – experience driven, brand sensitive strategy
- N - The proposal mentions market-level comparisons but doesn't specify if results will be broken out and reported by individual DMA.
- N – light detail on dashboards, engagement with other MOT vendors
- N – did not include sampling plan

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Blue Labs Analytics, Inc.

DATE: July 20, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Provided insurance certificate
 2. Subcontractors
 - Uses three
 3. Surveys in Canada and U.S.
 4. Case studies demonstrate a wealth of experience, but not in tourism.

- II. Proposed Services
 1. Services to be Provided
 - The timeline was clear
 - Recommended pausing advertising for two weeks to obtain a baseline.
 - Recommend sampling size of 2,200 and doing 15-minute surveys.
 - No sampling plan was provided,

Overall, the proposal was short and simple but did not provide a lot of detail.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: DRI

DATE: 07/21/25 & 07/24/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Highly qualified for this work – years of travel and tourism research experience.
- Case studies relevant and detailed. Thorough explanation of work and outcomes
- Lead on project over 25 years in the field. Formerly with US Travel Association. Other team members with firm for some time.

2. Subcontractors

- Vendor for online panel – Opinion Route
-
-

3. Organizational Chart- clearly outlines team and their roles with respect to this project.

II. Proposed Services

1. Services to be Provided

- Detailed description of all services to be provided as outlined in the RFP
- Includes dashboard + training
- Focus group add-on
- Clear calculation of ROI methodology with separate ROI for US and Canada

2. Implementation – Work Plan

- Length of survey noted + note to adjust surveys by season but only as needed
- detailed description of screening and sampling apportionment by season and markets
- Recommendation to add Maine residents
- Clear and concise work plan
- Timeline clear

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Digital Research, Inc.

DATE: 7/21/2025

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

Directions: Follow the sections of your RFP to develop an outline for notes. Delete the sample below and these directions and replace with your own outline based on your RFP.

I. Organization Qualifications and Experience

- P - deep familiarity with Maine's tourism patterns and MOT's priorities.
- P – smaller team size. More personalized service when it comes to engagement with the MOT.
- P - Long history of Maine specific tourism experience
- P – strong qualified staff, team experience
- P – project experience strongly relevant to work

II. Proposed Services

- P - Fully bilingual surveys in Canadian French and English
- P - Clear transparent ROI calculations
- P – clear, organized work plan
- P – custom dashboard
- P – preliminary meeting with MOT agencies
- P – reporting both US and Canadian results
- P- survey instrument (questionnaire) process and methods clearly explained, including visuals
- P – sample plan hits all marks that RFP requested
- N – timeline could have been a little more detailed with proposed dates

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Digital Research Insights

DATE: July 20, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Client List – Very experienced in terms of clients and data collection techniques (Page 4, section II)
- Bidder has worked with MOT since 2013
- Will use a supplier (vs. subcontractor) to provide research participants
- Zero litigation, past or present
- Insurance certificate provided

II. Proposed Services

1. Services to be Provided

- Bidder proposes rejuvenating the research program by streamlining, adding topical questions and a custom dashboard which will provide real-time information from the surveys.
- Proposes online methodology
- Bidder recommends including a small number of Maine residents
- Proposes n=3,500 per season which = 10,500 per year, very robust
- Bidder proposes a very thoughtful sampling plan
- Bidder can accommodate adjustments to the sampling plan without changes in cost.
- Seasonal reports are to be delivered “no later than 60 after the end of a season’s data collection.”
- Proposes using data collection platform Forstra Surveys.
- Provided methodology
- No limits on the visual or audio cues we can present. The technical capabilities can enhance research and make surveys more engaging/interesting. Also provides a custom dashboard showing real time results.
- The platform can compare seasonal campaigns across the years.
- Requests/suggests a kickoff meeting with MOT and Miles.
- Proposes working more closely with Miles on creative with online focus groups to show broad creative concepts prior to deployment.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Downs & St. Germain

DATE: 07/21/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Strong experience focused specifically on travel and tourism industry
 - Team clearly identified but many are fairly new to their positions
 - Very general case studies – not much detail
 2. Subcontractors
 - N/A
 -
 -
 3. Organizational Chart – organization structure clearly outlined

- II. Proposed Services
 1. Services to be Provided
 - General overview of the scope outlined in the RFP
 - Covered all items requested in the RFP but not much detail
 2. Implementation – Work Plan
 - Provided two options for sampling which presented 2 different cost proposals
 - Limited detail re: social media listening
 - No mention of contact with agency of record

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Downs & St. Germain

DATE: 7/21/2025

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

*** Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Overview of Organization

P - Deep knowledge and understanding of the tourism industry at state and national level.

P - Familiar with state of Maine from previous projects

P - Previous/past project examples align well with RFP

N – Appendix C provided limited detail with not results

II. Proposed Services

- I - social media listening
- N - 2 options for sampling plan makes it confusing for scoring cost proposal
- P - Solid reporting and segmentation strategy
- N – bilingual services for Canadian sampling
- N - Lacked details about final stakeholder presentations and Governors Conference
- N - unclear dashboard access
- N – light reporting and presentation commitments
- N – timeline lacking in detail
- N – methodology lacking in detail

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Downs & St. Germain

DATE: July 20, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Established in 1990 and rebranded in 2016
- 30+ destinations client and 75 tourism clients – impressive list
- 11 full-time and 40+ part-time employees
- Provided org chart and employees' resumes
- Zero Subcontractors
- Zero litigation
- Provided Certificate of Insurance

II. Proposed Services

1. Services to be Provided

- Methodology – a mixed method approach with quantitative surveys and qualitative insights
- Large scale online quantitative surveys and social media listening to online conversations and sentiment
- Proposes 2,500 to 5,000 surveys per year
- Offers comparisons to previous seasons
- Data collection will occur during and immediately after the campaign period to capture immediate impressions and short-term recall.
- Seasonal reports are to be delivered within 60 days of each campaign period.

2. Other Notes

- Appendix C – too short, limited
- No mention of need for French translation
- No reference to working with the ad agency
- Unclear about dashboard access

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Fors Marsh

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Subject matter (tourism marketing) experts on hand
- Detailed case studies included focused on research that helped to shift brand and strategic direction
- Clearly researched brand and destination

2. Subcontractors

- Prodege as single panel/data provider
-
-

3. Organizational Chart – clear org chart with job and team tasks for this project delineated.

II. Proposed Services

1. Services to be Provided

- Frequent meetings with strategists and media planners
- Contributions by each channel and effects by audience
- Audit of competitors
- Interim findings reports
- Post campaign evaluation

2. Implementation – Work Plan

- Limited reference to Canadian market
- Methodology outlined
- Only prospective visitors to be surveyed?
- Looking at more than paid – owned as well (website)

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Fors Marsh Group

DATE: 7/21/2025

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

*** Individual Evaluator Comments:**

I. Organization Qualifications and Experience

1. Overview of Organization

- P - Experience with Illinois Tourism seems very innovative and cutting edge
- P – Project experience very thorough and related to advertising effectiveness
- I – experience with government agencies although not tourism related
- N – does not provide evidence of tourism subject matter expert. Would have liked to see more detail as to why this person is a tourism subject matter expert.

II. Proposed Services

- N- did not specify whether bilingual methods would be used in French Canadian Provinces.
- N – limited detail on Canadian markets
- N – did not mention surveying visitors who have been to Maine.
- P – ‘subcontractor’ is largest consumer panel and platform in the US
- P – case study in utilizing web analytics
- P – uncertain about sample sizes

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Fors Marsh Group, LLC

DATE: July 20, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Bidder is “a pioneer in the campaign evaluation space” and “experts in media data and statistical analysis needed to isolate campaign effects.”
- “Published in peer reviewed journals.”
- Uses Prodege, a panel provider vendor which “owns the largest, cutting-edge consumer panel and platform in the U.S.”
- Liked their case studies but only one was tourism related.
- Provided clear org chart
- No litigation
- Insurance certificate provided

II. Proposed Services

1. Services to be Provided

- Proposes online surveys
- Reports with 60 days of conclusion of data collection
- Proposes recruiting prospective visitors – 50 from each of the 24 DMAs
- Mentions “Urchin Tracking Models” -?
- Mentions audit of competitors
- Uncertain as to sample size

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Involved Media

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

My assessment is that this proposal could be considered “unresponsive” since they didn’t use our forms as directed, didn’t disclose client names and contacts and didn’t include all costs. Additionally they primarily addressed campaign development and KPI’s and not the scope of services requested.

I. Organization Qualifications and Experience

1. Overview of Organization

-
-
-

2. Subcontractors

-
-
-

3. Organizational Chart

II. Proposed Services

1. Services to be Provided

-
-
-

2. Implementation – Work Plan

-
-
-

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Involved Media

DATE: 7/21/2025

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

*** Individual Evaluator Comments:**

I. Organization Qualifications and Experience

- N- Lacking in tourism related project experience
- P-some staff possess experience with tourism related entities and DMOs, however project experience did reflect RFP related project.
- N – subcontractors are not disclosed
- N – contact information for past projects not included

II. Proposed Services

- P – Bilingual survey implementation and regional panel partnerships
- P – mention of importance of data security
- N- Cost proposal does not seem to be complete – lacks costs for out of pocket and tech costs, which may increase proposed cost.
- N – overall proposal was very confusing to follow
- N – no sample plan provided
- N – Unclear bilingual surveying
- N- appears to be marketing campaign focused rather than providing research services
- N – lacks methodology explanation

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Involved Media

DATE: July 21, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

I. Organization Qualifications and Experience

1. Overview of Organization

- Ten years of experience
- \$1.5 billion in annual billing
- 600+ employees – an “active media services company.”
- The case studies were unremarkable
- Insurance certificate provided
- Zero litigation

II. Proposed Services

1. Services to be Provided

- Panel Provider “strategy” in that they work with multiple panel providers
- Survey platform is Alchemer
- Proposes integrating social listening
- Proposes real time tools and dashboard
- “Any outsourced work. . .subject to approval of MOT”
- No sampling plan was provided
- Vague methodology

It appears the bidder is more focused on media planning/strategic marketing than research. Furthermore, this proposal was not properly organized/assembled. The RFP clearly outlines the desired organization of the proposals, and bidder failed to follow those instructions.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Market Decisions

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Detailed case studies
- Solid research experience
- Lots of health industry related work
- Experience in single limited period campaigns with direct target – public sector/public service announcement (PSA) work
- Limited if any experience with destination marketing related research

2. Subcontractors

- N/A
-
-

3. Organizational Chart-clearly outlined with good information about proposed team for this project.

II. Proposed Services

1. Services to be Provided

- Deliverables clearly outlined
- Data analysis not outlined – noted will work with us after start of contract
- ROI calculation detailed
- Bi-weekly progress reports

2. Implementation – Work Plan

- Limited mention of interacting with marketing agency
- Sampling approach – all even across market areas despite market area size
- Timeline clear

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Market Decisions Research

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

*** Individual Evaluator Comments**

- I. Organization Qualifications and Experience
 - P - Detailed staff qualifications/resumes
 - P- org chart / team clearly identified
 - N - Project history includes little to no tourism history
 - N – lacked relevant project experience – single project campaigns, where agencies are directly related to certain campaigns.
- II. Proposed Services
 - N – lacked detail around media effectiveness methodology
 - P- Survey translation into French Canadian
 - N – sample sizes smaller than the other proposals – even distribution across regions, did not mention individual DMAs
 - P – detailed timeline
 - P – detailed, easy to follow scope of work
 - P – clear, detailed explanation of ROI calculation
 - N – limited detail on sample sources – US & Canada

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Market Decisions Research

DATE: July 21, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- 20 years of experience
- Experienced in Healthcare
- “Staffed with PHDs and master’s level researchers”
- “Tight turnaround of reporting deliverables”
- Zero subcontractors
- Litigation = none
- Org chart provided
- Insurance certificate provided
- Resumes included

II. Proposed Services

1. Services to be Provided

- Voxco data collection software
- Provided sampling plan
- N = 800 per season for 2,400 per year, 4,800 for 2 years
- Develop customized dashboard with real time access to data
- Provided detailed timeline
- Allowing 4 weeks of data collection for each campaign
- Will provide bi-weekly progress reports throughout collection
- Can detect media channel performance trends
- Like their data compendium
- Will provide interim summary report and preliminary results
- Provided a meticulous timeline

Overall, the proposal was very thorough.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: MMGY

DATE: 07/21/25 & 07/24/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Travel and tourism experts – many years of tourism research expertise – clearly qualified for this work
- Peer review within firm
- Proprietary research + DK Shifflet database
- List of destination marketing organizations research project work impressive
- Case studies not very detailed but fully aligned with this work

2. Subcontractors

- Dynata – online panel vendor
-
-

3. Organizational Chart-clear delineation of team members for this project. Lead identified for this project fairly junior.

II. Proposed Services

1. Services to be Provided

- Clearly prepared and laid out
- ROI methodology discussed but limited detail
- Services outlined mostly in bulleted lists
-

2. Implementation – Work Plan

- Timeline clear but not very detailed or specific to project term dates
- Surveys distributed proportionately but didn't provide detail
- Dashboard access
- Delivery of interim topline w/i 30 days

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: MMGY

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 - P – similar project experience with DMO organizations that align with the proposed services in this RFP
 - P – All team members proposed for project have extensive experience in tourism marketing.

- II. Proposed Services
 - P- Large sample sizes for each wave
 - N- No specific mention of French-Canadian translation when necessary in certain markets
 - N – project timeline could be more specific, make it easier for review team to visualize project milestones
 - N – lacks detail about survey instrument (questionnaire) flow and process
 - N – sample lacks detail, grouped together with the proposed services when RFP requests it as a standalone element of the RFP

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: MMGY Travel Intelligence

DATE: July 21, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- 30 years of experience
- Subcontractor is Dynata from CT
- Zero litigation
- Insurance certificate provided
- Provided org chart

II. Proposed Services

1. Services to be Provided

- Proposes sample size of 3,200 per campaign for a total of 9,600 which is good
- Timeline was not very specific
- No methodology provided
- Scope of services was not very rich in detail

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Precision

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Lots of info on proposed team – resumes, photos, brief description of roles
- Very general information about qualifications and experience – lacking detail per specifics in the RFP
- No case studies provided

II. Proposed Services

1. Services to be Provided

- Limited information provided – high level overview of general tasks
-

2. Implementation – Work Plan

- Limited detail about work plan and timeline
- Noted course correct mid-flight?

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Precision

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

*** Individual Evaluator Comments:**

I. Organization Qualifications and Experience

- P - Detailed, in-depth staff qualifications/resumes
- N – missing Appendix C (Qualifications and Experience Form)
- N- missing project timeline
- N – missing organizational chart
- N – lacks tourism specific experience

II. Proposed Services

- N – missing project timeline
- N – proposal is difficult to navigate
- P – advanced analytics & sampling strategy
- N – plan is more focused on staff than the scope of work outlined in the RFP

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Precision

DATE: July 21, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

The Bidder's proposal was deemed unresponsive to the RFP and so was therefore not scored.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: Martec

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Case studies lacked detail
- 4 team members outlined but only 2 have more detailed information about their experience

Organizational Chart – 4 team members identified

II. Proposed Services

1. Services to be Provided

- Fairly general - not much detail specific to project – seems more of a cut and paste from the RFP into presentation deck format
- Only provided examples of deliverables – nothing specific to us
- Detailed objectives numbering confusing
- Recommended approach outlined clearly by phases but not a lot of detail

2. Implementation – Work Plan

- Project timeline general and not accurate and/or aligned with contract term
- Timing incorrect
- Sampling methodology vague

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: The Martec Group

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 - N - Project experience & project descriptions are lacking in detail and lack tourism experience.
 - N - Organization chart lacks clarity

- II. Proposed Services
 - N - Sample size seems small
 - P/I – emotional intelligence tool
 - N – no detail about how ROI would be calculated and reported as described in the RFP
 - N – proposal seemed more like a power point presentation of organization's services than a proposal that included how it would accomplish the deliverables outlined in the RFP.
 - Project timeline does not match what is requested in RFP
- N- Cost proposal lacks the detail that was requested in the RFP

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: The Martec Group

DATE: July 22, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Bidder has limited experience in marketing effectiveness research
- Case studies were all but one line and did not provide contact information.
- Org chart is unclear
- Timeline does not correspond to the project's term
- Sampling size = 400 per season

Overall, this proposal was not presented in the format required. The line items of the cost proposal were not included nor was the proposal broken out into the sections outlined in the RFP. Much of the proposal was simply a regurgitation of the RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: We.Us.Them.

DATE: 07/20/25

EVALUATOR NAME: Carolann Ouellette

EVALUATOR DEPARTMENT: Economic & Community Development

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- Experience in Canada and US markets provides unique perspective
- Multi-segment experience across different travel and tourism related areas
- Case studies detailed and provide direct outcomes/results of the work.

2. Subcontractors

- none

3. Organizational Chart – interesting design but not specific to this project.
No team members identified.

II. Proposed Services

1. Services to be Provided

- Provided sample plan
- Approach to scope clear but somewhat general
-

2. Implementation – Work Plan

- Workflow and management approach clear but somewhat general
- Timeline clear
- Surveys tailored to each market
- No flat quota – distribute seasonal sample proportionately

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: WeUsThem

EVALUATOR NAME: Hannah Collins

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 - P – Strong Canadian market position
 - I – Inclusivity emphasis
 - N – Org chart / team structure lacks crucial details and doesn't name any team member with qualifications or who was going to be leading what
 - P - Project experience with tourism, project experience relevant to RFP
 - N – proposal lacks team structure and qualifications

- II. Proposed Services
 - P – Bilingual surveys
 - P – clear detailed project timeline
 - N – lacks detail on access to/ sourcing audiences/surveys
 - P – Strong Canadian market position
 - P – sample sizes are sufficient
 - P – clear project timeline

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202505075

RFP TITLE: Marketing & Media Effectiveness Research

BIDDER NAME: WeUsThem, Inc.

DATE: July 22, 2025

EVALUATOR NAME: Micki Mullen

EVALUATOR DEPARTMENT: DECD/MOT

Individual Evaluator Comments:

- I. Organization Qualifications and Experience
 1. Overview of Organization
 - Out of Halifax, Nova Scotia
 - Zero subcontractors
 - Zero litigation
 - Provided insurance certificate
 - Lacked clear org chart
 - No team info
 - Case studies are well aligned
 - Proposal was not submitted as requested (Sec. II, Sec. III)
- II. Proposed Services
 1. Services to be Provided
 - Proposes n=2400 per campaign (x3)
 - Timeline is clear
 - Bidder included their Cultural Competency & Diversity Policy as well as their Accessibility Policy which I found puzzling.



STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT

Janet T. Mills
Governor

Michael A. Duguay
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research

I, Carolann Ouellette, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic & Community Development. 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.

July 22, 2025

Signature

Date



STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT

Janet T. Mills
Governor

Michael A. Duguay
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research


I, Hannah Collins, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic & Community Development. 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.


Signature

7/18/2025
Date



STATE OF MAINE
DEPARTMENT OF ECONOMIC &
COMMUNITY DEVELOPMENT

Janet T. Mills
Governor

Michael A. Duguay
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202505075
RFP TITLE: Marketing & Media Effectiveness Research

I, Micki Mullen, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Economic & Community Development. 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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Micki Mullen
Signature

7/9/2025
Date