

State of Maine
Master Score Sheet

RFP# 202412215					
Media Production					
Bidder Name:		Black Fly Media	Knack Factory	Ilardi Media	EW Visions
Proposed Cost:		\$139,800.00	\$225,000.00	\$223,719.00	\$35,000.00
Scoring Sections	Points Available				
Section I: Preliminary Information	N/A	N/A	N/A	N/A	N/A
Section II: Organization Qualifications and Experience	35	33	20	15	12
Section III: Proposed Services	35	32	25	12	10
Section IV: Cost Proposal	30	7.51	4.67	4.69	30
TOTAL	<u>100</u>	<u>72.51</u>	<u>49.67</u>	<u>31.69</u>	<u>52</u>
Bidder Name:		Results Marketing & Design Inc.	Luminous	LV Productions	Sutherland Weston Inc.
Proposed Cost:		\$226,105.00	\$190,000.00	\$129,000.00	\$162,000.00
Scoring Sections	Points Available				
Section I: Preliminary Information	N/A	N/A	N/A	N/A	N/A
Section II: Organization Qualifications and Experience	35	30	25	21	30
Section III: Proposed Services	35	32	28	19	32
Section IV: Cost Proposal	30	4.64	5.53	8.14	6.48
TOTAL	<u>100</u>	<u>66.64</u>	<u>58.53</u>	<u>48.14</u>	<u>68.48</u>

Bidder Name:		Theriot Productions LLC	Wainright Park Media
Proposed Cost:		\$242,865.00	\$309,364.00
Scoring Sections	Points Available		
Section I: Preliminary Information	N/A	N/A	N/A
Section II: Organization Qualifications and Experience	35	12	3
Section III: Proposed Services	35	9	7
Section IV: Cost Proposal	30	4.32	3.39
TOTAL	<u>100</u>	<u>25.32</u>	<u>13.39</u>

Award Justification Statement
RFP# 202412215 Media Production

I. Summary

The Department of Public Safety, Bureau of Highway Safety is seeking proposals for media production. Ten (10) proposals were received to the RFP that was posted.

II. Evaluation Process

The evaluation team consisted of Nicholas Brown, Nathan McLaughlin, Kristen Morin and Karrie Cormier who met with Jaime Pelotte the RFP Coordinator. After receiving the proposal packets the RFP Coordinator sent the Acknowledgement and Disclosure form to all the team members. The RFP Coordinator also sent out the proposal packets (minus the Cost Proposal sections) to the evaluation team members. The evaluation team members and the RFP Coordinator met together to discuss the proposal packets on three separate days (1/16; 1/21 & 1/22).

III. Qualifications & Experience

The awarded bidder Black Fly Media demonstrated in their proposal that they have a strong understanding of the needs outlined in this RFP as well as provided past examples of projects that they have completed that are relatable to the work needed identified in this RFP.

IV. Proposed Services

The evaluation team reviewed the services proposed in each packet received. The team was interested in the time frame in which the work would be completed, when the work would be scheduled and how the work would be done. Based on the information received from each vendor, the team discussed the strengths and weaknesses of each proposal and assigned a score to each proposal. The selected bidder; Black Fly Media had proposed a timeline and suggested projects that was reasonable and attainable within the initial period of performance.

V. Cost Proposal

The cost proposal was scored by the RFP Coordinator based on the formula in the RFP. The low bid was \$35,000.00 received 30 points. Proposals for the media production services ranged from \$35,000.00 to \$309,364.00.

VI. Conclusion

The evaluation team reviewed and scored all of the proposals received. They discussed the pros and cons of each proposal received and scored them based on the discussion about each proposal with a focus on qualification and experience as well as the proposed services. Black Fly Media was awarded with 72.51 points out of 100 points giving them the highest score overall.



STATE OF MAINE
DEPARTMENT OF Public Safety
Bureau of Highway Safety

Michael J. Sauschuck
Commissioner

Janet T. Mills
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February 24, 2025

Black Fly Media
Diana Nelson, Principal
725 Main Street
South Portland, ME 04106

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Diana Nelson:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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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. A Statement of Appeal Rights has been provided with this letter; see below.

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

Sincerely,

jaime.l.pelotte

Jaime L. Pelotte
RFP Coordinator

jaime.l.pelotte@maine.gov
45 Commerce Drive, Suite 1
Augusta, ME 04330

STATEMENT OF APPEAL RIGHTS

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



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February 24, 2025

KNACK FACTORY
Kurt Grasser, Owner
38 Olde Birch Lane
Portland, Maine 04103

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Kurt Grasser:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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February 24, 2025

Ilardi Media, LLC
Nathaniel Ilardi
113 Ogburn Street
Osprey, FL 34229

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Nathaniel Ilardi:

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EW Visions LLC
Eddie Williams, Jr, CEO
1615 Trail Blazer Drive
Tallahassee, FL 32310

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Eddie Williams, Jr:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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February 24, 2025

Results Marketing & Design, Inc. d/b/a Ethos
Tim Blackstone, CEO
17 Ash Street
Westbrook, ME 04092

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Tim Blackstone:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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Sincerely,

A handwritten signature in cursive script that reads "jaime.l.pelotte".

Jaime L. Pelotte
RFP Coordinator
jaime.l.pelotte@maine.gov
45 Commerce Drive, Suite 1
Augusta, ME 04330

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February 24, 2025

Luminous
Ryan Buttie, Founder
220 S Main Street
Providence, Rhode Island 02903

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Ryan Buttie:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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STATE OF MAINE
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Bureau of Highway Safety

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February 24, 2025

LV Productions LLC
Vlad Lapich, Director
1211 N Alexandria Avenue
Los Angeles, CA 90029

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Vlad Lapich:

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STATE OF MAINE
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Bureau of Highway Safety

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February 24, 2025

Sutherland Weston, Inc. dba: Sutherland Weston Marketing Communications
Elizabeth Sutherland, APR, CEO
150 State Street
Bangor, Maine 04401

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Elizabeth Sutherland:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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February 24, 2025

Theriot Productions LLC
Nathaniel Theriault, Co-Founder
23 Franklin Street Suite 2
Augusta, Maine 04330

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Nathaniel Theriault:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Public Safety, Bureau of Highway Safety for Media Production. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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February 24, 2025

Wainwright Park Media Group LLC
Gregory Carter, CEO
2308 Bobbie Street
Bossier City, Louisiana 71112

SUBJECT: Notice of Conditional Contract Award under RFP # 202412215,
Media Production

Dear Gregory Carter:

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**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Black Fly Media
DATE: 1/16/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	33
Section III. Proposed Services	35	32
Section IV. Cost Proposal	30	7.51
<u>Total Points</u>	<u>100</u>	<u>72.51</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Black Fly Media
DATE: 1/16/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	33

Evaluation Team Comments:

- I. Overview of the Organization
 - Staff members come from journalism, Emmy-winning content creation, campaign & branding strategy, and design.
 - Insurance information provided
 - Experience with several other State Agencies
 - Looking for more print media examples
Who made the examples, were they designed in-house or were they designed by a subcontractor?
 - Noted knowledgeable of state policies

- II. Subcontractors
 - No subcontractors listed all work to be done in-house.

- III. Organizational Chart
 - Provided and clear
Named individual, position and role or responsibility

- IV. Litigation
 - Provided- No litigation

- V. Certificate of Insurances
 - Insurance Certificate included in proposal

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Black Fly Media
DATE: 1/16/2025

**EVALUATION OF SECTION III
Proposed Services**

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

Evaluation Team Comments:

The evaluation team felt that this proposal demonstrated an understanding of the needs of the RFP as well as the timeline for the initial period of performance. The team noted that this proposal demonstrated knowledge of State needs with the work that they have done with various State departments across the State of Maine. The work plan proposed was easy to follow and was reasonable with the timeline proposed.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Black Fly Media
DATE: 1/16/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$139,800.00	x	30 points	=	7.51

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Knack Factory
DATE: 1/16/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	20
Section III. Proposed Services	35	25
Section IV. Cost Proposal	30	4.67
<u>Total Points</u>	<u>100</u>	<u>49.67</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Knack Factory
DATE: 1/16/2025

**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 and Experience
 - No Graphic Design submitted
 - Concerns that the car seat video example submitted does not show the adults buckling their seatbelt(s) prior to the car moving
 - No print media projects were provided

- II. Subcontractors
 - Most work noted being done by subcontractors
 - Little information given of in-house staff, only titles provided

- III. Organizational Chart
 - Provided and easy to follow

- IV. Litigation
 - Unknown not provided

- V. Certificate of Insurances
 - Unknown not provided

Additional Notes:

Multiple documents submitted, making it difficult to review

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Knack Factory
DATE: 1/16/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	25

Evaluation Team Comments:

The evaluation team found the proposal difficult to review due to the number of files submitted for review. The team noted that the flow chart provided a timeline within the initial period of performance and noted the individuals that would be in charge along with milestones, however it lacked the details on how each milestone would be met. The team was looking for more details on the work plan.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Knack Factory
DATE: 1/16/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$225,000.00	x	30 points	=	4.67

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Ilardi Media
DATE: 1/16/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	15
Section III. Proposed Services	35	12
Section IV. Cost Proposal	30	4.69
<u>Total Points</u>	<u>100</u>	<u>31.69</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Ilardi Media
DATE: 1/16/2025

**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 and Experience
 - Example of print was done nice showed they captured the art around town
 - Video example of pool equipment was confusing and it was difficult to identify the target audience.
 - No safety-related examples were provided in the proposal
- II. Subcontractors
 - No subcontractors listed – noted all work would be done in house “soup to nuts”
- III. Organizational Chart
 - Titles listed without names or additional detail
 - Is this only one person company?
- IV. Litigation
 - Unknown not provided
- V. Certificate of Insurances
 - Unknown not provided

Additional Notes:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Ilardi Media
DATE: 1/16/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	12

Evaluation Team Comments:

The evaluation team noted that this proposal seemed to be very generic and in specific sections seemed to be a copy and paste from the RFP without providing additional detail to know what the proposed services would look like if this company was chosen. The proposed workplan was provided, however it was difficult to identify what would be done when and who would be doing the work, this plan lacked detail. In April, Voice Over Talent (if Applicable) was included, but all work stated would be in-house.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Ilardi Media
DATE: 1/16/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$223,719.00	x	30 points	=	4.69

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: EW Visions LLC
DATE: 1/16/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	12
Section III. Proposed Services	35	10
Section IV. Cost Proposal	30	30
<u>Total Points</u>	<u>100</u>	<u>52</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: EW Visions LLC
DATE: 1/16/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	12

Evaluation Team Comments:

- I. Overview of the Organization and Experience
 - Examples provided were low resolution- logo and images were noted.
 - Only one prior project came with a video example. The other two videos provided weren't talked about in the proposal. The description of the projects were very barebones.
 - No print media or graphic design examples submitted.
- II. Subcontractors
 - Unknown – no information provided
- III. Organizational Chart
 - Read more like a resume and did not provide the team with the level of detail needed to understand who works for the company and what their roles would be.
- IV. Litigation
 - Unknown not provided
- V. Certificate of Insurances
 - Unknown not provided

Additional Notes: The proposal was submitted in multiple files which made the review cumbersome.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: EW Visions LLC
DATE: 1/16/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	10

Evaluation Team Comments:

The evaluation team felt that this proposal was generic and most of the proposed services and workplan sections seemed to cut and paste from the RFP and did not provide specific information as to how the work would be completed. The team noted that this proposal did not mention our Bureau of Highway Safety at all in the proposed services or workplan. The workplan also noted that the work would be done in 6 weeks with no consideration for the time of year here in Maine with the weather making it difficult to impossible to get some of the PSAs or long-form video done within the time frame suggested.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: EW Visions LLC
DATE: 1/16/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$35,000.00	x	30 points	=	30

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Results Marketing & Design, Inc.
DATE: 1/21/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	30
Section III. Proposed Services	35	32
Section IV. Cost Proposal	30	4.64
<u>Total Points</u>	<u>100</u>	<u>66.64</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Results Marketing & Design, Inc.
DATE: 1/21/2025

**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 and Experience
 - Examples provided were relevant to safety
 - Digital example provided showed graphic design experience
 - One example provided did show a truck driver unbelted while the vehicle is in motion. "Go. Your Way. Maine Rob Nixon S2 Episode"

- II. Subcontractors
 - List provided and what roles would be utilizing subcontractors

- III. Organizational Chart
 - Provided- names, titles and details on who would be responsible for what tasks.

- IV. Litigation
 - None

- V. Certificate of Insurances
 - Provided

Additional Notes:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Results Marketing & Design, Inc.
DATE: 1/21/2025

**EVALUATION OF SECTION III
Proposed Services**

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

Evaluation Team Comments:

The evaluation team found that the proposed services stated were clear and detailed as to who would be working on what and what the target audience is for each project. The evaluation team also noted that the proposed services and workplan was difficult to follow due to sizing. The team noted reading level print material and a distribution plan.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER: Results Marketing & Design, Inc.

DATE: 1/21/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$226,105.00	x	30 points	=	4.64

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Luminous
DATE: 1/21/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	25
Section III. Proposed Services	35	28
Section IV. Cost Proposal	30	5.53
<u>Total Points</u>	<u>100</u>	<u>58.53</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Luminous
DATE: 1/21/2025

**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 and Experience
 - Examples provided were relevant and done well
 - The graphic design example was modern and easy to review
 - One of the examples was unable to view “risla 30 second PSA Spot”
 - The projects were talked about at the start of the document and then the print and video examples were given much later on, making it difficult to review.
- II. Subcontractors
 - Listed and provided details of what services would require subcontractors
- III. Organizational Chart
 - Provided good detail of who will be handle what with names, titles and descriptions.
- IV. Litigation
 - Unknown-nothing provided
- V. Certificate of Insurances
 - Submitted – noted it was expired

Additional Notes: Proposal was submitted in one large file which made it difficult to review

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Luminous
DATE: 1/21/2025

**EVALUATION OF SECTION III
Proposed Services**

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

Evaluation Team Comments:

The evaluation team noted that the proposed services were solid and creative. The workplan provided detail on what each week/month would look like and who would be responsible for what and provided along with objectives for the specific project. The team noted that the print would be created and printed in-house by bidder. Unsure where they will be filming this, if it will be in Maine or Rhode Island.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Luminous
DATE: 1/21/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$190,000.00	x	30 points	=	5.53

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: LV Productions
DATE: 1/21/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	21
Section III. Proposed Services	35	19
Section IV. Cost Proposal	30	8.14
<u>Total Points</u>	<u>100</u>	<u>48.14</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: LV Productions
DATE: 1/21/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	21

Evaluation Team Comments:

- I. Overview of the Organization and Experience
 - The short film example provided was done well
 - Long-form example did not provide good visual examples, and it was easy to get lost in the message.
 - No print example or graphic design example was provided.
- II. Subcontractors
 - Unknown- nothing submitted
- III. Organizational Chart
 - Provided chart is hard to read across multiple pages and the information doesn't line up.
- IV. Litigation
 - Unknown not provided
- V. Certificate of Insurances
 - Unknown not provided

Additional Notes:

File format without file naming was hard to ensure that all RFP requirements were submitted.

Proposal supplied links that were difficult to download.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: LV Productions
DATE: 1/21/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	19

Evaluation Team Comments:

The evaluation team felt that the opening paragraph was generic and lacked personal direction on the proposed services and work plan that was being proposed. Filming on location was unclear, no understanding of where this would take place or who would be working on these projects. The team noted that the workplan noted 2024 not 2025 and also noted concerns with Motorcycle filming in the month of March in Maine.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: LV Productions
DATE: 1/21/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$129,000.00	x	30 points	=	8.14

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Sutherland Weston, Inc.
DATE: 1/22/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	30
Section III. Proposed Services	35	32
Section IV. Cost Proposal	30	6.48
<u>Total Points</u>	<u>100</u>	<u>68.48</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Sutherland Weston, Inc.
DATE: 1/22/2025

**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 and Experience
 - The work experience examples submitted were safety focused and easy to follow
 - Would have liked to see a completed example of graphic design, instead of just being described.
 - Examples were personalized to Highway Safety

- II. Subcontractors
 - No subcontractors: all in-house work

- III. Organizational Chart
 - Provided and easy to follow with breakdown of each person and what they are responsible for.

- IV. Litigation
 - Nothing submitted

- V. Certificate of Insurances
 - Nothing submitted

Additional Notes:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Sutherland Weston, Inc.
DATE: 1/22/2025

**EVALUATION OF SECTION III
Proposed Services**

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

Evaluation Team Comments:

The evaluation team felt that this proposal was complete, and the proposal was customized to what our highway safety needs are. The examples are safety focused and provided with the level of detail that our team was looking for. The timeline proposed was reasonable and seemed attainable due to the filming in our state and the challenges of winter weather.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Sutherland Weston, Inc.
DATE: 1/22/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$162,000.00	x	30 points	=	6.48

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Theriot Productions LLC
DATE: 1/22/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	12
Section III. Proposed Services	35	9
Section IV. Cost Proposal	30	4.32
<u>Total Points</u>	<u>100</u>	<u>25.32</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Theriot Productions LLC
DATE: 1/22/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	12

Evaluation Team Comments:

- I. Overview of the Organization and Experience
 - No examples of print, or graphic design
 - Information on each project, however no link or example to view
 - Intro paragraph is specific to Maine, not specific to Highway Safety

- II. Subcontractors
 - No phone numbers or emails listed-some noted out of the country.
 - Little information on the subcontractors noted

- III. Organizational Chart
 - No information on who is who and what their roles and responsibilities are within the organization.
 - Provided more information on the subcontractors than the organization.

- IV. Litigation
 - Stated as N/A (not applicable) - unclear.

- V. Certificate of Insurances
 - Not provided

Additional Notes:

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Theriot Productions LLC
DATE: 1/22/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	9

Evaluation Team Comments:

The evaluation team noted that their proposed services provided good detail for film, radio and print. There were some questions on who the project manager would be for the projects, this was unclear. The team was unsure what type of PSAs the bidder would have in mind for this contract. The team noted that most of the work would be done by subcontractors. The team also noted that the timeline was difficult to follow and hard to identify the actual timeline of the work that will be done.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Theriot Productions LLC
DATE: 1/22/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$242,865.00	x	30 points	=	4.32

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Wainwright
DATE: 1/22/2025

SUMMARY PAGE

Department Name: Department of Public Safety, Bureau of Highway Safety
Name of RFP Coordinator: Jaime L. Pelotte
Names of Evaluators: Kristen Morin, Nicholas Brown, Karrie Cormier & Nathan McLaughlin

<u>Pass/Fail Criteria</u>	<u>Pass</u>	<u>Fail</u>
Section I. Preliminary Information (Eligibility)	N/A	N/A
<u>Scoring Sections</u>	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	3
Section III. Proposed Services	35	7
Section IV. Cost Proposal	30	3.39
<u>Total Points</u>	<u>100</u>	<u>13.39</u>

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Wainwright
DATE: 1/22/2025

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

	<u>Points Available</u>	<u>Points Awarded</u>
Section II. Organization Qualifications and Experience	35	3

Evaluation Team Comments:

- I. Overview of the Organization and Experience
 - No relevant examples provided
 - No print or graphic design examples provided
 - No examples provided to support or expand on written examples.
- II. Subcontractors
 - None listed -mentioned only in the risk assessment part.
- III. Organizational Chart
 - Provided-appears to be one person organization
- IV. Litigation
 - Not provided
- V. Certificate of Insurances
 - Not provided

Additional Notes:
Multiple pages duplicated

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Wainwright
DATE: 1/22/2025

**EVALUATION OF SECTION III
Proposed Services**

	<u>Points Available</u>	<u>Points Awarded</u>
Section III. Proposed Services	35	7

Evaluation Team Comments:

The evaluation team noted that this proposal is severely lacking detail as to what the proposed services would be, how they would be completed and by whom. The workplan was noted to also have a lack of reasonable time allotted for each project. No noted timeline mentioned for the Motorcycle long form video.

**STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES**

RFP #: 202412215
RFP TITLE: MEDIA PRODUCTION
BIDDER: Wainwright
DATE: 1/22/2025

**EVALUATION OF SECTION IV
Cost Proposal**

Lowest Submitted Cost Proposal	/	Cost Proposal Being Scored	x	Score Weight	=	Score
\$35,000.00	/	\$309,364.00	x	30 points	=	3.39

Evaluation Team Comments:

Cost was evaluated based on the formula stated in the RFP.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Black Fly Media

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Based in Maine*
- *Proposal Cover Page – Diana Nelson is listed as **Principal**. No further elaboration. In File 2, pg. 2, Diana Nelson is listed as the **producer and project lead**. – What is her title?*
- *Proposal Cover Page – Where printed name, signature, title and date are required, only printed name, signature and date are provided.*
- *Responsible Bidder Certification – Where printed name, signature, title and date are required, only printed name, signature and date are provided.*
- *Good working relationship with State of Maine*
- *Good knowledge of State of Maine policies*
- *Clearly states who is who and what they do for the projects*
- *Has worked with MeBHS previously – includes MeBHS in their previous/related projects, but also lists 3 additional projects*
- *Numerous examples of video production*
- *Good range of video lengths*
- *Good example of web design/branding*
- *Lack of print media examples*
- *Dun & Bradstreet report not provided? / File 2, pg. 15: “Financial Visibility: N/A”*

2. Subcontractors

- *1 listed, Kate Howe – graphic designer/print collateral creation*
- *Contact information is listed*

3. Organizational Chart

- *Clear biographies for each person*
- *Good description of background and experience as well as capabilities.*

II. Proposed Services

1. Services to be Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Black Fly Media

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *The proposal lends to deliver a message with a first-person account, without a script. – MeBHS is open to this as well as scripted scenarios depending on what will fit the project at hand.*
 - *Services to be provided are clearly stated*
 - *Intends to have a production plan prepared prior to rolling any cameras*
 - *Services match what RFP has listed*
 - *Unclear of who MeBHS will meet with for discovery meetings*
2. *Implementation – Work Plan*
- *Omitted Mature Driver in examples of “what” they are going to do*
 - *Work plan advises that work will be completed on MeBHS timeline*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Blackfly Media

DATE: 1/14/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Jason 20+ years of experience and Emmy awards.*
- *The first project is the PSA they created for us, so they included 3 additional examples, and design examples.*
- *Their campaigns focus heavily on testimonials, with personal stories. Has a strong local and community feeling.*
- *The AAA Move Over PSA, is very strong with great video and clearly shows the “why” for driving safe.*
- *Their long form video is well written and has amazing drone and timelapse shots which help keep the attention.*
- *The web-site example given for a design example is clear, easy to read and navigate, with a fitting color palate for the state.*
- *The website is a good example, but a print media example would have been nice to have included. This could be a specific booklet. There are PDFs on the website but unsure if that is their work, or created by the Maine Climate Council.*

2. Subcontractors

- *Kate Howl for Graphic Design/ Print. Contact information included.*

3. Organizational Chart

- *Small staff with great experience.*

4. Etc.

II. Proposed Services

1. Services to be Provided

- *Services match with what is in the RFP.*
- *They go into detail about who will be doing what, with a set amount of sessions, and what will be covered during the sessions.*
- *Says how many people will be at video shoots, and what the filming process will be like.*
- *Goal of messaging is to be conversational and authentic in natural setting.*
- *3 Design concepts for each trifold and Buck Slip to choose from.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Blackfly Media

DATE: 1/14/2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

2. Implementation – Work Plan

- *Gives set start and end dates to hit and what will be done during those time frames.*
- *The work plan also says who is assigned to which duty, and clear and easy to follow.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: Black Fly Media

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *20+ years of experience- 16 yrs in Maine*
- *Developed deep relationships with State of Maine Departments*
- *Located in Portland ME*
- *Very clear organized application*
- *Media Examples: All testimonial style video*
 1. *Maine Bureau of Highway Safety*
 - a. *Shared media examples of their last time working with us which was a 2022 campaign*
 - b. *Uses testimonials*
 - c. *Engaging to the audience*
 2. *AAA*
 - a. *Shared their knowledge of effectively communicating highway safety media*
 3. *Maine DHHS*
 - a. *Shared media of different lengths to showcase their work and flexibility*
 4. *Climate Plan Maine*
 - a. *Shared video but also visual graphics*
 - b. *Clear and easy to read*

2. Subcontractors

- *Kate Howe- owner of better yet studio*
- *Currently collaborate on many state projects together*

3. Organizational Chart

- *Did not share traditional Organizational Chart*
- *Instead, they provided their team headshots, title, name, and job description which was asked to disclose*
- *Team of three with one subcontractor*

4. Litigation

- *Disclosed no current litigation*

5. Financial Viability

- *Stated- N/A. Did not provide*

6. Licensure/Certification

- *Drone pilot certifications (will provide upon contract award)*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: Black Fly Media

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

7. Certificate of Insurance

- *Provided COI*
- *Sufficient coverage included drone endorsement*

II. Proposed Services

1. Services to be Provided

First- Hand account- without a script

- *Identify key stakeholders with first-hand experience within the specific topic instead of hiring actors to deliver lines*
- *Provided required services in RFP*
- *Shared who would be doing what and how they plan to achieve it*

2. Implementation – Work Plan

- *I would have liked to see a better presented work plan. It was difficult to read and comprehend due to size.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Black Fly Media

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- *Organization Qualifications and Experience*
 - *Overview of Organization*
 - *20 years of experience in communication, public relations, design, content creation and video production.*
 - *Staff members come from journalism, Emmy-winning content creation, campaign & branding strategy, and design.*
 - *Been in business in Maine for 16 years*
 - *They have partnered with a dozen state agencies*
 - *Acord liability insurance*
 - *Organizational Chart*
 - *Jason Nelson – Founder, lead creative person*
 - *Diana Nelson – Producer and project lead*
 - *Matt Nasi – Videographer, second camera on all shoots*
 - *Kate Howe – Graphic design, print collateral creation*
- *Proposed Services*
 - *Services to be Provided*
 - *11 :30 second TV spots (plus digital/social media formats)*
 - *11 :30 second radio spots*
 - *2 Safe Driving Buck Slips*
 - *2 Safe Driving Tri-Fold Brochures*
 - *1 15-minute Motorcycle Safety Education Video*
 - *Implementation – Work Plan*
 - *Pre-production video/collateral – They will schedule up to 12 virtual or in-person “white board sessions” and up to 4 meetings for collateral to define look, feel, call to action for each digital/print piece*
 - *Production – Video: They will staff a 2-person crew for every video shoot. All interviews will be conducted in a natural setting for the interviewee to invoke the most authentic version of each interviewee. They will provide all video, lighting, and audio equipment, to include 2 FAA certified drone pilots for aerial shots.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Black Fly Media

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

- *Production – Collateral: 4 discovery meetings to inform each piece of content. Up to 3 design concepts will be presented to BHS for each piece of content.*
- *Post-production – They will script, edit, and color correct each video. Royalty free music will be selected and purchased once approved by BHS. Voiceover talent will be solicited, if needed, and approved by BHS prior to purchase. Once presented to BHS, 2 rounds of revisions will be granted.*
- *Did not see examples of print media, but video content was well done.*
- *Work plan was clear for who we would work with for each step and what would be done. This includes a timeline that was easy to understand.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Knack Factory

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

- I. *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *Maine based company*
 - *Cumbersome to review – 10+ files*
 2. *Subcontractors*
 - *3 listed with contact information.*
 3. *Organizational Chart*
 - *Each person listed has their job title listed as well.*
 4. *Etc.*
 - *No graphic design noted or examples*
 - *No print media or relevant experience listed*
 - *Dun & Bradstreet risk assessment shows “Unavailable/Undetermined” – unclear why*
 - *No litigation listed*

- II. *Proposed Services*
 1. *Services to be Provided*
 - *Does not reiterate what projects were asked for within the RFP.*
 2. *Implementation – Work Plan*
 - *Extensive spreadsheet provided. – While detailed, rather cumbersome to review*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Knack Factory

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Each project submitted is video, with no graphic design examples.*
- *The Colby College security video is a great training video, for example, well written, simple and video communicates what they are talking about.*
- *Summer Affirm commercial, looks like the drivers didn't buckle up, could be edited this way. This might seem minor but it's very important for safe driving.*
- *Good driving shots in Morong Video.*
- *The description of who does what in house is lacking.*

2. Subcontractors

- *Three contractors to be used, Graphic Designer, Photographers, Sound Engineer.*

3. Organizational Chart

- *Easy to follow with positions and who are in these positions.*

4. Etc.

- *Multiple documents submitted making it difficult to review.*

II. Proposed Services

1. Services to be Provided

- *Says what the subcontractors will be doing.*
- *Addresses video formatting, for TV and social media.*
- *Talks about what potentials shots can be used for the MC Safety Video.*
- *Unsure who our contact would be with Knack factor and who we will be meeting with.*

2. Implementation – Work Plan

- *Each project is accounted for and gives a week-by-week breakdown of what will be done.*
- *Doesn't say much though about how items will be accomplished or examples of possible types of PSAs such as testimonials or dramatizations.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Knack Factory

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

- *Across both work plan and services to be provided, it doesn't give much detail about each step. For example, the first two weeks are writing, will we meet with him to go over what each PSA will be focused on? Distracted Driving can be a broad topic, and the MC Training video covers more.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Knack Factory

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *12 years of experience*
- *Located in Portland Maine*
- *Media Examples: Could not find a strong connection to highway safety other than being able to film vehicles and installing a car seat*
 - 1. Colby College Security*
 - a. Strong camera work felt a little dry, but media was not intended to be entertaining, rather informational*
 - 2. Summer Affirm Car Seat*
 - a. Video was clear and engaging without using words*
 - b. Did find that there were slight inaccuracies with installing a car seat.*
 - 3. Morong Falmouth Mazda*
 - a. Showed ability to film moving vehicles*
- *Did not provide graphic or print media examples.*
- *Provided all requirements to RFP. I would have liked to see the PDFs combined by section.*

2. Subcontractors

- *Plans to use 3 subcontractors*
- *Provided contact information for all subcontractors*

3. Organizational Chart

- *Shared Org chart and who was in what role*
- *9 employees total*

4. Litigation

- *No current litigation*

5. Financial Viability

- *Provided dun & Bradstreet snapshot*
- *Overall risk: unavailable. There is no data available*

6. Licensure/Certification

- *Successfully completed small UAS recurrent*

7. Certificate of Insurance

- *Provided COI*
- *Has sufficient coverage*

II. Proposed Services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Knack Factory

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

1. *Services to be Provided*

- *Included required projects in an excel sheet instead of in a PDF*
- *Did share specifically what would be delivered*
- *They did not go into detail how the services are specifically going to be done*

2. *Implementation – Work Plan*

- *Shared calendars of when planned work is to be achieved.*
- *Easy to read and understand work-plan*
- *Shares dates- within our required timeline*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Knack Factory

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *Maine-based*
 - *12 years of experience delivering visual content*
 - *They've partnered with ESPN, NBCSports, and Octagon Sport Media.*
 - *Created video productions for clients ranging in size from MasterCard to local Maine summer camps.*
 2. *Subcontractors*
 - *Rhizome Marketing – Falmouth, ME. Graphic Designer.*
 - *Stephen Davis Phillips Photography – Portland, ME. Photographer.*
 - *Melon Collie Productions – Enfield, CT. Sound engineer.*
 3. *Organizational Chart*
 - *Kurt Graser – Owner*
 - *Thomas Starkey – Director of Photography*
 - *Sarah-Taylor Wieluns – Producer*
 - *Mike Novelli – Assistant Cameraman*
 - *Derek Brigham – Assistant Director*
 - *Neil Shelley – Drone Operator*
 - *Tom Eichler – Sound Engineer*
 - *Uther Moon – Production Assistant*
 - *Jake Kitterman – Production Assistant*
 4. *Litigation*
 - *None*

- *Proposed Services*
 1. *Services to be Provided*
 - *Video professionals and subcontractors for sound and graphic design*

 2. *Implementation – Work Plan*
 - *11 :30 second TV spots*
 - *11 :30 second radio spots*
 - *2 buck slips (Mature Driver & Speeding)*
 - *2 tri-fold brochures (Move Over Law & Unattended Passengers)*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Knack Factory

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

- *1 15-minutes Motorcycle Safety Education Video*
- *Included monthly timeline of work plan beginning February 2025 and running through September 2025*
- *Did not use the proper format as they sent 10 files.*
- *Work plan was in a spreadsheet that was detailed.*
- *Included examples of video media but no print media examples were provided.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Ilardi Media, LLC

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Based in Florida, with additional NYC office.*
- *Video Production company – no reference to any other media form.*
- *Overview states: "...we bring your brand to life." – This does not seem to fit with the Maine Bureau of Highway Safety. MeBHS is not a 'brand'.*
- *Projects listed do not reflect experience or expertise regarding what the RFP has requested.*
- *No mention of or reference to traffic safety of any kind.*
- *Listed projects do not inspire confidence for creating a Traffic Safety PSA.*
- *No print media mentioned.*

2. Subcontractors

- *None listed – not applicable? – Proposed Services states "Subcontractor Involvement – NA, all inhouse via Ilardi Media's team." – This is contradicted in the Work Plan.*

3. Organizational Chart

- *Lists "What" but no "Who"*
- *Org Chart reads as if it was generated by Artificial Intelligence*
 1. *Each "what" is followed by a generic description with no further elaboration.*
 2. *Prompt states "Organizational Chart Bidders must provide an organizational chart. The organizational chart must include the project being proposed. Each position must be identified by position title and corresponding to the personnel job descriptions." – This is redundant and appears scripted. Appears as though the prompt was copied and pasted from the RFP and then not edited any further when put into proposal.*

4. Etc.

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Ilardi Media, LLC

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- *Prompt was left in the description of Services to be Provided: “We will leverage our expertise in **[mention specific areas of expertise, e.g., public service advertising, video production, graphic design, social media marketing]** to create impactful and engaging materials that effectively reach target audiences and promote safe driving behaviors.”*
- *Services to be Provided does not include specific areas of expertise.*
- *Only references Maine Department of Public Safety. – No mention of Bureau of Highway Safety.*

2. Implementation – Work Plan

- *Sample/working timeline provided – and will be adjusted based on the specific needs and requirements of the project.*
- *Poorly formatted.*
- *Work Plan indicates “Voice Over Talent (if applicable)” – listed under “Subcontractor (if applicable). – Contradicting previously stated, ‘no subcontractors/all in house’.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Ilaradi Media

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Examples given for print and video options.*
- *The book looks to be clean, easy to read, and modern.*
- *Watching the Aladdin video, it took a little bit to get what the video was for. Still unsure who the intended audience for this is.*
- *Great shots in the Sarasota footage, but it is showing the same things over and over again and for too long.*
- *Examples show some potential but unrelated to educational videos or safety PSAs.*
- *Little to no personalization and nothing really that relates to safety or driving.*

2. Subcontractors

- *No Subcontractors*

3. Organizational Chart

- *Gave a generic description of the positions, but some isn't that well defined. "Sound Mixer handles sound mixing"*
- *Unsure who is working on these jobs.*

4. Etc.

II. Proposed Services

1. Services to be Provided

- *Gives in detail specifics on each item listed in RFP, and the methodology for it.*
- *Included Desired outcome for the PSAs.*
- *But no ideas on what the PSAs will be. Testimonial, dramatization, etc.*

2. Implementation – Work Plan

- *Says the months each thing will be focused and worked on.*
- *Includes the month when everything should be completed by.*
- *The month chart is hard to follow doesn't work visually*
- *No names for who we would be speaking with.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Ilaradi Media

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

- *The period of performance, says voice over talent (if applicable) under subcontractors, but the rest of their proposal clearly states no subcontractors will be used causing a contradiction.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: Ilardi Media LLC

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Located in Osprey Florida / Apt in New York*
- *7+ years of experience founded in 2018*
- *Media Examples: Couldn't find the safety related aspect*
 - 1. GS Resources Public Art: Print Media Example*
 - a. Nothing stood out to me in it*
 - b. Nice photos*
 - 2. Aladdin Equipment*
 - a. Hype Video but did not know what they were "hying" until the very end*
 - b. Video felt too long and repetitive*
 - 3. Visit Sarasota*
 - a. Felt too long and repetitive*
 - b. Appeared that multiple clips were used more than once to lengthen the video*

2. Subcontractors

- *NA- All Production done in house*

3. Organizational Chart

- *Did not share specific people, but shared their positions and descriptions*
- *Provided the what, but not who would be doing to tasks*

4. Litigation

- *No open litigation*

5. Financial Viability

- *Still waiting on the updated Dun & Bradstreet Report*

6. Licensure/Certification

- *NA*

7. Certificate of Insurance

- *Provided COI*
- *Sufficient insurance coverage*

II. Proposed Services

1. Services to be Provided

- *Provided required deliverables*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: Ilardi Media LLC

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

- *Did not share customization to what they would be doing with each deliverable*
 - *Did not mention any discussion to travel to Maine to film*
 - *What was submitted was sufficient, but did not feel any personalization to MeBHS other than using our language*
2. *Implementation – Work Plan*
- *Timeline felt unorganized and not well presented*
 - *Did not share specific length of time each item would be done, just months*
 - *Did provide accurate dates and does plan to complete work within our required timeline*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Illardi Media

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- *Organization Qualifications and Experience*
 - *Overview of Organization*
 - *Founded in 2018*
 - *They've partnered with NBA, HBO, and Amazon to deliver video content.*
 - *Subcontractors*
 - *None*
 - *Organizational Chart*
 - *Project manager/producer*
 - *Creative Director*
 - *Writer/scriptwriter*
 - *Production Manager*
 - *Director of photography*
 - *Gaffer*
 - *Sound mixer*
 - *Editor*
 - *Graphic Designer*
 - *Voice Over Talent (if applicable)*
 - *Music composer*
- *Proposed Services*
 - *Services to be Provided*
 - *11 :30 second TV spots*
 - *11 :30 second radio spots*
 - *2 Safe Driving Buck Slips (one for Mature Driver and one for Speeding)*
 - *2 Safe Driving Tri-Fold Brochures (one for Move Over Law and the other for Unattended Passengers)*
 - *15-minute Motorcycle Safety Education Video*
 - *Implementation – Work Plan*
 - *Identified months in chronological order of what would be worked on, and with what position title with the company*
 - *Beginning in February and ending in September*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Illardi Media

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

- *Provided both print and video content examples of prior work that were well done.*
- *They indicated there is no pending litigation.*
- *Services to be provided paragraph has bracketed examples left in which appears to be copy/pasted from the RFP.*
- *Timeline includes voiceover talent under subcontractor column, but they also indicated they do not use subcontractors. Alignment is also off on multiple columns*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: EW Visions

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Based in Florida*
- *Responsible Bidder Certification and Proposal Cover Page are both signed on 1/2/2024.*
- *Proposal Cover Page header has been cut off or erased from the document*
- *Lacking attention to detail*
- *Did not follow requested formatting*
- *Provided cost proposal in proposal – unable to follow directions of RFP*

2. Subcontractors

- *Unclear if Cumulus Media is intended to be a Subcontractor*
 1. *If intended to be subcontractor, no contact information is listed*

3. Organizational Chart

- *A scan of a printed page?*
- *Picture is incorrectly formatted for the page it is on (Horizontal “picture” of org chart on a vertical page*
- *Has a picture of each employee with a job title, no additional information provided*
- *ONLY provides brief description of two employees – Eddie Williams Jr, CEO and Audrey Diana Lewis, Project Manager*
 1. *Neither professional profile nor work history listed instill confidence that this company has 15 years of experience in production.*

4. Etc.

- *Inconsistent font and formatting throughout entire proposal*
- *Random font changes*
- *Random bold/underline of punctuation*
- *Only intending to work 20-40 hours per week?*
 1. *The working time does not seem reasonable*
- *Cumulus Media ‘intro’ is listed twice on page 4 of EW Visions LLC Proposal pdf*
 1. *Lacking attention to detail*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: EW Visions

DATE: 1/15/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *Example video quality is lacking*
- *Videos come across as more of a power point with a voice over and excessive use of stock images than a PSA of any kind*
- *Extremely fast transitions between scenes, feeling unnatural*
- *EW Visions 'who we are' video does not relate to EW Visions as a company – the clip does not indicate what the company is or who they are*
 1. *Set in a very fast pace with a lot of quick changes from scene to scene*
 2. *No indication of EW employees on video at all*
- *Video examples felt longer than necessary / but too short for the EW 'who we are' video*

II. Proposed Services

1. Services to be Provided

- *Reads as if artificially generated / no personal touch*
- *“Pre-Production - You will put into motion all the groundwork...”
“You will” listed multiple times – MeBHS is contracting out to have these PSAs, print work completed, NOT doing it themselves*
- *Proposal appears to focus more on editing than the actual message or shooting*
- *“Talent – EW VISIONS LLC has on call a select number of skilled actors with multiple years of experience who are required for on-camera narrations and voice-overs.”*
 1. *If EW is using subcontractors to create voiceovers and on-camera work, then they need to be listed as required per the RFP.*

2. Implementation – Work Plan

- *Completed in 6 weeks*
 1. *This seems unreasonable, especially when previously stated the plan is to only work 20-40 hours per week on the project*
- *Work plan indicates subcontractors – if going to use subcontractors, they need to be listed as required per the RFP.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: EW Visions

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *The narrative of prior projects all focuses on educational videos. Nothing about print or graphic design.*
- *The videos sent for further example don't match with the projects written down. On the one for Alabama Department of Public Health is included. It has an over-reliance on stock images with some feeling out of place.*
- *One example is a self-promotion video that moves too fast and hard to understand what it's for at first.*
- *The last example is for the fire department. The audio goes strangely low at the end and some of the graphics look to be lower resolution.*
- *Video sent are in 720p, which leads to a pixilated image.*

2. Subcontractors

- *Not cleared stated if everything is in house, or if they will be using Cumulus media.*

3. Organizational Chart

- *Information about Cumulus Media included twice.*
- *Work Experience given for two employes.*

4. Etc.

- *Nothing about litigation*
- *Date put down for signature is 1/2/2024*
- *Information provided is in a lot of different documents which makes it difficult to follow what is next.*

II. Proposed Services

1. Services to be Provided

- *Each step listed doesn't do a good job of saying what will be done. The descriptions are barebones. Deciding on the mood, the focus, and what the message is, shouldn't be last.*
- *The production step is really simplistic and reads like it boils down to just filming.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: EW Visions

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

- *Though it does include the buck slips and trifold for what they will do, from these nothing else is said how it will be done. The focus is only on video.*
 - *There are typos and random things underlined, in bold, or highlighted.*
2. *Implementation – Work Plan*
- *Timeline given by how many weeks to accomplish each step, but 6 weeks doesn't seem like a realistic timeline for the work to be completed.*
 - *No set dates given.*
 - *Timeline says nothing about print media and how long it will take to create.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: EW Visions LLC

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Located in Tallahassee Florida.*
- *Project Examples: Shared limited explanation and were sent outside of the RFP*
 1. *“We are EW Visions”*
 - a. *Felt very amateur with too many movements, different fonts, stock images that did not pertain to their business. Did not find a connection to Highway Safety*
 2. *“Sarasota County Fire”*
 - a. *This project felt the most professional of the three examples. There were many repetitive clips and the words on the screen did not match up to the voice over or video. When testimonials were given, it was very electronic as if they were not given a lot of direction.*
 3. *“Alabama Health”*
 - a. *All photos appeared to be stock. It did not match what was being said. Voice over was repetitive and did not make much sense. Overall, I felt it was very long and hard to understand much less learn from*
- *Did not share any print media visuals*

2. Subcontractors

- *Cumulus- audio first media company?*
- *Not clear if they are a subcontractor*

3. Organizational Chart

- *Shared Org chat and who was in those positions*
- *Provided the resumes of two people we would work with directly*
- *4 personnel total*

4. Litigation

- *Did not disclose*

5. Financial Viability

- *Did not disclose. Provided Duns number but was unable to see what the results were.*

6. Licensure/Certification

7. Certificate of Insurance

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: EW Visions LLC

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

- *Provided COI*
- *Sufficient coverage*

II. Proposed Services

1. Services to be Provided

- *Provided basic requirements of the projects*
- *Very generic descriptions of what they planned to do*
- *Unable to find the connection to highway safety*
- *The only mention of highway safety was from our prompted request of media which appeared to be copy and pasted based on the formatting difference from the rest of the application.*
- *Vague descriptions of their project plan, but it seemed backwards and contradicting to the rest of the application.*

2. Implementation – Work Plan

- *Shared it would take six weeks to complete, including an outdoor motorcycle video. Not sure how they plan to do that in Maine.*
- *Provided a plan did not include dates. Shared it would take 6 weeks for the project to complete. It seems a little quick.*
- *Work plan did not share who we would be specifically working with within the company for each step.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: EW Visions LLC

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- *Organization Qualifications and Experience*
 - *Overview of Organization*
 - *Founded in Tallahassee, FL in 2018*
 - *Provides short films, documentaries, educational training videos, animations, motion graphics, commercials, and other advertisements.*
 - *They have Acord liability insurance.*
 - *Subcontractors*
 - *Partners with Cumulus Media to promote successful marketing campaigns.*
 - *Organizational Chart*
 - *Eddie Williams Jr – CEO*
 - *Audrey Lewis – Project Manager*
 - *Jacques Bell – Videographer*
 - *Chenile Edwards – Graphic Designer*
- *Proposed Services*
 - *Services to be Provided*
 - *11 :30 second TV spots that are also formatted for digital/social media*
 - *11 :30 second radio spots*
 - *2 Safe Driving Buck Slips (they specifically mentioned Mature Driver and Speed)*
 - *2 Safe Driving Tri-Fold Brochures (they specifically mentioned Move Over law and Unattended Passenger)*
 - *1 15-minute Motorcycle Safety Education Video*
 - *Cost - \$35,000.00*
 - *Implementation – Work Plan*
 - *Idea development – script and story board idea, identify deliverables, R&D for presentation*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: EW Visions LLC

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

- *Pre-production – Screening, logging, digitizing, duplication, and continued design. Identify potential hardware needed for presentation.*
- *Production – Record all necessary material. Not very descriptive.*
- *Post-production – Editors “work their magic” to piece together shots, add music, sound effects, and any special effects if needed.*
- *Experience*
 - *Alabama Department of Public Health*
 - *Made 7 training and educational videos to help bring awareness to all women, especially underserved and uninsured women, on breast and cervical cancer.*
 - *March-June 2023*
 - *Gadsden County School Board*
 - *Created a training and awareness video for staff, students, and parents in reference to how the school board were preparing and executing the appropriate Covid-19 CDC protocols*
 - *August-September 2020-2021*
 - *Kingdom Life Preparatory Academy*
 - *Since 2018, creating educational training videos and ongoing advertising and marketing campaign videos to help increase student enrollment and awareness.*
- *They did not follow the proper format and included 6 different files.*
- *Included video examples in separate files.*
- *Overall proposal reads more like a resume/cover letter and seemed more generic in nature.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Results Marketing & Design, Inc. d/b/a Ethos

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Based in Maine*
- *In-house broadcast and video department*
- *Has worked with clients across various sectors, deeply rooted in Maine's culture and values*
- *Qualifications include in-house resources and storytelling expertise*
 1. *Storytelling that creates emotionally resonant and engaging stories that motivate audience*
 - a. *Also notes that they can be flexible and collaborative – open to other ideas?*
- *VIP Video examples have numerous occasions where drivers/passengers do not appear to be buckled / however when in the garage, both persons are wearing safety goggles*
- *Go Your Way – Maine video examples also have numerous occasions where drivers do not appear to be wearing seat belts*
 1. *Would have liked to see more attention to detail here*

2. Subcontractors

- *Clearly listed, provides contact information*

3. Organizational Chart

- *All staff listed*
- *Primary staff have biographies included*

4. Etc.

- *Dun & Bradstreet – Low risk*
- *No litigation listed*

II. Proposed Services

1. Services to be Provided

- *Omits "Safe" in Safe Driving Buck Slips*
- *Recommends combining age groups*
 1. *MeBHS separates out the age groups specifically in the RFP / would need to look closely to see if the combining age groups would be a good fit for PSAs*
- *Phase 1 states "We won't approach the work with preconceived notions of success, We understand that you require a thoughtful*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Results Marketing & Design, Inc. d/b/a Ethos

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

partner who can swiftly grasp your programs and priority audiences to build a strategic framework – however in the previous section, they suggest combining the targeted audiences, this feels contradictory

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2. *Implementation – Work Plan*

- *Uncomfortable to read because of long-form spreadsheet*
 1. *Would like more detail about actual timing, not just blocked out dates*
- *Plans to use clear and simple messaging that does not exceed an 8th grade reading level*
 1. *While this feels low, I do think it is accurate and lends to a wider range of readers overall*
- *Random blank page in the middle of the work plan – would have liked to see more attention to detail here*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Results Marketing & Design, Inc. d/b/a Ethos

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Great overview with relevant work experience*
- *The graphic design example looks to be more for digital, with no real print media. But you can see that they are skilled with what was submitted.*
- *Did a really good job at taking a bigger company like VIP and making a personal spot. Made sure to have everyone wear safety glasses in garage setting.*
- *MMTA Hype Video, solid longer form video that is personable. But when looking at the YouTube Channel they linked to, the first video I clicked “Go. Your Way. Maine Rob Nixon S2 Episode 1” has someone driving unbuckled in the opening seconds.*
- *Department of Labor Videos – Well shot and with personal stories and recognizable state locations.*

2. Subcontractors

- *To be used for Drone Pilots, Production/Animation, Grip and Electrical, and Post-Production House. All are vetted.*

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3. Organizational Chart

- *Names and Titles for everyone.*
- *Name, titles and details of who would be working the account.*

4. Etc.

II. Proposed Services

1. Services to be Provided

- *Clearly state what the proposal is designed to do.*
- *Says who will be handling what duties, who the target audience is,*
- *Includes the reading level, the print material with plan for.*
- *Weekly Meetings*
- *Page 5 is blank, not sure if something is missing or if it was included on accident.*
- *5 step process and give details for what is in each step.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Results Marketing & Design, Inc. d/b/a Ethos

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

2. Implementation – Work Plan

- *Calendar very difficult to follow due to sizing.*
- *Time frames look practical.*
- *Date are given for when each thing will be worked on and completed by.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Results Marketing & Design, d/b/a Ethos

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Located in Westbrook ME*
- *Over 20yrs of experience*
- *Have worked with MDOL, VIP Tires, Maine Motor Transport Association*
- *Specialize in creating emotional and engaging stories*
- *Great overview with relevant work experience*
- *Media Examples:*
 - 1. VIP Tires & Service*
 - *Brand elevation campaign*
 - *Scripted with Actors*
 - *TV Broadcast commercials*
 - *Shared 30sec commercials as well as print media*
 - 1. Maine Motor Transport Association*
 - a. 30min episodes that air on YouTube*
 - b. Unscripted, Candid interviews*
 - c. Experience getting action shots of moving vehicles*
 - d. Shared 30sec hype video*
 - e. Examples show unbelted operators*
 - f. Set in the winter, yet showed some random summer clips*
 - 2. Maine Dept of Labor*
 - a. Statewide initiative to increase awareness in apprenticeship program*
 - b. Shared real life testimonials*
 - c. Campaign included digital ads, video, and web media*
 - d. Did wear proper gear and showed safe practices*

2. Subcontractors

- *Plans to use 6 subcontractors. Provided contact information for all subcontractors*
- *Did also explain their subcontractor selection process*
- *Drone Pilot, Production & Animation, Grip & Electric, Post-Production*

3. Organizational Chart

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Results Marketing & Design, d/b/a Ethos

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *Provided Org chart with employees- Very large, included their job descriptions*
- *Nearly 60 employees*
- *Shared who would be working directly on the account itself*

4. *Litigation*

- *Did not disclose*

5. *Financial Viability*

- *Shared Dun & Bradstreet Snapshot*
- *Overall Business Risk: Low-Moderate*

6. *Licensure/Certification*

7. *Certificate of Insurance*

- *Provided proper COI*
- *Sufficient coverage*

II. *Proposed Services*

1. *Services to be Provided*

- *Included required services*
- *Provided in depth descriptions and examples of their process*
- *5 phase plan. Shared the who, what, how*

2. *Implementation – Work Plan*

- *Shared a work plan, but didn't go into to detail on how they were going to do these things*
- *Included month to month timeline- hard to understand*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Results Marketing & Design, Inc.

DATE: 1/17/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- I. *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *Based in Westbrook, ME.*
 - *They have completed projects for Maine Department of Labor, VIP Tires & Service, and Maine Motor Transport Association.*
 - *Provided 2 examples of video PSAs for VIP. Looked to be well done.*
 - *Video PSA examples for MMTA highlight their show they did for MMTA called Go Your Way Maine. Also looked to be well done.*
 - *Video PSA for Maine DOL was also well done. Good shots that captured the look and feel of Maine.*
 - *Did not see any examples of print materials they've created.*
 2. *Subcontractors*
 - *They use subcontractors for drone pilots, production/animation partners, grip and electric, and post-production.*
 3. *Organizational Chart*
 - *Has nearly 60 employees.*
 - *Their organizational chart was well done and included pictures of all of their employees along with some brief descriptions of several of them.*
- II. *Proposed Services*
 1. *Services to be Provided*
 - *Their included work timeline was a spreadsheet and was a bit confusing to understand.*
 2. *Implementation-Work Plan*
 - *They elected to provide a recommendation to change a target audience from what we had put in the RFP for what we are looking for.*
 - *File contained blank pages, unsure if this was intentional.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Luminous

DATE: 1/14/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Based in Rhode Island*
- *Multiple mentions of understanding of Public Safety goals and messaging – this is not supported in the rest of the proposal.*
- *Closest example provided that is relevant to BHS/DPS/Public Safety messaging is Project Three, with Rhode Island Lottery.*
 1. *I would have liked to see something more closely related or better example/explanation of work that indicates Public Safety messaging goals.*
- *Two owners are on every video shoot and involved with every step of the project*
- *Proposal indicates all work is in-house*
- *Terrance Joyce has TSI Communications Skills for the Highway Safety Professional certificate*

2. Subcontractors

- *None are listed, however there is mention of them being used many times throughout the proposal*

3. Organizational Chart

- *Members of organizational chart and biographies are listed, however this is not done in a 'chart' manner*

4. Etc.

- *Did not follow instructions – required by RFP to submit in at least 4 separate files, only ONE file submitted*
 1. *No attention to detail*
- *Submitted what appears to be a PowerPoint presentation saved as a PDF – very uncomfortable to read with such poor formatting.*
- *No Dun & Bradstreet provided*
- *No litigation provided*
- *Past work includes that it has been completed in English and Spanish*

II. Proposed Services

1. Services to be Provided

- *Outsourcing print media*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Luminous

DATE: 1/14/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

1. *“Luminous anticipates using subcontractors for specific aspects of the project...” – this contradicts their prior statement that all work is done in house*
2. *If using subcontractors they must be listed in the proposal, as per the requirements of the RFP.*
 - *Focuses heavily on scripted storytelling instead of any personal experiences*
 - *Notates to film during optimal weather conditions with professional riders and instructors for Motorcycle Safety video*
2. *Implementation – Work Plan*
 - *Work Plan is listed out, however also mentioned that Luminous is aware it may be necessary to prioritize select deliverables for earlier completion*
 - *No reference to NHTSA calendar*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Luminous

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *The projects shown were relevant, well done and relatable.*
- *The graphic design for 988 was modern and easy to read.*
- *The CCRI videos and spots had great shots and were well done. I prefer the content in the longer videos compared to the spots. Having the student talk would have been more powerful.*
- *Unable to view the risla(?) video, and due to the font, I am not sure if the second letter is an “i”. The color selection is nice. Name works better in all caps.*
- *The projects listed on page 7 are out of order from project on page 23 onward. This led to a lot of scrolling back and forth to see if something was missing. Also, extra projects listed on page 23 onward, some aren’t listed on page 7 leading to more confusion.*

2. Subcontractors

- *Will use subcontractors, for specific aspects of project, like printing services, voice actors and talent. No contact information or description of who the subcontractors are.*

3. Organizational Chart

- *Gave a good breakdown of who handles what with names, titles and descriptions.*

4. Etc.

- *Nothing about litigation*
- *Proposal submitted in one big file, and portrait pages were scrunched to landscape making it hard to read. Also, things are a bit out of order with the starting with project descriptions, going details about the team, work schedule, then back to projects.*

II. Proposed Services

1. Services to be Provided

- *Solid breakdown of creation of video, radio, print and education video. Includes thoughts about demographics,*
- *Included desired outcomes of the project.*
- *“Secure locations” Not sure if that will be local to Maine*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Luminous

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

- *Once again, no listing of who will be used for subcontractors.*
 - *Lists different types of formats for PSAs that could work.*
2. *Implementation – Work Plan*
- *Month and week break down, with who is responsible for what, and notes saying what the objective is for that time period.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: Luminous

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Founded in 2011*
- *Located in Rhode Island*
- *Two Owners are involved in every in-house aspects of a project*
- *Tailored to MeBHS. Did not feel like a generic application*
- *Would have liked to see it in a different format. Hard to read documents and not organized to make it flow*
- *Noted that they have primarily Public Safety clients but was difficult to find direct correlation.*
- *Project Examples: shared specific examples of their services in each. Would have liked to see more Public Safety client examples.*

1. Rhode Island Student Loan Authority

- a. Animation*
- b. Clear messaging throughout*
- c. Shared print media and visual media*
- d. Provided subtitles in English*
- e. Easy to read wording on screen, not too quick, but engaging*
- f. Not sure animation is a good strategy for all of our media, but could definitely serve a purpose*
- g. Clear voice over voice. Sounds like a human not robotic*

2. Community College of Rhode Island

- a. Shared example of 15sec visual.*
- b. Shared example of 30sec visual*
- c. Real testimonials of people, but not told by that person (voice over) – 30sec*
- d. Shared a 3min testimonial with real people and real voices*
- e. Apparent each video has it's own style to align with what point was intended*
- f. Drone usage*
- g. Shared example of a 10min video as well. Showing how they are capable of completing our requirements*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: MEDIA PRODUCTION

BIDDER NAME: Luminous

DATE: 01/14/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Highway Safety

- *Provided appropriate COI*
- *Not for current policy. Can not determine if they are currently covered.*

II. Proposed Services

1. Services to be Provided

- *Shared required media deliverables*
- *Tailored to BHS*
- *Plans to use scripts and actors*
- *Shared in detail what happens during every step of their process*
- *Detailed their process for radio and print media production*

2. Implementation – Work Plan

- *Included a simple timeline summary sharing which month they plan to utilize for each step*
- *Within appropriate timeline*
- *Workplan highlighted who would be do what during each timeframe.*
- *Unclear who would be directly working with us or how those meetings with take place.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Luminous

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *15 years of experience, founded in 2011*
- *Producing media campaigns for organizations across the country, ranging from state agencies to educational institutions.*
- *Specializes in delivering TV and radio spots, educational videos, and print materials.*

2. Subcontractors

- *Printing services for brochures and buck slips*
- *Voice actors and talent*

3. Organizational Chart

- *Terrence Joyce – Strategy & content development*
- *Bryan Roberts – Director of Photography*
- *Ryan Buttie – Sound Recordist & Founder*
- *Jeff Palmer – Content manager & director*
- *Patrick McCarthy – Videographer & video editor*
- *Francisco Tang – Motion graphics designer & animator*
- *Georgia Barrett – Lead designer*
- *Paul Centofani – Designer*
- *Steve Bermundo - Illustrator*

II. Proposed Services

1. Services to be Provided

- *TV & digital media production*
- *Radio spot creation*
- *Print media production*
- *Motorcycle Safety Education Video*

2. Implementation – Work Plan

- *Weekly timeline given beginning February and ending in September*
- *Proposed cost - \$190,000*
- *No mention of specifics (how many TV & radio spots, etc.)*

- *No litigation mentioned*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Luminous

DATE: 1/15/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

- *PSA examples were well done.*
- *PSA for 998 suicide hotline also included a Spanish example.*
- *Provided good examples for RI Lottery for printed items as well as videos.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: LV Productions

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Small organization*
- *Located in California – No location mentioned in Maine or New England*
- *Is a “full-service video production agency” – we are looking for more than just video production.*

2. Subcontractors

- *None listed, but use of subcontractors is listed*

3. Organizational Chart

- *Poorly executed*
- *No design/concept person listed on chart, but based on duties listed, the Founder/Producer (Vlad Lapich) takes on this roll. - unclear*

4. Etc.

- *No Dun & Bradstreet report listed*
- *No print media listed*
- *Not in requested formatting*
- *Throughout the proposal, it reads as if multiple people have written different sections*
- *Poor grammar*
- *Poor examples – examples do not have any relativity to Maine Bureau of Highway Safety or Traffic Safety in general.*
- *Unclear how a company based in California will provide video production for Maine Bureau of Highway Safety – no mention of how filming in the state of Maine will be completed.*
- *Project 3 appears as though this was a collaboration with Freshpaint (Client) and LV Productions – LV Productions only handled scripting, on-site interviews, and post production editing to highlight each testimonial’s unique story.*
- *Lack of attention to detail.*

II. Proposed Services

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: LV Productions

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

1. *Services to be Provided*

- *On-Location and In-Studio filming is listed – No mention of how/where “On-Location” is going to take place*
- *Proposed Services lists out the deliverables as written in the RFP, but the breakdown of Overview, Key- Objectives, Strategy and Technical Capabilities seems redundant.*
- *Mention of Buck Slips and Brochures being created in Adobe InDesign and Illustrator, but no work to show as prior examples.*
- *Producer/Founder is available by phone, email and video conferencing – No ability to meet in person.*
- *On-Location filming mentioned again regarding Motorcycle Safety Education video – however, no mention of actual location*

2. *Implementation – Work Plan*

- *Mention of casting, but no mention of subcontractors*
- *Timeline is provided, but not very in-depth or thought-out.*
- *All dates are 2024, not 2025*
- *Motorcycle video is planned for June shooting*
- *Still no mention of location*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: LV Productions

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *The opening bit lack personalization as a one size fits all paragraph.*
- *Berkeley spot, nice shots and transitions that line up well with the script. Does give a sense of pride.*
- *Fast Checkout nice simple humor, and some nice shots.*
- *The longer testimonial video shots weren't the most interesting with no good visual examples. Very easy to zone out while watching.*
- *No examples really focus on safety or related to it.*
- *No print, or graphic design examples.*

2. Subcontractors

- *Not stated if it will be used or not.*

3. Organizational Chart

- *Chart is a little hard to follow as its on two pages and nothing lines up well.*
- *Descriptions say who does what but a little generic.*

4. Etc.

- *Proper formatting for RFP not used. Also everything is sent in multiple files. Some of the files that should just be attached need to be downloaded separately. Leading to confusion on if I had everything.*

II. Proposed Services

1. Services to be Provided

- *Each aspect is covered, and includes key objectives, what they will be using to complete the task, and the strategy.*
- *Helmet shot for MC Video, and equipment used*
- *Included safety and compliance*
- *Are voice over talents subcontractors or inhouse?*

2. Implementation – Work Plan

- *Bi-Weekly Check ins*
- *Point of Contact are available by phone, e-mail, and video conferences. Due to the distance does that mean no in person meetings?*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: LV Productions

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

- *TV spot planned filming in March, It doesn't sound like they know what March is in Maine. Even people in Maine don't know what that month will hold weather/temperature wise as it's a bit of a wildcard.*
- *Final delivery planned for the end of August, 2024.*
- *Weekly/month game plan with who is responsible for what*
- *Plans for weather delays, but since tv filming is planned for March, the whole thing could be delayed. With distance, unsure how logistics will work out.*
- *Months are missing. A lot done in Feb, March, and a bit in June, the rest are given a blanket "Post Production"*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: LV Productions

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Headquarters in Los Angeles, CA*
- *Established in 2018*
- *Difficulty navigating through the files*
- *Lacks personalization to MeBHS*
- *Media Examples: Nothing to show relation with Public Safety or Highway Safety*

1. UC Berkely- Institution

- a. *Produced 15 deliverables for \$150K*
- b. *30 second media*
- c. *Music, Voiceover, Video all matched what they wanted to share*

2. Fast Checkout- Financial Technology Start Up

- a. *Unique way to market an app. Simple Humor*
- b. *Used video, fun animations*
- c. *30 second commercial*

3. Freshpaint- Not really sure what the intent was

- a. *Customer testimonial*
- b. *Not very engaging*
- c. *3min video*

Did not provide print or graphic design examples

2. Subcontractors

- *Did not disclose*

3. Organizational Chart

- *Provided Org chart with employees- 7 employees total*
- *Poor Quality Visual*
- *Vlad- Founder + Producer*
- *Nick- Senior Video Editor*
- *Yan- Senior Animation Artist*
- *Camera Operators/Photographers: David, MJ, Jack, Eli*

4. Litigation

- *Disclosed currently not in litigation*

5. Financial Viability

- *Did not disclose or share it is pending*

6. Licensure/Certification

- *Did not disclose*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: LV Productions

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

7. *Certificate of Insurance*
 - *Provided proper COI*
 - *Sufficient coverage*
- II. *Proposed Services*
 1. *Services to be Provided*
 - *Included required deliverables*
 - *Did not share specific examples customized to Highway Safety besides basic deliverables*
 - *Shares brands of equipment they use*
 - *Plans to use drones and shared how (commercial vehicles)*
 2. *Implementation – Work Plan*
 - *Included month to month timeline (did not include proper dates, 2024)*
 - *Shared who would be doing what from the company during each “milestone”*
 - *Did include risk mitigation and communication plan*
 - *Will there be any in-person meetings?*
 - *Video Planning- March. March is not a great time to film in Maine.*
 - *Did not share any further information for the large distance gap.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: LV Productions LLC

DATE: 1/17/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Headquarters in San Francisco and Los Angeles.*
- *First project example was a video for UC Berkeley. Appeared to effectively show the appeal to prospective students of what life would be like as a student at the school.*
- *Second project example for Fast Checkout. Did not feel as authentic as their first project example for UC Berkeley.*
- *Third project example for Freshpaint. This was well done and more on par with their UC Berkeley project.*

2. Subcontractors

- *Unsure about subcontractors? Saw no mention*

3. Organizational Chart

- *Organizational chart consists of Founder Vlad Lapich, Senior Video Editor Nick Kulyasov, Senior Animation Artist Yan Shatsila, and Camera Operators/Photographers David Topete, MJ Vallejo, Jack Delulio, and Eli Zaturanski.*

II. Proposed Services

1. Services to be Provided

- *For services, they would use both on-location and in-studio filming.*

2. Implementation – Work Plan

- *No litigation.*
- *For services, they would use both on-location and in-studio filming.*
- *They would use subject-matter experts and gave the example of pediatricians for Child Passenger Safety segments.*
- *Their work plan was easy to follow with identified weeks for a timeline, what would happen during that week, and who would be responsible for handling it from them.*
- *They will plan to check in bi-weekly.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Sutherland Weston, Inc. dba: Sutherland Weston Marketing Communications

DATE: 1/21/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Based in Bangor, ME*
- *In-house team*
- *Clear descriptions of projects*
 1. *Project descriptions provide notes regarding how the work provided by Sutherland Weston helped their company/brand.*
- *Convenient to have all video examples on one webpage*
- *Good examples of previous work/projects*
 1. *CHLB Mask Up for ME (Butter Flakey Crust Couple) – clear voiceover/did not seem natural or fitting, though comedic and seemed intentional when “wife” spoke at the end*
 2. *MMG - Same couple from Buttery Flaky Crust commercial?*
 3. *MMG - All examples have the same music intro and outro – consistent, but no variety. *Possibly intentional/at request of MMG*
- *Good example of work relating to MeBHS / MMG Insurance*
- *Wide variety of video lengths*
- *No print media examples*

2. Subcontractors

- *None listed*
- *All in house*
- *“All deliverables will be completed in-house by our team” – File 3, pg. 8.*

3. Organizational Chart

- *Clear and concise with a brief bio on all employees*
- *Responsibilities listed for each employee*

4. Etc.

- *Low-Moderate risk on Dun and Bradstreet report*
- *No mention of litigation*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Sutherland Weston, Inc. dba: Sutherland Weston Marketing
Communications

DATE: 1/21/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

II. Proposed Services

1. Services to be Provided

- *Clear, based on services listed in RFP*

2. Implementation – Work Plan

- *Work plan advises collaboration with MeBHS, but written overview does not lend to following NHTSA calendar of events*
- *Based on written overview - Plan to shoot motorcycle video during June – lends to good knowledge/understanding of Maine weather*
- *Based on written overview – intends to provide all projects at end of term/Fiscal year – no mention of delivering projects as ready*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Sutherland Weston

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Details on each project are detailed and show how they relate to safety.*
- *Personalized for Highway Safety.*
- *Example videos have a good mix of creativeness and concepts.*
- *Educational videos the script matches video content.*
- *Print media was talked about in each project, and a description was given, but it would have been better to see what was created.*

2. Subcontractors

- *All in-house.*

3. Organizational Chart

- *Clear and easy to read, with a breakdown of who does what.*

4. Etc.

- *Litigation not noted.*

II. Proposed Services

1. Services to be Provided

- *Personalized with desired outcomes for changing driver behavior.*
- *No examples of potential types of PSAs. Testimonials, Dramatizations, etc. But it does say what they want to accomplish in the PSA*

2. Implementation – Work Plan

- *The timeline shows what will happen each month, and easy to read.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Sutherland Weston

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Located in Bangor ME*
- *Personalized towards highway safety*
- *Work Examples:*
 - 1. Mask up for ME*
 - a. Utilized camera angles, fun aspect of having kids share an advertisement, appeals to three age groups*
 - b. Captured the look and feel of Maine*
 - 2. MMG Insurance*
 - a. Distracted Driving PSA – actors. Set in Maine,*
 - b. Winter Driving PSA- used an actor and physical examples not stock*
 - c. Horse Drawn Buggy PSA*
 - d. Overall, these examples show their ability to produce pieces on traffic safety*
 - 3. Bangor International Airport*
 - a. Captured the right audience in a fun and engaging way.*
- *They did not share any print media*

2. Subcontractors

- *All work will be done internally*

3. Organizational Chart

- *Provided Org chart with 7 employees*
- *Shared responsibilities for each employee*
- *Elizabeth- CEO & Brand Strategy Director*
- *Shelley- VP, Director of Client Services*
- *Jaimie- Client Production Manager*
- *Makaila- Digital Content Strategist*
- *Sherado- Graphic Designer*
- *Ric- Audio/Visual Idea Engineer*
- *Paul- Video Production Specialist*

4. Litigation

- *Did not provide*

5. Financial Viability

- *Shared Dun & Bradstreet Snapshot*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Sutherland Weston

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *Overall Business Risk: Moderate*
- 6. *Licensure/Certification*
- 7. *Certificate of Insurance*
 - *Provided proper COI*
 - *Sufficient coverage*
- II. *Proposed Services*
 - 1. *Services to be Provided*
 - *Included required deliverables*
 - *Touched on all elements of each deliverable*
 - *Included target audience and what would be their target PSA*
 - *Generic production process: no mention of Highway Safety*
 - 2. *Implementation – Work Plan*
 - *Shared accurate work plan start/end dates*
 - *Included month to month timeline*
 - *Shared who would be working with us during each step*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Sutherland Weston

DATE: 1/21/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- I. *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *Located in Bangor, ME.*
 - *Marketing & PR agency with over 20 years of experience.*
 - *Media examples provided via website link that seemed to be specifically created for us. The videos for MMG insurance were driver-safety related. They had a Maine look and feel and were effective in delivering their message. They were well done.*
 - *Did not see any examples of print media.*
 2. *Subcontractors*
 - *They specifically mentioned nothing will be delegated to subcontractors.*
 3. *Organizational Chart*
 - *Organizational chart was well done to include pictures of all personnel and a description of what they do.*
- II. *Proposed Services*
 1. *Services to be Provided*
 - *They specifically mention each type of PSA they will create for us along with the intended age ranges.*
 2. *Implementation-Work Plan*
 - *Work timeline outlines specific dates, what will be accomplished, and with whom from their team. It was easy to follow and understand.*
 - *Did not find whether they had any pending litigation.*
 - *Entire proposal seemed to have extra effort put into it to make it personalized for BHS.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Theriot Productions LLC

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Cool name, how do we pronounce it?*
- *Based in Maine, recently moved company here from Connecticut.*
- *Clear and thorough*
- *Projects do not really align with what we are asking for, however do provide an understanding of the work done.*
- *No examples provided*
- *No projects longer than 2 minutes are listed*
- *Overview references an Amazon Prime movie, with no other mention of it throughout the proposal.*
- *Overview mentions a YouTube channel, with no mention of it elsewhere.*

2. Subcontractors

- *Extensive list of subcontractors*
- *Lacking contact information for many of them.*

3. Organizational Chart

- *Lacking / Unclear who will be in each role*

4. Etc.

- *Proposal reads more like an essay than a proposal.*
- *“N/A” listed for Litigation – this is applicable and is a requirement of the RFP.*
- *No Dun & Bradstreet profile. Screenshot shows “Company Pending” – Based on overview, Theriot Productions LLC moved to Maine in 2023 (unsure which month), email screenshot from December 31, 2024, indicates that the D-U-N-S number application still needs to be submitted.*

II. Proposed Services

1. Services to be Provided

- *Research & Ideation states “Collaborate with Bureau of Highway Safety to refine project goals...” – Our project goals are already determined and listed in the RFP.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Theriot Productions LLC

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *Conclusion states “we will meet and exceed the program’s expectations.” – This proposal is lacking backup of that statement especially since there are no examples of work.*
2. *Implementation – Work Plan*
- *No mention of WHO the Project Manager is – however, they will oversee all phases for the work plan?*
 - *Work Plan calendar is unclear / lacking information – colored blocks indicate what month each task will be completed, but no elaboration provided for timeline.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Theriot Productions LLC

DATE: 1-13-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Intro paragraph is specific to Maine but not personalized to whom they are writing the proposal too.*
- *Lists Saranate, Youtube Channel, but no link or details on what it is.*
- *Each Project listed is a video project with a different focus. One is a marketing campaign for Renewal by Andersen, next is for summer camp (and digital), last is an explainer video.*
- *Information is given about each, and what services were provided but no links to video to see what was created.*
- *No Examples of graphic design or print media were given.*

2. Subcontractors

- *There are 17 Subcontractors listed.*
- *Subcontractors are from across the country and world. Some don't have contact information, such as a phone number or e-mail, or address.*
- *The person handling the print media doesn't have contact information.*

3. Organizational Chart

- *The chart is simple to follow, but not sure who does what, and which of those positions are in house as there are a lot of subcontractors.*

4. Etc.

- *N/A given for litigation.*
- *Dun and Bradstreet pending.*

II. Proposed Services

1. Services to be Provided

- *Good Detail given for film, radio and print and who will do what.*
- *I'm not sure why a costume department is needed for a brochure.*
- *Some people named as working on this are subcontractors without contact information.*
- *Unsure what types of PSAs they have in mind for us.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Theriot Productions LLC

DATE: 1-13-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

2. Implementation – Work Plan

- *The calendar shows the tasks by month.*
- *Doesn't say when each item will be worked on or given set deadline dates for each item.*
- *The colors picked for saying who is internal and who is a subcontractor is really difficult to tell apart.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Theriot Productions LLC

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Located in Augusta ME*
- *Founded in 2019*
- *Did not provide video or graphic examples. Description only. Sounds like great examples but need to see the end product to be able to get a real feel for their work.*
- *Application does not feel personalized to Maine Highway Safety*
- *Did provide all of the necessary requirements in an easy to read document*

2. Subcontractors

- *Plan to use 17 subcontractors*
- *Included contact info for some of the subcontractors, but there is a lack of contact information*

3. Organizational Chart

- *Nate & Sara are producers, actors, owners,*
- *Ben- Founder but not sure of his current involvement*
- *Provided generic organizational chart, did not include the specific people*

4. Litigation

- *Not currently in litigation? Unsure if that is what they meant by putting "N/A"*

5. Financial Viability

- *Recently relocated to Maine. Dun & Bradstreet is pending*

6. Licensure/Certification

7. Certificate of Insurance

- *Provided accurate COI*
- *Sufficient coverage*

II. Proposed Services

1. Services to be Provided

- *Did not include required projects. Was just very broad*
- *Only one instance of personalization towards Bureau of Highway Safety*
- *Plans to hire actors and create scripts*
- *Shared who would be doing what for what part by name*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Theriot Productions LLC

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *Did share what they would be doing during their Pre-Production, Production, Post-Production processes*
2. *Implementation – Work Plan*
- *Hard to understand work plan visual*
 - *Does not define weeks each task will take*
 - *Doesn't share what will happen during those tasks*
 - *Majority of the work is being handled by Subcontractors.*
 - *Did outline what task would be done by month. Planning to film in April-June*
 - *Did define what work would be done in house and subcontracted*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Theriot Productions LLC

DATE: 1/21/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

- I. *Organization Qualifications and Experience*
 1. *Overview of Organization*
 - *Did not see any examples of print materials they've created.*
 - *Founded in CT in 2019 by brothers from Maine but relocated back to Maine during Covid pandemic.*
 2. *Subcontractors*
 - *They will use subcontractors for camera operator (NY-based), sound mixer (MA based), hair and makeup artist (MA based), costume designer (CT based), production assistant (CT based), script supervisor (MA based), gaffer (CT based), casting director (NH based), composer (CA based), art director (RI based), assistant art director (RI based), video editor (Bosnia based), colorist (Italy based), sound mixer (Bulgaria based), brochure designer (MO based), and location scout (ME based).*
 3. *Organizational Chart*
- II. *Proposed Services*
 1. *Services to be Provided*
 2. *Implementation-Work Plan*
 - *Methods and resources were descriptive enough to understand.*
 - *Work plan is somewhat unclear to follow.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Wainwright Park Media Group LLC

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Located in California with an additional location listed in Maine. – Unclear if based in Maine or just a satellite location.*
- *Unclear where shooting location will be*
- *Only one employee/staff listed – Owner/CEO*
- *Owner provides resume – only references themselves as a Line Producer/Post-Production Producer*
 1. *Resume does not indicate Gregory “Grits” Carter is the owner/CEO of Wainwright Park Media Group LLC*
 2. *No mention of Wainwright Park Media Group LLC anywhere on resume*
- *Only projects listed for examples are movies or TV shows. – Does not provide or reference any short-form media.*
- ***No examples***, only projects with very brief descriptions.
- ***No examples*** of radio or print media.
- ***High risk/moderate risk – D&B Report lists stability concerns***
- *Introduction calls this RFP a “video production project” – this RFP is for media creation.*

2. Subcontractors

- *Unclear / None listed*
- *On “Master Calendar” (work plan?) it is noted that Copywriter interviews will be held and someone hired. No additional details provided.*

3. Organizational Chart

- *None provided – only one employee?*

4. Etc.

- *Proposal reads more like a resume than a proposal of services.*
- *Does not provide what is asked for – Proof of insurance*
 1. *Only provided terms and conditions and exclusions of insurance policy, not actual proof of insurance.*

II. Proposed Services

1. Services to be Provided

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Wainwright Park Media Group LLC

DATE: 1/20/2025

EVALUATOR NAME: Kristen Morin

EVALUATOR DEPARTMENT: Bureau of Highway Safety

- *Proposed services – “Talent Sourcing & Casting: Assist in finding and casting suitable actors...” – MeBHS is not finding the talent for this project, that is for the contracted company to do. – This statement leads on that MeBHS will be expected to find the talent.*
- *Extreme lack of description and/or examples regarding print and design for Trifold and Buck Slips.*

2. Implementation – Work Plan

- *No specific work plan provided*
- *Did provide “Master Calendar” – is this intended to be the work plan? – Unclear.*
- *Based on Master Calendar: Creative meetings every other week – except July, August and September*
- *Based on Master Calendar: 6 weeks listed for TV Spots Writing, 1 day for each TV spot production*
- *Based on Master Calendar: 2 days listed for Motorcycle Safety Video Production*
 1. *Master Calendar timelines do not seem reasonable*
 2. *No mention of flexibility*
 3. *No indication of following NHTSA/BHS calendar*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Wainwright Park Media Group LLC

DATE: 1-14-2025

EVALUATOR NAME: Nicholas Brown

EVALUATOR DEPARTMENT: Department of Public Safety – Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Very brief history of company with no personalization to it.*
- *Very brief descriptions of projects given, but no visual examples. No links or videos.*
- *No print examples are given or talked about.*
- *Project pages included twice.*

2. Subcontractors

- *Only listed in risk assessment part. Not listed anywhere else.*

3. Organizational Chart

- *It looks to be just one person, Gregory “Grits” Carter*

4. Etc.

- *Nothing about Litigation.*

II. Proposed Services

1. Services to be Provided

- *They refer to us as the “Department of Public Safety”*
- *Reads more like definitions and not specifically what or how things will be done.*
- *Color Grading & Sound Mixing, brackets are around what’s in the first bullet point.*
- *Unsure who will be doing what.*

2. Implementation – Work Plan

- *Calendar given with day-by-day breakdown, with due dates*
- *Still unsure who will be handling these tasks.*
- *Only 2 days allocated for MC Video Production, and no date of completion for it.*
- *6 weeks of writing radio spots, is a lot.*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Creation

BIDDER NAME: Wainwright Park Media Group LLC

DATE: 01/15/2025

EVALUATOR NAME: Karrie Cormier

EVALUATOR DEPARTMENT: Bureau of Highway Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Est 2014*
- *Did not share video or print examples of work. Very brief descriptions only*
- *Appears owner lives in Maine and Louisiana*

2. Subcontractors

- *Unclear if they plan to use subcontractors*

3. Organizational Chart

- *Only employee appears to be Gregory Carter*
- *Included his resume instead of an organizational chart.*

4. Litigation

- *Unclear/Did not disclose*

5. Financial Viability

- *Provided dun & Bradstreet snapshot*
- *Overall risk: moderate-high*

6. Licensure/Certification

7. Certificate of Insurance

- *Did not provide proper COI*
- *Did share where there is a specific exclusion of drone coverage. Unsure how they plan to capture videos of trucks/moving vehicles*

II. Proposed Services

1. Services to be Provided

- *Included the required deliverables*
- *Plans to use scripts, actors, and voice over artists*
- *Could not tell what they planned to do for each service*
- *Very generic proposed work plan*

2. Implementation – Work Plan

- *Shared calendars of when planned work is to be achieved*
- *No detail as to who would be doing what part*
- *Did not share adequate time for certain projects to be completed*

**STATE OF MAINE
INDIVIDUAL EVALUATION NOTES**

RFP #: 202412215

RFP TITLE: Media Production

BIDDER NAME: Wainright Park Media Group LLC

DATE: 1/21/2025

EVALUATOR NAME: Nathan McLaughlin

EVALUATOR DEPARTMENT: Public Safety

Individual Evaluator Comments:

I. Organization Qualifications and Experience

1. Overview of Organization

- *Company HQ in Bossier City, LA, but CEO located in Denmark, ME.*
- *Founded in 2014.*
- *Produced media content for BET, TVOne, Netflix, and Tubi.*
- *Created the holiday classic Never Alone For Christmas for BET.*
- *Gave no examples of print or video media from past work.*

2. Subcontractors

- *Did not see whether any subcontractors would be used.*

3. Organizational Chart

- *CEO included what looks to be his resume.*

II. Proposed Services

1. Services to be Provided

- *Timelines for completing some of the projects in this RFP did not seem realistic for what they had in their calendar.*

2. Implementation-Work Plan

- *Included a monthly calendar for the work plan outlining what will happen for each week from February through September 2025.*
- *Work plan was not clear on who we would meet with and when.*
- *Did not see whether they have any pending litigation.*
- *Did not see whether there were any other personnel working for the business or that would be doing any work on this project.*



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HIGHWAY SAFETY

Janet T. Mills
Governor

Michael Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202412215
RFP TITLE: Media Production

I, Kristen Morin accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. 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.

Kristen Morin

Signature

Jan 8, 2025

Date



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HIGHWAY SAFETY

Janet T. Mills
Governor

Michael Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202412215
RFP TITLE: Media Production

I, Nicholas Brown accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. 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.

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Nicholas brown

Jan 8, 2025

Signature

Date



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HIGHWAY SAFETY

Janet T. Mills
Governor

Michael Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202412215
RFP TITLE: Media Production

I, Karrie Cormier accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. 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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Karrie Cormier
Karrie Cormier (Jan 14, 2025 10:56 EST)

Jan 14, 2025

Signature

Date



STATE OF MAINE
DEPARTMENT OF PUBLIC SAFETY
BUREAU OF HIGHWAY SAFETY

Janet T. Mills
Governor

Michael Sauschuck
Commissioner

AGREEMENT AND DISCLOSURE STATEMENT
RFP #: 202412215
RFP TITLE: Media Production

I, Nathan McLaughlin accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Public Safety, Bureau of Highway Safety. 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.

Nathan McLaughlin

Signature

Jan 8, 2025

Date