

Entity Name: South Dakota State Government
Event Number: 10099
Event ID: 24RFP24-0904006-019
Event Name: Immunization Program Health Communications & Marketing Services
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 03/15/2024 05:00 PM Central Time
Q&A Cutoff Date: 02/07/2024 10:00 AM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 915-22 Communications Marketing Services; 918-76 Marketing Consulting
Allow Supplier Terms and Conditions: No
Public Responses: No
Display Awardee: Display
Posting Board Status: Published
Event Status: Event Under Review

Section #: Name:

1 Section 1 - 24RFP24-0904006-019

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing; please submit your response as specified in the RFP document.

The Invitation Type for this RFP, designated as "Invitation Only," indicates that vendors who have chosen the applicable NIGP codes for the requested services will receive an autogenerated system email notification. The Invitation Only designation does not impose exclusivity or restrictions on access; it does not limit who can respond. Also, the RFP document is accessible to all interested parties for download via the Central Bid Exchange on OPM's website: <https://sourcing.esmsolutions.com/postingboard/entities/3444a404-3818-494f-84c5-2a850acd7779>.

All vendors are encouraged to download the RFP and submit their proposals following the instructions outlined in the RFP document.

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

1.1.1 Background:

The South Dakota Department of Health Immunization Program is seeking proposals from qualified advertising agencies to continue and expand upon the current statewide Immunization Media Campaigns: "Do You, Not the Flu," "Don't Wait, Vaccinate," and "Protect Your Circle." The program aims to enhance public education and deliver healthcare provider messages while providing information about immunization best practices. The Department of Health is keen on building upon the existing campaign's success. The objective is to extend the reach and impact of these established campaigns further. The selected agencies will contribute to the ongoing efforts of the Immunization Program by proposing innovative strategies for expanding public education initiatives and disseminating crucial healthcare provider information related to immunization practices across the state.

1.1.2 Agency Experience:

The selected Offeror is required to possess a proven track record of success in the following areas:

- **Social Marketing Proficiency:** The Offeror should demonstrate expertise in social marketing, specifically in effecting changes in attitudes and opinions related to health behaviors or pertinent topics.
- **Advertising Excellence:** The Offeror must showcase a comprehensive background in crafting impactful and effective advertising campaigns, encompassing traditional forms such as broadcast and radio, as well as non-traditional channels, including OTT (Over-The-Top) platforms.
- **Digital and Social Media Expertise:** The Offeror should exhibit interactive capabilities to utilize digital and social media platforms strategically.
- **Client-Centric Account Services:** The agency is expected to deliver exceptional client service through its account services and planning, covering strategic planning, counsel, and project management.
- **Client-Centric Account Services:** The Offeror is expected to deliver exceptional client service through its account services and planning, covering strategic planning, counsel, and project management.
- **Localized Media Buying Experience:** The agency must have extensive experience in media buying within the South Dakota region, showcasing the ability to maximize the impact of limited media budgets.
- **South Dakota-Specific Campaign Development:** The Offeror should demonstrate the ability to develop campaigns that are specifically tailored to resonate with South Dakota residents, showcasing an understanding of local culture, values, and nuances to create impactful

and relatable messaging while also exhibiting cultural sensitivity to ensure messaging aligns with the diverse demographics within South Dakota. Additionally, the Offeror should showcase past experience in fostering community engagement through advertising campaigns, demonstrating an understanding of the unique characteristics of South Dakota communities.

1.1.3 Goals and Objects: In pursuit of our mission, the State employs health communications and marketing interventions to address various issues. Our successful approach involves:

- Utilizing a diverse range of messages over time.
- Leveraging multiple media channels to maximize the reach and frequency of our campaigns.
- Creating impactful and high-quality creative content to break through the clutter effectively.
- Adopting an integrated approach, ensuring that all communication efforts, including paid advertising, digital and social media, and community outreach, work harmoniously to drive changes in social norms.
- Drawing from external expertise, incorporating proven ads and strategies from other states or federal organizations to optimize budget utilization.

1.1.4 Campaign Information:

Below is background information for each of the existing campaigns:

1. "Do You, Not the Flu" Influenza Vaccination Campaign

- Created: Fall 2023
- Audiences:
 - o General audiences - All South Dakotans aged 6 months-99 years
 - o Parents
 - o Healthcare providers

2. "Don't Wait, Vaccinate" Childhood Vaccination Campaign

- Created: Fall 2022
- Audiences:
 - o Parents
 - o Healthcare providers

3. "Protect Your Circle" Native America Campaign

- Created: Over five years - periodically updated
- Audiences:
 - o South Dakota Native Americans
 - o Healthcare providers

In addition to these specific groups, the program aims to reach and engage the broader South Dakota population residing within the state. This inclusive approach ensures that all South Dakotans in the state receive relevant and timely information regarding immunization, fostering a comprehensive and community-wide awareness campaign.

1.1.5. Key resources:

- South Dakota Department of Health Immunization Primary Page: <https://doh.sd.gov/topics/immunizations-vaccinations/>
- Child and Adolescent Immunization Schedule by Age (CDC): <https://www.cdc.gov/vaccines/schedules/hcp/imz/child-adolescent.html>
- South Dakota Vaccination Rates: <https://doh.sd.gov/topics/immunizations-vaccinations/>
- Immunize South Dakota:
<https://www.immunizesd.org/>
- South Dakota Department of Health Influenza Page: <https://doh.sd.gov/topics/diseases-conditions/communicable-infectious-diseases/reportable-communicable-diseases/influenza/>
- Protect Your Circle-South Dakota Facebook page <https://www.facebook.com/protectyourcircle/>

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The South Dakota Department of Health Communications Teams is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, Department of Health. The reference number for the transaction is RFP #24-0904006-019 This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 LETTER OF INTENT

Interested offerors must submit a Letter of Intent to respond to this RFP.

The letter of intent should be received on February 16, 2024, by 5:00 p.m. CST.

Letter of Intent received after the deadline will be late and ineligible for consideration.

The Letter of Intent must be submitted to The Communications Team via email at DOHMediaVR@state.sd.us. Please place the following in the subject line of your email: "Letter of Intent for RFP #24-0904006-019, (Business Name)".

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication February 7, 2024,
Letter of Intent to Respond Due February 16, 2024, by 5:00 PM CST
Offeror Questions Due February 16, 2024, by 5:00 PM CST
Responses to Offeror Questions February 28, 2024
Proposal Submission March 15, 2024, by 5:00 PM CST
Oral Presentations/discussions (if required) April 16-19, 2024
Anticipated Award Decision/Contract Negotiation June 1, 2024

1.5 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Department of Health by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

An electronic PDF version must be e-mailed to DOHMediaVR@state.sd.us.

Please place the following in the subject line: Immunization Program Health Communications & Marketing Services RFP #24-0904006-019, and "YOUR OFFEROR'S NAME."

• If the file is too large to send via e-mail, please provide an alternative option through an FTP site or Dropbox with secured access. Please inform the Communications Team of this in an e-mail with access instructions.

The cost proposal must be in a separate e-mail labeled Immunization Program Health Communications & Marketing RFP #24-0904006-019 COST PROPOSAL and "YOUR OFFEROR'S NAME."

All proposals must be signed by an officer of the responder legally authorized to bind the responder to the proposal on the form intended by the respondent. If the bidder chooses to submit an electronic copy, an electronic signature may be provided. Proposals that are not properly signed may be rejected. If the bidder chooses to send the form, it must be in a sealed envelope and should be marked with the appropriate RFP Number and Title.

RFP forms should be addressed and labeled as follows:

REQUEST FOR PROPOSAL #24-0904006-019,
STATE POC: South Dakota Department of Health,
Attn: Communications Team
600 East Capital Avenue
Pierre, SD 57501

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

See attached RFP document