



## **Request for Quotes**

Mississippi Department of Mental Health  
Bureau of Outreach Planning and Development  
Media Buys for the  
Stand Up, Mississippi Campaign

**Contact: Toni Johnson**  
**MS Department of Mental Health**  
**239 North Lamar St.**  
**Jackson, MS 39201**  
**601-359-1288**

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**Date: Tuesday, October 23, 2018**

## **Introduction**

The Mississippi Department of Mental Health (DMH) certifies, provides and/or financially supports a network of services for people with mental illness, intellectual/developmental disabilities, and substance use disorders. It is DMH's goal to improve the lives of Mississippians by supporting a better tomorrow one person at a time.

The Bureau of Outreach and Planning is responsible for the agency's strategic planning process including the DMH Strategic Plan and the Legislative Budget Office Five Year Plan. The Bureau also oversees internal and external communications, public awareness campaigns, external trainings, suicide prevention, and a variety of special projects.

## **Project Overview**

While DMH shoulders significant responsibility for implementing the system, numerous agencies and organizations serve as invaluable partners in the statewide substance use awareness campaign known as Stand Up, Mississippi. The communications consultant engaged for providing the marketing campaign described herein will assist DMH and key partner organizations by soliciting and securing media buys for digital, television, radio, outdoor, and print media statewide using *specific messaging developed* for Stand Up, Mississippi by their creative design firm. Targeted audiences for this contract shall be working class, ages 24 – 55 in high-risk occupations, such as construction industry, food service industry, farming, transportation, accommodations, and any other high-risk occupation as determined by DMH.

## **Deadlines/Timelines**

Contract RFQ Issue Date	October 23, 2018
Quote Submission Deadline	November 6, 2018 @ 4:00 p.m. CST
Quote Review Date	November 8, 2018
Selection Completed	November 9, 2018

## **Quote Submission**

To submit a quote for this contract, please submit your signed quote on letterhead directly to Toni Johnson at the Department of Mental Health, 239 North Lamar St., Jackson, MS 39201 or via email at [toni.johnson@dmh.ms.gov](mailto:toni.johnson@dmh.ms.gov) by 4:00 P.M. CST on Tuesday, November 6, 2018. Quotes received after this date and time will not be considered.

The quote must, at a minimum, contain the following information:

- 1) a statement of price;
- 2) terms of the agreement (i.e. valid dates of the quote);
- 3) a description of the services to be offered by the vendor to the agency; and name, address and telephone number of the offeror;
- 4) the qualifications, including organizational profile, prior work history, relevant work experience in substance use awareness communications campaigns, examples of similar projects;
- 5) a plan giving as many details as is practical explaining how the activities associated with the scope of work will be implemented. This section must include project goals, objectives and associated activities for the campaign.

## **Scope of Work**

Continue the efforts of Stand Up, Mississippi - a statewide targeted communication strategy that markets Stand Up, Mississippi awareness messaging by securing media buys including:

- Conduct media placement procurement to include the appropriate mix of the following (based on final budget and availability):
  - Print and digital ad space for newspapers and magazines
  - Digital buys (e.g. streaming radio, blog advertisements, social media, etc.)
  - Outdoor billboards
  - Broadcast radio
  - All media buys will include negotiating for best and lowest cost, seeking value added promotional opportunities, conducting appropriate focused market research, target audience segmentation and regionalization.
- Actively engaging public relations/news media collaboration plans.
- Communicate routinely with DMH to report on progress and performance as part of the ongoing evaluation.
- Actively search for unique outreach opportunities within Mississippi for Stand Up, Mississippi presence targeting the high-risk occupations as identified by DMH.
- Provide ongoing evaluation of the campaign and make recommendations regarding innovative ideas to reach target audiences, methods and budget allocation as necessary to meet campaign objectives.

## **Pricing**

The agency agrees that total contract compensation will be at a rate of up to \$70,000.00 for the 4-month contract period.

## **Evaluation Criteria**

The following evaluation criteria will be utilized (100 point scale):

- The plan for performing the required services: 25 points
- Pricing: 35 points
- A record of past performance of relevant work: 15 points
- Ability to perform the services as reflected by technical training and education, general experience, specific experience in working on similar substance use awareness campaigns and social media campaigns: 25 points

## **Contract Dates**

The start date for this contract is estimated to be January 1, 2019 with an end date of April 30, 2019.