

To: COHBE Board of Directors

From: Patty Fontneau, Cammie Blais and Myung Oak Kim

CC: Lindy Hinman, Caren Henderson

Subject: Marketing and Advertising Vendor Evaluation and Recommendation

Date: December 10, 2012

Based on evaluation of eight proposals and four follow-up interviews, we recommend the authorization of a marketing and advertising contract with CCT Advertising. The initial phase of the contract is well within the budget of the approved grant awarded in September. Separate deliverables will be identified and priced for evaluation and execution. There is also a proposed plan that extends beyond the current grant period that will need funds to be requested in a future grant application. The evaluation process is summarized below.

Background

On October 1, 2012, COHBE released RFI 2012-1 for Market Research, Marketing and Communications Planning and Execution of our Marketing Campaign services. In response to the Request for Information, COHBE received more than 20 vendor questions. COHBE posted written responses to those questions on the COHBE website.

COHBE received 10 responses to the RFI. Two of the responses were from firms that were proposing only the market research services. COHBE is finalizing a contract for the market research services separately. Preliminary evaluation of all proposals was conducted by the COHBE evaluation team comprised of Myung Oak Kim, Caren Henderson, Cammie Blais, Lindy Hinman, Patty Fontneau and Marcia Benshoof, a contractor.

The evaluation process proceeded in three phases:

- Phase 1 – Reviewed and ranked RFI responses - selected four proposers for interviews
- Phase 2 – Conducted interviews
- Phase 3 – Evaluators met to put forth recommendations

Evaluation

Phase 1 – Reviewed and ranked RFI responses

Proposer	Overall Evaluation of RFI
CCT	Experience in statewide marketing campaigns Strong response to RFI, including demonstration of successful state campaigns that addressed challenges similar to ours Knowledge of COHBE and recent health reforms in the state and our marketing challenges Recognition of Colorado’s diverse market and need for targeted marketing Strong creative approach to testing messages with target groups to establish foundation for marketing campaign Highly experienced, energetic and committed team

Phase 2 – Interviewed four finalists.

Among the four finalists, CCT was determined to be the best fit for COHBE for the following reasons:

- Strongest creative ideas for COHBE campaign
- Demonstrated track record of success with similar state campaigns
- Unique strategy for building an effective marketing campaign
- Cohesive team that generated confidence and will integrate with COHBE’s fast-paced environment
- Colorado business that is in tune with Colorado communities

Phase 3 – Evaluators put forth recommendations.

After the finalist interviews, COHBE’s Evaluation Team met and selected CCT for the specific reasons outlined above, and generally, as the most responsive and flexible proposal.

Summary

Work product will include two cycles:

December 2012-July 2013	Assist with branding, Develop Marketing Plan, Perform Brand Ignition Point Research, Plan Media Campaign, Produce Mass Media and Online creative work, Launch Education Marketing Campaign and Begin Media buys
July 2013-September 2013	Develop and Produce Social Media Campaign, Design and Create Collateral Materials to support partners and outreach efforts, Drive Public Interest in Opening of COHBE, Complete Media buys

Recommendation

Based on the evaluation of eight proposals and four follow-up interviews, the COHBE Evaluation Team recommends that COHBE contract with CCT. CCT has worked with COHBE to develop a budget that will satisfy the demands of the marketing plan and has committed specific staff to begin work on the project. COHBE recommends that the Board authorizes the Executive Director/CEO to execute a contract with CCT up to the amount allocated in COHBE’s grants.