



**Empire State
Development**

EMPIRE STATE DEVELOPMENT

REQUEST FOR QUALIFICATIONS

**IN ORDER TO SELECT A GROUP OF UP TO 6 QUALIFIED FIRMS THAT WILL THEN BE
ASKED TO SUBMIT A FORMAL PROPOSAL FOR NEW YORK STATE'S \$50MM TO
\$75MM ECONOMIC DEVELOPMENT ANNUAL MARKETING PROGRAM**

FOR

**MARKETING SERVICES INCLUDING ADVERTISING, DIGITAL MARKETING,
EVENTS, MEDIA PLANNING AND BUYING SERVICES**

APRIL 6, 2015

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Request for Qualifications for Annual Marketing Program
From Empire State Development
Executive Summary

1. New York State is seeking a firm to handle its \$50 to \$75 million annual marketing budget for programs related to economic development which includes business attraction, retention and expansion, and tourism promotion. The current contract with BBDO expires on November 30, 2015.
2. This Request for Qualifications is designed to identify up to 6 qualified firms that will then be asked to submit a formal proposal including creative work and media plans. For this RFQ, no marketing or creative recommendations are requested. The basic requests for this proposal include:
 - A. Credentials, experience and samples of the Agency's work
 - B. Fully loaded hourly rates
 - C. References
 - D. Forms related to State Finance Laws §§ 139-j and 139-k (see Attachment C)
3. Basic services required either directly from the selected firm or their subcontractors may include but not be limited to:
 - A. Market research
 - B. Marketing strategy
 - C. Creative and production for broadcast and print
 - D. Digital including strategy and production
 - E. Social marketing including strategy and execution
 - F. Media planning and buying
 - G. Event marketing
 - H. CRM
 - I. Website creation
 - J. Budget management
4. Submission of the response must be sent to :

Edgar Camacho, Procurement Unit
Empire State Development
633 Third Avenue – 35th Floor
New York, NY 10017

RFQ Title: "Marketing Services Including Advertising, Digital Marketing, Events, Media Planning and Buying Services"

By 12:00 Noon on April 27, 2015

Any questions regarding this Request for Qualifications must be sent only to esd2015marketingrfq@esd.ny.gov no later than April 14, 2015 by 5:00PM.

I. BACKGROUND

Empire State Development (“ESD”)* is the New York State entity charged with promoting economic development and enhancing New York State’s reputation as a great place to do business and to come and visit.

One of the ways we have worked towards this goal has been through a \$50 - \$75 million annual marketing program geared towards enhancing New York State’s image and driving people to various websites where they can learn more about what New York State offers. These efforts have included TV, Radio, Print and Out Of Home advertising along with digital and social media and events.

The marketing campaigns fall into two specific categories:

1. General economic development which highlights how the State is able to help new and existing businesses succeed in New York State. Recent campaigns include Start-Up NY and State of Opportunity.
2. Tourism which seeks to attract visitors to come and enjoy the many great tourist attractions and activities throughout the State generally known as the I Love NY campaign.

BBDO either performs services in-house or secures third parties to handle additional functions. BBDO is responsible for the administration, oversight and management of the outside procurements, billings and payments to subcontractors.

Further information regarding Empire State Development’s mission and programs can be found at: esd.ny.gov and iloveny.com

II. PURPOSE OF REQUEST

The purpose of this Request for Qualifications (“RFQ”) is to narrow down the list of eligible contenders to up to 6 qualified advertising/marketing firms that will then be asked to respond to a Request for Proposals (“RFP”) for New York State’s \$50MM to \$75MM annual marketing program. **All selected firms will be required to attend a joint agency briefing at which point a very specific assignment will be given to all of the agencies.**

In this request we are seeking firms who can either by themselves, or with third party subcontractors, assist ESD in developing the best marketing strategies and creating the most effective plans for both business attraction and tourism marketing campaigns.

*Empire State Development is the registered business name of the New York State Urban Development Corporation.

Basic services required either directly from the selected firm or their subcontractors may include but not be limited to: market research, marketing strategy, creative and production for broadcast and print, digital including strategy and production, social marketing including strategy and execution, media planning and buying, event marketing and guidance, CRM, website creation, and budget management.

In addition, the chosen firm will need to be responsible for reconciling finances, processing payments, and supervision of any outside third parties that might be needed to assist in the performance of all these duties.

ESD will use the responses to this RFQ to select a diverse group of qualified firms (up to 6) that will then be asked to follow up with a more formal proposal that will require creative and media recommendations along with staffing and fee proposals.

III. REQUIRED INFORMATION

Respondents to this RFQ must provide:

1. Examples or case studies of the firm's marketing and advertising experience with special emphasis on Business to Business ("B to B") marketing and Tourism marketing or related work done by the firm. As part of related work, you can include any retail or other examples that show proof of driving valuable behavior shifts,
2. Information regarding any prior experience you may have had with public sector or non-profit clients,
3. Current or recent (within past two years) clients that have required large integrated marketing programs and how you managed those programs including which if any services were done by external third party consultants. If you have not handled a large integrated account previously, you will need to explain how you propose to handle such an assignment. Attachments A and B should be completed and included in your response,
4. Provide a description and some examples of advertising that you have produced including examples of work done under tight timelines and budgets,
5. Discuss your approach and ability to deal with the demands of quick turnaround, low budget productions as well as how you could integrate with ESD's internal creative and production capabilities. ESD's internal capabilities may include creative development personnel, video and print production.

Include only materials, personnel and work from the specific office that would be assigned to ESD should you win the business.

In addition:

1. Provide at least three references with contact information,

2. Provide the names of the firm's principals and other key staff who would be responsible for leading your efforts as well as managing and supervising third party services, along with a description of the relevant qualifications and experience of each. Please Include background information such as: organizational charts, number and category of professional staff, and location of **all** offices,
3. For firms that are MWBE (Minority and Women-Owned Business Enterprise) certified, provide a copy of your MWBE certificate. If not MWBE certified, please provide description of instances, if any, where you worked with MWBE firms either as a joint venture or other partnering or subcontract agreements.

IV. MINORITY- AND WOMEN-OWNED BUSINESS PROVISIONS

The Minority-owned and Women-owned Business Enterprise (MWBE) program and participation goal will be applicable to any resulting contract(s). ESD's MWBE goal for the current fiscal year is 30%. The agency may assign goals to any resulting contract(s) that are *greater or less* than the agency's goal.

To identify potential MWBE vendors, please review the New York State Directory of Certified MWBEs, available at the link below.

<https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp?TN=ny&XID=2161>

Should you have any questions or need further guidance regarding this matter, please contact ESD's Office of Contractor and Supplier Diversity at ocsd@esd.ny.gov.

V. SCHEDULE OF DATES

Release of RFQ	April 6, 2015
Deadline for Submission of Questions	April 14, 2015 by 5:00PM EST
Posting of ESD's Responses to Questions	April 17, 2015 by 5:00PM
Submission of Responses	April 27, 2015 by 12:00 Noon
Interviews	May 4, 2015 – May 15, 2015
Announcement of Selected Firms	May 18, 2015

ESD reserves the right to modify this schedule. Notification of changes in connection with this RFQ will be made available to all interested parties via ESD's website:

<http://esd.ny.gov/CorporateInformation/RFPs.html>

VI. QUALIFICATION CRITERIA

Criteria to be used to evaluate the responses include:

1. Relevant experience, credentials and examples of previous work; if possible, this should include B to B, Economic Development, Tourism and Retail accounts. Consideration will be given to both strategic thinking and executional excellence.
2. Results of previous work, including performance metrics.
3. Overall organization, completeness, and quality of response to this RFQ.
4. Ability to organize and implement a large fully integrated account including broadcast, print, social, digital, CRM, media buying, and planning & events.
5. Ability to do highly flexible production work under short deadlines and tight budgets. This may include working with our own in-house production personnel.
6. Examples of high level branding work.
7. Examples of more functional work that is designed to drive sales and motivate responses.
8. Diversity and commitment to equal opportunity and ability to integrate minority and women-owned businesses into the program.
9. Fully loaded hourly cost of account management, creative, research/planning personnel and TV production. These rates must outline the staff functions included under overhead (e.g., Management, legal, accounting, finance, etc.).
10. References.

VII. SUBMISSION OF RESPONSES

Responses must be received by ESD by 12 Noon on April 27, 2015.

Send to:

Edgar Camacho, Procurement Unit
Empire State Development
633 Third Avenue
35th Floor
New York, NY 10017

RFQ Title: "RFQ for Marketing Services Including Advertising, Digital Marketing, Events, Media Planning and Buying Services"

The submission should include five (5) copies of the information required by this RFQ, and one additional copy on disk (.pdf format preferred). Electronic submissions will not be accepted.

VIII. QUESTIONS

All substantive questions about this RFQ must be sent to: esd2015marketingrfq@esd.ny.gov. **no later than April 14, 2015 by 5:00PM.**

Responses to all questions of a substantive nature relating to this RFQ will be provided in writing, via ESDs website:

<http://esd.ny.gov/CorporateInformation/RFPs.html>

In addition, any changes, additions or deletions to this RFQ will also be posted on ESD's website, along with the electronic version of this RFQ. Respondents should note that any necessary clarification must be sought by the deadline for questions set forth in the "Schedule of Dates" section in this RFQ.

Respondents are urged to check ESD's website frequently for notices of any clarification of or changes, additions or deletions to this RFQ.

OTHER THAN THE CONTACT WEB ADDRESS IDENTIFIED ABOVE, PROSPECTIVE RESPONDENTS SHALL NOT APPROACH ESD'S EMPLOYEES DURING THIS RESTRICTED PERIOD OF THIS RFQ PROCESS ABOUT ANY MATTERS RELATED TO THIS RFQ OR ANY QUALIFICATIONS SUBMITTED PURSUANT THERETO.

IX. GENERAL PROVISIONS

The issuance of this RFQ and the submission of a response by a firm or the acceptance of such a response by ESD does not obligate ESD in any manner. ESD reserves the right to:

1. Amend, modify or withdraw this RFQ,
2. Revise any requirement of this RFQ
3. Require supplemental statements or information from any responsive party,
4. Accept or reject any or all responses thereto,
5. Extend the deadline for submission of responses thereto,
6. Negotiate proposed contract terms and/or hold discussions with any firm relating to its response; and
7. Cancel, or reissue in whole or in part, this RFQ, if ESD determines in its sole discretion that it is in its best interest to do so.

ESD may exercise the foregoing rights at any time without notice and without liability to any responding firm or any other party for its expenses incurred in preparation of responses hereto or otherwise. All costs associated with responding to this RFQ will be at the sole cost and expense of the responding firm.

All information submitted in response to this RFQ is subject to the Freedom of Information Law (FOIL), which generally mandates the disclosure of documents in the possession of ESD upon the request of any person unless the content of the document falls under a specific exemption to disclosure. In addition, all Proposals may be discussed at meetings of the ESD Directors, which meetings are subject to the Open Meetings Law.

X. FORMS AND REQUIREMENTS

Responses to this RFQ require the submission of State Finance Law §§ 139-j and 139-k forms (see Attachment C).

Following the RFQ, there will be an RFP that will require the submission of additional forms and statements in accordance with NYS policies.

Please refer to Attachment C for further explanation and information.

**ATTACHMENT A
REQUIRED INFORMATION WORKSHEET**

PLEASE CHECK-OFF THE FUNCTIONS BELOW FOR WHICH YOUR FIRM HAS CURRENT OR RECENT (WITHIN PAST TWO YEARS) EXPERIENCE EITHER IN-HOUSE OR VIA SUBCONTRACTORS:

AGENCY NAME: _____

FUNCTIONS	In-House	Sub-Contractor	Comments
Market Research			
Marketing Strategy			
Creative & Production – Broadcast			
Creative & Production – Print			
Digital including strategy & production			
Social Marketing including strategy & execution.			
Media Planning & Buying			
Event Marketing & Guidance			
CRM			
Website Creation			
Budget Management			

**ATTACHMENT B
REQUIRED INFORMATION WORKSHEET**

**PLEASE LIST EACH OF YOUR TOP 5 ACCOUNTS (EITHER CURRENT OR WITHIN THE LAST TWO YEARS) AND INDICATE WHICH OF THE FOLLOWING FUNCTIONS YOU HANDLED.
IF YOU DO NOT CURRENTLY HANDLE ANY LARGE INTEGRATED ACCOUNTS, PLEASE TELL US ON A SEPARATE PAGE HOW YOU WOULD HANDLE SUCH AN ACCOUNT**

AGENCY NAME: _____

FUNCTIONS	CLIENT 1 NAME:	CLIENT 2 NAME:	CLIENT 3 NAME:	CLIENT 4 NAME:	CLIENT 5 NAME:
Market Research					
Marketing Strategy					
Creative & Production – Broadcast					
Creative & Production – Print					
Digital including strategy & production					
Social Marketing including strategy & execution.					
Media Planning & Buying					
Event Marketing & guidance					
CRM					
Website Creation					
Budget Management					

ATTACHMENT C

FORMS AND STATEMENTS REQUIRED BY NEW YORK STATE REGULATIONS

REQUIRED WITH RESPONSES TO THIS RFQ

1. State Finance Law Sections 139-j and 139-k forms

State Finance Law Sections 139-j and 139-k (collectively, the “Procurement Requirements”) apply to this RFQ. These Procurement Requirements:

(1) govern permissible communications between potential respondents and ESD or other involved governmental entities with respect to this RFP;

(2) provide for increased disclosure in the public procurement process through identification of persons or organizations whose function is to influence procurement contracts, public works agreements and real property transactions; and

(3) establish sanctions for knowing and willful violations of the provisions of the Procurement Requirements, including disqualification from eligibility for an award of any contract pursuant to this RFP.

Compliance with the Procurement Requirements requires that all communications regarding this RFP, from the time of its issuance through final award and execution of any resulting contract (the “Restricted Period”), be conducted only with the designated contact persons listed below; the completion by Respondents of the Offerer Disclosure of Prior Non-Responsibility Determinations, and the Offerer’s Affirmation of Understanding and Agreement pursuant to State Finance Law (each form is accessible at the Required Forms for Vendors link at the ESDC web site under “RFPs/RFQs”); and periodic updating of such forms during the term of any contract resulting from this RFP.

The designated contact person is Edgar Camacho, Procurement Unit, who may be contacted only by email at esd2015marketingrfq@esd.ny.gov

Respondents must submit the Offerer Disclosure of Prior Non-Responsibility Determinations, and the Offerer’s Affirmation of Understanding and Agreement pursuant to State Finance Law as part of their submittal. Copies of these forms are available at:

http://www.empire.state.ny.us/CorporateInformation/Data/RFPs/RequiredForms/SF_Law139_JK.pdf

The Procurement Requirements also require ESD staff to obtain and report certain information when contacted by prospective respondents during the Restricted Period, make a determination of the

responsibility of Respondents and make all such information publicly available in accordance with applicable law. If a prospective respondent is found to have knowingly and willfully violated the State Finance Law provisions, that prospective respondent and its subsidiaries, related or successor entities will be determined to be a non-responsible Respondent and will not be awarded any contract issued pursuant to this solicitation. In addition, two such findings of non-responsibility within a four-year period can result in debarment from obtaining any New York State governmental procurement contract. The designated contact account for this solicitation is: esd2015marketingrfq@esd.ny.gov

This is not a complete presentation of the provisions of the Procurement Requirements. A copy of State Finance Law Sections 139-j and 139-k can be found at:

<http://esd.ny.gov/CorporateInformation/RFPs.html>

(under “ESDC Policy Regarding Permissible Contacts under SFL 139”).

All potential Respondents are solely responsible for full compliance with the Procurement Requirements. Both the prime consultant and any sub-consultants complete the forms required above.

Required With Responses to Subsequent RFP

1. State Finance Law §§139-j and 139-k forms (updated)
2. Vendor Responsibility Questionnaire
3. Iran Divestment Act Statement
4. Non-Discrimination and Contractor & Supplier Diversity Requirements
5. Encouraging the Use of NYS Businesses in Contract Performance Form
6. Certification under State Tax Law Section 5-a
7. Schedule A (for review only—no separate form requirement)
8. Project Sunlight (for review only—no separate form requirement)
9. Insurance Requirements