



**Empire State
Development**

REQUEST FOR QUALIFICATIONS

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

FOR

**MARKETING SERVICES INCLUDING ADVERTISING, DIGITAL MARKETING,
EXPERIENTIAL MARKETING, PUBLIC RELATIONS, MEDIA PLANNING AND BUYING
SERVICES**

Issued: March 11, 2019 Submission Deadline: April 5, 2019 2:00pm

Designated Contacts for this Procurement:

Primary Contact: John Discolo
Secondary Contact: Ralph Volcy

All contacts/inquiries shall be made by email to the following address:

MarketingRFQ2019@esd.ny.gov

This RFQ is posted on the Empire State Development website: <https://esd.ny.gov/doing-business-ny/requests-proposals>

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Executive Summary

1. New York State is seeking a firm to handle its annual marketing program related to economic development which includes business attraction, retention and expansion, and tourism promotion. The current contract with Lowe & Partners Worldwide Inc., d/b/a Campbell Ewald New York, expires on November 30, 2019.
2. This Request for Qualifications (“RFQ”) is designed to identify qualified firms that will then be asked to submit a proposal possibly including creative work and media plans. For this RFQ, no creative or media recommendations are requested. The basic requests include:
 - A. Credentials, experience with clients with similar marketing needs, and samples of the Agency’s work
 - B. References
3. Basic services required, either directly from the selected firm or subcontractors to the firm, may include but not be limited to:
 - A. Marketing strategy
 - B. Market research
 - C. Creative and production
 - D. Digital marketing/media including strategy, production and analytics
 - E. Social media marketing including strategy and execution
 - F. Media planning and buying
 - G. Public relations
 - H. Experiential marketing
 - I. CRM
 - J. Website design
 - K. Accounting and finance management including budget maintenance, issuance of job cost estimates, reconciliations to final job costs, and payment processing
4. Submission of the Response to this RFQ must be received by April 5, 2019 2:00pm to the following address:

Empire State Development
633 Third Avenue – 35th Floor
New York, NY 10017
Attn: John Discolo, Director of Procurement
RE: Marketing RFQ 2019

I. INTRODUCTION

The mission of Empire State Development (“ESD”) is to promote a vigorous and growing state economy, encourage business investment and job creation, and support diverse, prosperous local economies across New York State through the efficient use of loans, grants, tax credits, real estate development, marketing and other forms of assistance. In addition, ESD is the New York State entity charged with enhancing New York State’s reputation as a great place to conduct business and a great place to visit.

One of the ways we have worked towards this goal has been through a \$25-\$50 million annual marketing program geared towards enhancing New York State’s image. These efforts have included TV, digital, social media, radio, print, out of home advertising along with public relations and experiential marketing.

The marketing campaigns fall into two specific categories:

1. General economic development which highlights why New York State is a great place to build, expand, or relocate a business
2. Tourism which seeks to build awareness and consideration for New York State as a vacation destination; generally this is known as the I LOVE NY campaign

Further information regarding Empire State Development’s programs can be found at: <https://esd.ny.gov/> and <https://www.iloveny.com/>.

II. OVERVIEW

The purpose of this RFQ is to narrow down the list of eligible contenders to qualified advertising/marketing firms. ESD will use the responses to this RFQ to select a diverse group of qualified firms that will then be asked to follow up with a proposal that may require creative and media recommendations along with staffing and fee proposals.

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.

Basic services required either directly from the selected firm or their subcontractors may include but not be limited to: marketing strategy, market research, creative and production, digital marketing/media including strategy, production and analytics, social media marketing including strategy and execution,

media planning and buying, public relations, experiential marketing, CRM, website design, and accounting and finance management including budget maintenance, issuance of job cost estimates, reconciliations to final job costs, and payment processing.

III. RFQ TIMELINE

Release of RFQ	March 11, 2019
Deadline for Submission of Questions	March 22, 2019 5:00pm
Posting of ESD's Responses to Questions	March 29, 2019
Submission of RFQ s	April 5, 2019 2:00pm
Possible Interviews	April 24 – May 8, 2019
Announcement of Selected Firms	May 15, 2019

IV. REQUIRED RFQ RESPONSE CONTENTS

Each complete Response must contain the following elements:

A. COVER PAGE

All Respondents must include the following information on the cover page of their Submission:

1. The primary contact information of the individual who would be the primary contact of the Respondent's Firm:
 - Name
 - Title
 - Phone number
 - Email address

B. RESPONDENT 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 ("B2B") marketing and Tourism marketing or related work done by the firm; please include how performance was measured for the work
2. Current or recent (within past two years) clients that have required large integrated marketing programs and how those programs were managed including which if any services were done by external third-party consultants. If the firm has not handled a large integrated account previously, explanation is needed on how it proposes to handle such an assignment. Attachments A and B of the Appendix should be completed and included in the Response
3. A description and some examples of advertising that the respondent has produced including examples of work done under tight timelines and budgets. Include only materials, personnel and work from the specific office that would be assigned to ESD should the firm win the business
4. Information regarding any prior experience with public sector clients
5. At least three references with contact information. Information provided by references may be used by us for submission evaluation purposes

ESD may seek additional information from references regarding subjects that include, but are not limited to, the quality of services provided, anticipated ability to perform the services required, and the responsiveness of the Respondent to previous clients. ESD reserves the right to deploy, at its sole discretion, a variety of methods and communication approaches to contact references, depending on what ESD deems to be the most effective and efficient manner

7. The names of the firm's principals and other key staff who would be responsible for leading the account services as well as managing and supervising third party services, along with a description of the relevant qualifications and experience of each. Please also include locations of all offices; organizational charts for each domestic office; number and category of professional staff by domestic office
8. Statement that there are no material or threatened litigation, or contractual or other business relationship, involving the Respondent or its principals, partners, associates or employees that would constitute a conflict of interest or appearance of impropriety in providing the services for which the Respondent seeks consideration

9. Indication of whether services have been provided previously to ESD or any of its subsidiaries, or to any other New York State governmental entities, and if so, identify the client entity and describe the services

V. SELECTION CRITERIA

In evaluating the capabilities of the Respondents, ESD may utilize any and all information available (including information not provided by the Respondent). Responses should clearly and concisely state the unique capabilities, experience, and advantages of the Respondent and demonstrate the Respondent's capability to satisfy the requirements and objectives set forth in this RFQ. ESD reserves the right to ask additional written or oral clarifying questions to all Respondents or to a subset of Respondents.

Criteria to be used to evaluate the responses include:

1. Relevant experience, credentials and examples of previous work. Consideration will be given to both strategic thinking and executional excellence
2. Success of previous work, including performance metrics
3. Overall quality of the response to this RFQ
4. Ability to manage, execute and measure a large fully integrated account including marketing strategy, market research, creative and production, digital marketing/media including strategy, production and analytics, social media marketing including strategy and execution, media planning and buying, public relations, experiential marketing, CRM, website design, accounting and finance management including budget maintenance, issuance of job cost estimates, reconciliations to final job costs, and payment processing
5. Ability to do highly flexible production work under short deadlines and tight budgets
6. Diversity and commitment to equal opportunity and ability to integrate opportunities for minority, women-owned businesses, and service disabled veteran owned businesses as part of this contract
7. References

VI. RESPONSE SUBMISSION INSTRUCTIONS

A. RESPONSE SUBMISSION

Five (5) hard copies and five (5) electronic copies (in the form of a flash drive) to be identified as “Marketing RFQ 2019” must be received by ESD by April 5, 2019 at 2:00pm at the following address:

Empire State Development
633 Third Avenue – 35th Floor
New York, NY 10017

Attn: John Discolo, Director of Procurement

RE: Marketing RFQ 2019

It is the responsibility of the Respondent to ensure timely submission of their response. Submissions received after the scheduled date and time cannot be accepted.

Respondents accept all provisions of this RFQ by submitting a Response and are responsible for the accuracy of their submissions.

B. RFQ INQUIRIES

ESD will accept written questions via email from prospective Respondents regarding the RFQ. Please submit questions to: MarketingRFQ2019@esd.ny.gov,

Written questions must include the requestor’s name, email address, and the prospective Respondent Team represented, and must be received by March 22, 2019 5:00pm. Responses to all timely and appropriate questions will be posted on ESD’s website by March 29, 2019 at: <http://www.esd.ny.gov/CorporateInformation/RFPs.html>.

If a Respondent discovers any ambiguity, conflict, discrepancy, omission or other error in this RFQ, notification should be sent immediately via email requesting written clarification or modification to this RFQ. Should ESD find it necessary, an addendum or modification to this RFQ will be posted on the ESD website:

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

Other than emails to the designated email account for the RFQ, at MarketingRFQ2019@esd.ny.gov, there should be no contact related to this RFQ with ESD Directors, staff or consultants.

VII. NON-DISCRIMINATION and CONTRACTOR & SUPPLIER DIVERSITY

ESD's Non-Discrimination and Contractor & Supplier Diversity policies will apply to this Project. The selected vendor as part of the resulting procurement to this RFQ shall be required to include minorities and women in any job opportunities created, to solicit and utilize Minority and Women Business Enterprises (MWBEs) and Service-Disabled Veteran-Owned Businesses (SDVOBs) for any contractual opportunities generated in connection with the Project and shall be required to use Good Faith Efforts (pursuant to 5 NYCRR §142.8 and 9 NYCRR §252.2(m)) to achieve an MWBE and SDVOB Participation Goal to be identified in subsequent procurements resulting from this RFQ.

VIII. STATEMENT OF LIMITATIONS

1. ESD reserves the right to: (i) amend, modify, or withdraw this RFQ; (ii) revise any requirements of this RFQ; (iii) require supplemental statements or information from any Respondent; (iv) accept or reject any or all Submissions; (v) extend the deadline for Submissions; (vi) negotiate or hold discussions with any Respondent and correct deficient Submissions that do not completely conform to the instructions contained herein; and (vii) cancel, in whole or part, this RFQ, for any reason or for no reason. ESD may exercise the foregoing rights at any time without notice and without liability to any Respondent or any other party for its expenses incurred in the preparation of responses hereto or otherwise. Responses hereto will be prepared at the sole cost and expense of each Respondent.
2. All information submitted in to this RFQ, including accompanying documents, is subject to the Freedom of Information Law (FOIL) found in Article 6 of the N.Y. Public Officer Law. FOIL provides that certain records are exempt from disclosure, including those that contain (1) trade secrets, (2) information that, if disclosed, would cause substantial injury to the competitive position of Respondent, or (3) critical infrastructure information. Respondents should identify portions of their Submissions and accompanying documents they believe fall under these exemptions by submitting their Responses in both redacted and un-redacted form. Records may be redacted to protect only the portions of documents that fall within a FOIL exemption. An entire document may not be withheld if only a portion of the document is exempt from disclosure. Along with the redacted version, Respondents may provide a detailed justification for the portions of their Submission they believe fall into the exemptions discussed above.

Blanket assertions that information is a trade secret, confidential, or proprietary are insufficient to justify withholding information under FOIL. The identified information will be reviewed, and a determination will be made as to whether the information is exempt from disclosure under FOIL. The State's determination may be appealed pursuant to POL §89(5)(c). Please note that if Respondents do not submit a redacted

version, their Submissions may be released in un-redacted form if requested under FOIL.

3. ESD reserves the right, in its sole discretion, without liability, to utilize any or all of the RFQ Submissions, including late responses, in its planning efforts. ESD reserves the right to retain and use all the materials and information, and the ideas and suggestions therein, submitted in response to this RFQ (collectively, the "Information") for any purpose. Each Respondent must grant an unconditional and perpetual license without charge to ESD to use any copyright or other legally protected rights in and to the Response Information. By submitting a Proposal, each Respondent waives any and all claims against ESD and the State relating to the retention or use of the Response Information.
4. This RFQ shall not be construed in any manner to implement any of the actions contemplated herein, nor to serve as the basis for any claim whatsoever for reimbursement of costs for efforts expended in preparing a Response to the RFQ. ESD will not be responsible for any costs incurred by Respondents related to preparing and submitting a Response to this RFQ, or attending oral presentations, or for any other associated costs.
5. To the best of ESD's knowledge, the information provided herein is accurate. Respondents should undertake appropriate investigation in preparation of Submissions.

IX.

APPENDIX

ATTACHMENT A

**REQUIRED INFORMATION
WORKSHEET: In-House or
Sub-Contractor Experience**

ATTACHMENT B

**REQUIRED INFORMATION
WORKSHEET: Client Work**

**ATTACHMENT A
REQUIRED INFORMATION WORKSHEET**

Please indicate the functions below for which your firm has current or recent (within past two years) experience either in-house or via subcontractors:

FIRM NAME: _____

FUNCTIONS	In-House	Sub-Contractor	Comments
Marketing Strategy			
Market Research			
Creative & Production – Broadcast			
Creative & Production – Print			
Digital Marketing/Media including strategy, production, analytics			
Social Media Marketing including strategy & execution			
Media Planning & Buying			
Public Relations			
Experiential Marketing			
CRM			
Website Design			
Accounting & Financial Management			

**ATTACHMENT B
REQUIRED INFORMATION: CLIENT WORK**

Please list each of the firm’s top 5 accounts (current or within the last two years) and indicate the functions handled. If the firm does not currently handle any large integrated accounts, please provide an explanation on a separate page on how the firm proposes handling such an account:

FIRM NAME: _____

	CLIENT 1 NAME:	CLIENT 2 NAME:	CLIENT 3 NAME:	CLIENT 4 NAME:	CLIENT 5 NAME:
FUNCTIONS					
Marketing Strategy					
Market Research					
Creative & Production – Broadcast					
Creative & Production – Print					
Digital Marketing/Media incl. strategy, production, analytics					
Social Media Marketing including strategy & execution					
Media Planning & Buying					
Public Relations					
Experiential Marketing					
CRM					
Website Design					
Accounting & Financial Mgmt.					