

Marketing RFP Discussion

Feb. 20, 2018



Marketing RFP Timeline



**Please note that all dates indicated above are anticipated; actual dates may change as necessary.*

Contract term: July 1, 2018-June 30, 2019 with two one-year options

Gain Coverage for Uninsured Marylanders

- Develop a strong, detailed, measurable plan of marketing & outreach to:
 - Minimize gaps in awareness and health insurance literacy especially among groups that historically have had high uninsured rates including **young adults, African-Americans, and Hispanics.**
 - Continue progress with reaching uninsured Marylanders in **rural areas** with higher rates of uninsured, including the Eastern Shore and Southern regions.
 - Reach Maryland **small businesses** that may be eligible for tax credits and may be reconsidering previous strategy of sending employees to the individual market for coverage, because rates are less volatile in the small group market for health insurance.

Marketing RFP: 8 Categories

Marketing & Communications Strategy Support

- Develop cohesive messaging, as well as communications, outreach and education strategies
- Recommend and perform market research to guide marketing, planning and UX improvements

Advertising Creative Services

- Refine & execute an advertising campaign
- Develop creative concept, data visualizations such as infographics, video storytelling, production of all advertising

Media Planning & Buying

- Develop a comprehensive media plan that includes a diverse media mix and conduct the media buy
- Generate earned media attention and pitch to media contacts

Online Marketing & Digital Design

- Develop and execute a comprehensive search engine marketing (SEM) and search engine optimization (SEO) strategy
- Design and produce digital display advertising and promotions

Marketing RFP Scope of Work

Social Media

- Develop an engagement strategy that to cultivate and maximize channels to foster long-term relationships and create a “culture of care”
- Build an asset library to be utilized across all channels that includes GIFs, images, videos and more

Outreach & Education

- Develop and execute strategies and communications materials to support the outreach and education in inter-government, corporate and community channels
- Includes development of collateral materials, participation in events and other creative approaches

Collateral Development

- Responsible for the development, design, production, shipping of brochures, posters and promo items
- Design a variety of collateral materials to support outreach and education enrollment efforts, and marketing outreach to channel partners

UX Texting/Web Design Support

- Conduct UX testing for the consumer website to identify consumer challenges within the enrollment process
- Assist with implementation of findings

Firm Fixed Price vs. Time and Material

Firm Fixed Price (FFP)

- ❖ Requires delivery of a product or services at a specified price, fixed at the time of contract award and not subject to any adjustment
- ❖ Appropriate for organization where definite design or performance specifications are available
- ❖ 'Time' is specified at the time of contract. Difficult to make changes in the requirement after contract award or significant cost increases should be expected if underlying requirements change.
- ❖ Funds obligated in total at time of award
- ❖ Risks are borne by the vendors, however the costs escalate with the type of risk

Time and Material

- ❖ Requires Contracts to bill directly for time worked and materials used.
- ❖ Allows flexibility and the opportunity for the State to adjust requirements and easily shift focus within the scope of work.
- ❖ Good for long-term projects with dynamic requirements. The program is provided the flexibility to shift resources within the established scope of work to accomplish its' goals.
- ❖ Requires heavy oversight on the part of the Contract Monitor to ensure the project budget is being met.
- ❖ Funds obligated throughout the term of the contract.

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