

Marketing Services Procurement Award

MHBE Board Meeting
May 21, 2018

Betsy Plunkett
Director, Marketing & Web Strategies

RFP Timeline

March 8	Issue Date
March 15	Pre-Proposal Conference: 10 vendors participated
March 29	Closing Date: Two proposals submitted; one reasonably susceptible proposal
May 2	Request for Best and Final Offer (BAFO) issued
May 4	BAFO response received
May 7	Evaluation committee final review and recommendation
May 21	Marketing Services award recommendation to Board

Marketing Services to include:

- Marketing & Communications Strategy Support
- Advertising Creative Services
- Media Planning & Buying
- Online Marketing & Digital Design
- Social Media
- Outreach & Education
- Collateral Development
- UX Testing/Web Design Support

Marketing Award Recommendation

The evaluation committee recommends awarding the Full-Services Communications and Marketing Services contract to **GMMB, Inc.**

- Produced strong technical and financial proposals that demonstrated a deep understanding of the program requirements
- Fully met or exceeded all technical delivery expectations
- As the incumbent vendor, previously illustrated ability to successfully market Maryland Health Connection to Marylanders throughout the state
- Financial and technical proposals demonstrated to the evaluation panel the ability to continue to provide the State the best value for the services requested.

Minority Business Enterprise (MBE) Participation

Required: 15%

Proposed: 18.35%

- 9.08% – Sandy Hillman Communications, LLC: Earned media, outreach and partnerships
- 5.52% – EurekaFacts, LLC: Market research
- 3.75% – Cool & Associates: Creative translation and transcription, Hispanic outreach and partnerships

Contract Terms

Not to Exceed Amount: \$2,275,000 for FY 19, as allotted in approved FY19 budget
Breakdown: State funds - \$1,229,838; Federal funds - \$1,045,162

Term:

- Base Term (July 1, 2018-June 30, 2019)
- Option Year 1 (July 1, 2019-June 30, 2020)
- Option Year 2 (July 1, 2020-June 30, 2021)

Evaluation committee requests Board vote and approval of contract.