

# Marketing Services Procurement Award

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MHBE Board Meeting  
May 17, 2021

Betsy Plunkett, Director, Marketing & Web Strategies  
Raelene Glasgow, Procurement Manager

# Contract Details

## **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.

# Subcontractors

## 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
- GreiBo: Additional subcontractor to specifically address outreach in the Black communities.

# Contract Terms

**Not-to-exceed Amount: \$4,060,000 for FY22, as allotted in approved FY 22 budget**

**Total of \$12,180,000 for three years.**

Breakdown per year:

- State funds – \$2,252,480
- Federal funds – \$1,807,520

Term:

- Base term: July 1, 2021-June 30, 2022
- Option year 1: July 1, 2022-June 30, 2023
- Option year 2: July 1, 2023-June 30, 2024

# Request for Approval

MOTION: Award the MHBE Full-Service Communications and Marketing Services Contract to GMMB, Inc. for a one-year Not-to-Exceed base amount of \$4,060,000, with two one-year optional renewals for a total Not-to Exceed amount of \$12,180,000.

Base Term: July 1, 2021 - June 30, 2022 - \$4,060,000

Option Year 1: July 1, 2022 - June 30, 2023 - \$4,060,000

Option Year 2: July 1, 2023 - June 30, 2024 - \$4,060,000