

Marketing Services Procurement Award

MHBE Board Meeting
Feb 20, 2024

Maggie Church, Deputy Director of Marketing
Tracey Gamble, 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 an understanding of the Affordable Care Act. This agency has worked with state-based marketplaces since inception of the ACA.
- Fully met or exceeded all technical delivery.
- 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: 12%
- Proposed: 12.32%
 - 5.09% – Cool & Associates: Creative translation and transcription, Hispanic outreach and partnerships
 - 3.78% – Sandy Hillman Communications, LLC: Earned media, outreach and partnerships
 - 1.85% – EurekaFacts, LLC: Market research
 - 1.60% – AMSA Creative Marketing: Video Creation

Contract Terms

Not-to-exceed amount: \$4,060,000 for FY25, as allotted in approved FY25 budget

Total of \$20,300,000 for five years.

Breakdown per year:

- State funds – \$2,225,367
- Federal funds – \$1,834,633

Term:

- Base term 3 years: July 1, 2024-June 30, 2027
- Option year 1: July 1, 2027-June 30, 2028
- Option year 2: July 1, 2028-June 30, 2029

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 \$20,300,000.

Base term 3 years: July 1, 2024-June 30, 2027

Option year 1: July 1, 2027-June 30, 2028

Option year 2: July 1, 2028-June 30, 2029