

## Contract User Guide for PRF70

# PRF70: Advertising, Marketing & Event Planning Services

UPDATED: September 27, 2022

<b>Contract #:</b>	PRF70
<b>MMARS MA #:</b>	PRF70*
<b>Initial Contract Term:</b>	September 1, 2020 – August 31, 2025
<b>Maximum End Date:</b>	August 31, 2025
<b>Current Contract Term:</b>	September 1, 2020 – August 31, 2025
<b>Contract Manager:</b>	Marge MacEvitt, 617-720-3121, <a href="mailto:marge.macevitt@mass.gov">marge.macevitt@mass.gov</a>
<b>This Contract Contains:</b>	Small Business Purchasing Program, Supplier Diversity Office (SDO) Businesses, Prompt Payment Discount Program and Vendor Appraisal Management Form.
<b>UNSPSC Codes:</b>	80-14-15      Market Research 82-14-15      Art Design Services 80-14-00      Marketing and Distribution

\*The asterisk is required when referencing the contract in the Massachusetts Management Accounting Reporting System (MMARS).

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## Contract Summary

The PRF70 RFR Sourcing Team has developed a list of pre-qualified vendors who will provide services under the awarded Statewide Contract for Advertising, Marketing & Event Planning Services. Vendors are qualified to perform services for one or more categories under this contract. The resulting Contract will serve as the primary Statewide Contract used by Executive Agencies of the Commonwealth for the services covered by the Contract. The resulting Contract will also replace Statewide Contract # PRF60

**UPDATES:** This Contract User Guide was updated on September 27, 2022 to reflect changes to the Contract Manager.

## COVID-19 Updates For Buyers

Vendors in Category 4 are equipped to perform services remotely and plan and execute virtual events.

## Contract Categories

This contract includes 5 categories of as Advertising, Marketing and Event Planning Services listed below:

- Category 1: Web-Based, Social & Emerging Media
- Category 2: Creative Services: Arts & Graphic Design, Commercial Photography & Video Production
- Category 3: Marketing Services: Marketing, Advertising & Public Relations
- Category 4: Event Planning & Event Support (to include both physical and virtual events)
- Category 5: Integrated Marketing Services

In general, the PRF70 Services that are available, but are not limited to the following include:

• Structuring Marketing Programs • Production Design • General Design • Creative Development & Production • Media Planning • Media Buying\* • Medium Monitoring • Translating Advertising Goals & Strategies into effective media buys and schedules • Promotion Development & Implementation Assistance • Campaign Web Design • Direct Marketing & Social Media Marketing • Earned Media (graphic design & copy editing) • Development of Market Research & Strategies • Situational Analysis • Market Summary & Analysis • SWOT Analysis (Strength, Weakness, Opportunity & Threat) • Financial Analysis including budgets & forecasts • Control Mechanisms with Implementation Milestones • Organization & Contingency Plans • Public Service Announcements (PSAs) • Coordinating, Organizing, Producing & Executing Physical and Virtual Events & Functions • Securing Support Services for Conducting a Campaign, Graduation Ceremonies & Engaging Convention Support Personnel and/or Services.

The list of pre-qualified vendors for all categories can be found in the [vendor tables](#). Details on each Category Description can be found in **Appendix 2**.

## Benefits and Cost Savings

Statewide contracts are an easy way to obtain benefits for your organization by leveraging the Commonwealth's buying power, solicitation process, contracting expertise, vendor management and oversight, and the availability of environmentally preferable products.

- Encourages a partnership between vendor and engaging entity for best value.
- Aggregating projects and volume can be established with vendor for common themes and best value.

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- Summarizing department needs in a Statement of Work can effectively allow for ceiling prices to be negotiated based on an identified volume not known during the State bid process.
- Pricing Sheet includes additional discounts offered by vendors on the contract.
- Vendors have clients who are small and large and have a local and national presence.
- Awarded vendors' business profiles are available for purchasing entities to review.
- Contract documents are located in one central location in COMMBUYS.
- Vendor Appraisal System allows users of the contract to appraise vendors' performance on specific projects.

## Find Bid/Contract Documents

- To find all contract-specific documents, including the Contract User Guide, RFR, specifications, price sheets and other attachments, visit [COMMBUYS.com](https://commbuys.com) and search for PRF70 to find related Master Blanket Purchase Order (MBPO) information.
- To link directly to the MBPO for PRF70, visit: [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19948](#)
- To link directly to the MBPO for PRF70 Category 1, visit: [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19979](#)
- To link directly to the MBPO for PRF70 Category 2, visit [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19980](#)
- To link directly to the MBPO for PRF70 Category 3, visit [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19981](#)
- To link directly to the MBPO for PRF70 Category 4, visit [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19982](#)
- To link directly to the MBPO for PRF70 Category 5, visit [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19983](#)

## Who Can Use This Contract

### Applicable Procurement Law

Executive Branch Goods and Services: MGL c. 7, § 22; c. 30, § 51, § 52; 801 CMR 21.00; Applicable Procurement Law: MGL c. 7, § 22; c. 30, § 51, § 52; 801 CMR 21.00

### Eligible Entities

Please see the standard list of Eligible Entities on our [Who Can Use Statewide Contracts](#) webpage.

## Subcontractors

Prior approval of the department is required for any subcontracted service of the Contract. Vendors are responsible for the satisfactory performance and adequate oversight of their subcontractors. The following govern the subcontracting relationship under this contract:

- Vendors are responsible for the satisfactory performance and adequate oversight of any subcontractors. Any provisions contained in any subcontract agreement do not bind eligible entities nor are eligible entities ruled by any requirements that could be in conflict with the requirements of PRF70.

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- Subcontracting should appear seamless to the Commonwealth's eligible entities. Subcontractors must be identified in the Statement of Work (SOW) for the eligible entities.
- OSD and/or Eligible entities reserve the right to approve or reject any and all subcontractors identified by the awarded bidder.
- The portion of the SOW that addresses subcontracting, subcontractors, and their work must include a clear description of the work to be performed, capabilities and qualifications of the subcontractor to perform such work, breakdown of costs, hours, and method of payment.

## Supplier Diversity Requirements

When selecting contractors and placing orders, Executive departments shall utilize diverse and small businesses to the extent possible based on contract terms, SDO and departmental policies, laws, and regulations. Additionally, departments shall make a preference for contractors with higher SDP commitments and/or performance whenever such information is available (or is requested from contractors by the department) and the preference is feasible.

OSD provides up-to-date information on the availability of diverse and small businesses on statewide contracts through the [Statewide Contract Index](#) available on the COMMBUYS home page. See the "Programs (SDO and SBPP)" tab for current certification and small business status of contractors on this contract.

When soliciting quotes, the following requirements apply:

Expected annual value of the RFQ	RFQ process requirements
Less than or equal to \$250,000/year	<ul style="list-style-type: none"> <li>• <b>Notify at least two small businesses</b> capable of providing the product or service of the opportunity, if available.</li> <li>• Include SBPP contract language and place it prominently within the RFQ.</li> <li>• Evaluate bids received from, and award a contract to, an SBPP-participating small business that meets the department's best value criteria.</li> <li>• Award to a large business only if there is no SBPP participating business meeting departments' best value criteria.</li> <li>• Conduct a clarification/BAFO/negotiation before disqualifying an SBPP-participating business based on price or desirable criteria.</li> <li>• See the <a href="#">Best Value Evaluation of Responses to Small Procurements: A Guide for Strategic Sourcing Teams</a> for additional guidance.</li> </ul>
More than \$250,000/year	<ul style="list-style-type: none"> <li>• <b>Notify at least two diverse and/or small businesses</b> capable of providing the product or service of the opportunity, if available.</li> <li>• Make a preference for contractors with higher SDP commitments and/or performance whenever such information is available (or is requested from contractors by the department) and the preference is feasible.</li> <li>• <b>Note:</b> Departments may ask the prime Contractor for an additional SDP commitment specifically related to the Department's purchase or engagement. SDP spending for such a purchase or engagement must be reported by the Contractor using the SDP Reporting Form directly to the Department and may not be included in any other SDP reporting filed by the Contractor.</li> </ul>

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## Pricing, Quote and Purchase Options

### Purchase Options

The purchase options identified below are the only acceptable options that may be used on this contract:

**Purchase Options:** Purchases made through this contract will be direct outright purchases. All elements of the project’s creation through the use of Commonwealth funds are owned by the Commonwealth except where prior ownership has been established. Commonwealth departments should be made aware of such exceptions.

### Quotation Requirements:

Quotes must be obtained for all engagements that exceed \$10,000.00

### Multiple Quotes Requirement

If the contract value is estimated to exceed \$10,000.00, the Commonwealth and its eligible entities must solicit multiple written quotes by creating a solicitation enabled release requisition in COMMBUYS, against the appropriate distributor model Master Blanket Purchase Order(s) for the PRF70 contract. Eligible entities must develop a written Statement of Work and attach it to the COMMBUYS release requisition. The engagement/project will be awarded to the vendor deemed most responsive to the Statement of Work as evaluated by the awarding authority.

There is no quote requirement for projects with an estimated total price that is less than \$10,000.00. In this instance, the Commonwealth and its eligible entities must ensure a sound business practice and award the contract to the responsible PRF70 pre-qualified vendor that meets the project specifications outlined in the Statement of Work (SoW). Any work awarded under this method may not subsequently add tasks that exceed the \$10,000.00 threshold.

### Compensation Structure/Pricing & Expenses:

Compensation Structure/Pricing The compensation structure for PRF70 contract is according to individual projects as described and agreed to in the SoW and the accepted bidder response. Awarded vendors are required to provide specific and transparent prices in all responses to bid quotation requests.

- **Project Pricing:** Costs under PRF70 must be determined through project-based compensation. Each pricing sheet on the contract includes an up-to ceiling rate for each job classifications under the contract.
- Most engagements will not be bid at the ceiling rate. Eligible entities will determine the format in which quotations for their specific project will be collected. Vendors are expected to be competitive with each project and must provide a detailed and transparent budget related to the scope of services to be completed. Eligible entities and awarded PRF70 vendors may negotiate project rates as part of the bid process. Negotiated project rates may be published by the eligible entities as part of the bid records in COMMBUYS.
- **Hourly Rates:** Engagements that are limited in scope, time and value might be best quoted on an hourly rate basis, which is an approved compensation method under this contract.

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**Note:** Regardless of the type/category of bid response, all vendors must include the number of edits or corrections allowed without an additional charge and what the charge will be after that level is reached. These changes are known as Artists Adjustments, AA's, Edits, Corrections, Changes, etc., but the vendor's response to the SOW must be clear.

**Buying Power:** relates to the media buying relationship that a vendor has within the communication market which Commonwealth entities may benefit from by receiving greater discounts and savings.

**Quotes/Statements of Work (SOW):** The SoW will identify deliverables as well as a vendor's industry experience that will be leveraged for lower rates e.g., media rates, frequency, placement, or positioning.

- Pricing Sheets as well as other contract documents are uploaded in COMMBUYS under the PRF70 Master Blanket Purchase Order ([Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19948](#)) with the following COMMBUYS Short Description: **PRF70 Advertising, Marketing and Event Planning Services**
- The MBPO under is [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19948](#)

**Prompt Payment Discount (PPD):** is a discount for early payment of invoices presented to the Commonwealth for payment processing. Absent a PPD a vendor will be paid at 45 days. However, there are instances where goods are purchased for an entity that is at cost, without a profit margin and thus has no PPD applicable, see below.

- Prompt Payment Discount (PPD) – Non-Application:  
Vendor-offered Prompt Payment Discounts will be applicable to all pricing related items on the project excluding instances when a vendor is requesting payments for services provided by a third party but is in full compliance with an order/request from the eligible entity that is using the contract.

Prior approval for PPD exclusion must be received from the eligible entity that is requesting services.

Examples of PPD exclusion include media placement or other services and commodities where there is no commission or markup percent with the invoice showing the cost advanced by the vendor such as:

- Printing
- Fulfillment charge – postage, mailings etc.
- NET Paid Media – not gross media, but the amount of the media buy that the agencies must pay directly to the vendor (TV Station/Radio Station etc.) The net media is not subject to the 1% prompt payment, but the fee the agency charges the Commonwealth to plan and place the buy is – that is usually referred to as Gross Media.
- Stock Photography
- Event-Related Expenses such as venue costs, food, A/V

For any item where PPD is not applicable, the vendor must provide a separate document that includes an explanation for the PPD exclusion and submit it to the eligible entity in order to avoid PPD being applied to those services. Invoices should clearly state the non-applicability of PPD by printing the following on the submitted invoice "PROMPT PAYMENT DISCOUNT NOT APPLICABLE."

**Invoicing:** All bills/invoices must minimally include:

- Assignment name.
- Hours billed/invoiced and Statewide Contract hourly rate or portion of project billed.
- Hourly rate: Identify account manager or other vendor agent and applicable hourly rate.

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- Project based: Identify portion of project billed and balance remaining, but not an average rate.
- All supporting documents must accompany billing/invoicing received by an engaging entity.

## Pricing Options

The compensation structure for PRF70 is according to individual projects as described and agreed to in the SoW and the accepted bidder response.

- **Ceiling/Not-to-Exceed:** PRF70 vendors have provided a “not-to-exceed” contract rates (posted in COMMBUYS) however, most engagements will not be bid at the ceiling rate. Eligible entities will determine the format in which quotations for their specific project will be collected. PRF70 vendors are expected to be competitive with each project and must provide a detailed and transparent budget related to the scope of services to be completed.

## Product/Service Pricing and Finding Vendor Price Files

- Pricing Sheets as well as other contract documents are uploaded in COMMBUYS under the PRF70 Master Blanket Purchase Order [Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19948](#) with the following COMMBUYS Short Description: PRF70 Advertising, Marketing and Event Planning Services.

The MBPO number is **PO-21-1080-OSD03-SRC3-19948**.

## Setting Up a COMMBUYS Account

COMMBUYS is the Commonwealth’s electronic Market Center supporting online commerce between government purchasers and businesses. If a buyer does not already have an account, please contact the COMMBUYS Help Desk to set up a COMMBUYS buyer account for your organization: (888)-627-8283 or [OSDhelpdesk@mass.gov](mailto:OSDhelpdesk@mass.gov).

Per **801 CMR 21.00**, Executive Branch Departments must use established statewide contracts for the purchase of commodities and services. Specifically, Executive Departments are required to use OSD’s statewide contracts, including designated statewide contracts, if available, for their specific commodity and service needs. Exceptions will only be permitted with prior written approval from the Assistant Secretary for Operational Services, or designee.

## Quick Search in COMMBUYS

Log into COMMBUYS, use the Search box on the COMMBUYS header bar to locate items described on the MBPO **PO-21-1080-OSD03-SRC3-19948** or within the vendor catalog line items. Select Contract/Blanket or Catalog from the drop-down menu.

## How To Purchase From The Contract

- **Solicit quotes and select and purchase quoted item in COMMBUYS**  
How to Purchase from PRF70 Solicitation Enabled MBPOs through COMMBUYS:

This COMMBUYS functionality provides a mechanism to easily obtain quotes, as specified by the Contract. The buyer would create a Release Requisition, and then convert it to a Bid. After approval by the buyer approving officer, the bid is then sent to selected vendors to request quotes. Buyers must include “PRF70 RFQ” when entering information in the Description field.

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For a description of how to complete this purchase in COMMBUYS, visit the [Job Aids for Buyers](#) webpage, and select:

- The *COMMBUYS Purchase Orders* section, choose the *How to Make a Statewide Contract Purchase in COMMBUYS* or one of the quick reference guides.

- **Engagements under \$10,000**

Engagements valued at less than \$10,000 require at least one quote or an accepted Statement of Work with an estimated value. For these projects, the Commonwealth and its Eligible Entities must ensure a sound business practice and award the contract to the responsible PRF70 pre-qualified vendor that meets the project specifications outlined in the Statement of Work (SoW). Any work awarded under this method may not subsequently add tasks that exceed the \$10,000 threshold.

It is considered best practice to seek at least three quotes for all engagements; however, multiple quotes for engagements under \$10,000 are not required to ensure price is appropriate.

## Obtaining Quotes

Contract users should always reference PRF70 when contacting vendors to ensure they are receiving contract pricing. Quotes should be awarded based on best value.

For a full description of how to complete a quote in COMMBUYS visit the [Job Aids for Buyers](#) webpage, and select:

- The *COMMBUYS Purchase Orders* section, and choose the *How to Make a Statewide Contract Purchase in COMMBUYS* job aid.

## Instructions for MMARS Users

MMARS users must reference the MA number in the proper field in MMARS when placing orders with any contractor.

## Procurement Exclusions

The intent of the PRF70 statewide contract is to enable Eligible Entities to procure the Professional Services for Advertising, Marketing & Event Planning as specified in this RFR. While some overlap with other existing statewide contracts is permitted (e.g., products bundled as part of a system purchase), items that are offered on Statewide Contracts (and any of the successor statewide contracts) with the primary use as listed below will be excluded unless identified in this RFR and any attachments.

The lists of products and services that are NOT allowed under this contract include, but are not limited to, the following:

- Any OSD Statewide Contracts that have a primary focus upon Information Technology (“IT”) products and/or services, including the following OSD Contract Categories:
- ITC – Information Technology – Hardware ITS—Information Technology – Software and Services
- ITT – Information Technology – Telecommunications

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## Emergency Services

Many statewide contracts are required to provide products or services in cases of statewide emergencies. [ML - 801 CMR 21](#) defines emergency for procurement purposes. Visit the [Emergency Contact Information for Statewide Contracts](#) list for emergency services related to this contract.

## Additional Information/FAQs

### Geographical Service Area

PRF70 contract serves all geographic service area in the Commonwealth of Massachusetts.

### Performance Measures

Vendors' performance will be measured using the following characteristics:

- Responsiveness to bids to which they have been invited to submit a response
- Ability to meet project deadlines as agreed
- Ability to complete project according to agreed scope
- Ability to complete projects within budget
- Ability to create of a product that adds value to the hiring agency

Vendors will be required to participate in an annual business review meeting where their performance will be reviewed, and determinations made as to their suitability to continue providing service for the hiring agent.

### Corrective Action Process

Annual business review meetings with the buyer community and the OSD will be scheduled and held with the vendor regardless of whether or not there are contract violations. These meetings are geared towards managing the supplier relationship and ensuring that the contract is being executed as per the contract's terms and conditions. Contract violations will be documented by the state agencies in which they occurred and submitted to the vendor and the SST team upon occurrence for the appropriate action to be taken.

### Ownership of Intellectual Property Developed under PRF70

All marketing materials (any component being developed or produced as part of a marketing or communications campaign which may include but is not limited to: music, lyrics, pictures, slogans, colors, characters, layout, and storyboards) designed under PRF70 belongs to the Hiring Entity that purchased such materials.

### Other Discounts

- **Prompt Pay Discounts:** (see also compensation structure/pricing section above for additional information): A discount given to the buyer if paid within a certain time period. These discounts may be found in the [Vendor List and Information](#) section below. All discounts offered will be taken in cases where the payment issue date is within the specified number of days listed by vendor and in accordance with the Commonwealth's Bill Paying Policy. Payment days will be measured from the date goods are received and accepted / performance was completed OR the date an invoice is received by the Commonwealth, whichever is later to the date the payment

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is issued as an EFT (preferred method) or mailed by the State Treasurer. The date of payment “issue” is the date a payment is considered “paid” not the date a payment is “received” by a Contractor.

- **Volume Discounts:** A discount is provided (or negotiated) to buyers if a certain volume of product or service is purchased. Please discuss this with your vendor prior to engagement.
- **Tiered Discounts:** This discount is intended to encourage buyers to procure larger quantities of this service by applying discounts based on the quantity ordered. These discounts may be “tiered” so that they increase as the order amount is raised. Buyers should negotiate these tiered discounts with the vendors as applicable.
- **Added Value/ Bonus Services:** A discount that is not previously mentioned that the vendor is able to access for example through its certifications and affiliations within the industry and can pass on to buyers.

## Performance and Payment Time Frames Which Exceed Contract Duration

All agreements for services entered into during the duration of this Contract and whose performance and payment time frames extend beyond the duration of this Contract shall remain in effect for performance and payment purposes for a maximum time of six (6) calendar months. No written agreement shall extend more than 6 months beyond the current contract term of this Statewide Contract as stated on the [first page](#) of this contract user guide. No agreements for services may be executed after the Contract has expired.

## Memorandum of Understanding/Statement of Work

*Sample Statement of Work is available as an attachment in COMMBUYS under the Master Record MBPO.*

## Distributor Model Master Blanket Purchase Orders (MBPOs)

Refer to [www.COMMBUYS.com](http://www.COMMBUYS.com)

- Click on “Advanced Search” to search by “Document Type.”
- Select “Contract/ Blankets.”
- Type in “PRF70” in the “Contract/ Blankets Description” search field to find the distributor model Master Blanket Purchase Orders (MBPOs) for MBPOs listed below:

<a href="#">Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19979</a>	PRF70 Category I Web-Based, Social & Emerging Media Services: Includes All Vendors For This Category
<a href="#">Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19980</a>	PRF70 Category II Creative Services: Arts & Graphic Design, Commercial Photography & Video Production
<a href="#">Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19981</a>	PRF70 Category III Marketing Services: Marketing, Advertising & Public Relations
<a href="#">Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19982</a>	PRF70 Category IV Event Planning & Event Support: Includes All Vendors for This Category
<a href="#">Master Blanket Purchase Order PO-21-1080-OSD03-SRC3-19983</a>	PRF70 Category V Integrated Marketing Services- Full-Service Vendors Only

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OPERATIONAL SERVICES DIVISION

# Contract User Guide for PRF70

## Strategic Sourcing Team Members

- Christopher MacIsaac EEA
- John Jacob DPH
- David Harvey DPH
- Suzanne Crowther DPH
- Robin McNamara DEP
- Winnifred Prendergast DEP
- Rhonda Russian DEP
- Sam Chan (Inactive) OSD
- Ann-Maria Bennett OSD

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## Appendix 1

### Category Description

#### **Category I-Web-Based, Social & Emerging Media Services includes:**

- Web-based
- Social media
- Any other emerging media platform

#### **Category II- Creative Services includes:**

- Art & Graphic Design
- Commercial Photography
- Video Production

#### **Category III-Marketing Services includes:**

- Marketing
- Advertising
- Public Relations

#### **Category IV-Event Planning & Event Support Services includes:**

- Event Planning
- Event Support
- Virtual Events Planning and Support

#### **Category V- Integrated Marketing Services includes:**

This category must include services offered under Categories I-IV, above. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.

# Contract User Guide for PRF70

## Appendix 2

### Category Specifications

This contract targets multiple vendors in order to meet the service requirements of the category expertise of the bid. Bidders must have demonstrated experience and core competencies providing services for customers that are similar in size and that match the category requirements of this RFR. Overall, bidders must describe their specialized service and provide detailed information on their expertise and core competencies for each applicable category of their bid response. Please review section 3.0 above for additional, specific information regarding bidders' capacity and qualifications for PRF 70 RFR Advertising, Marketing and Event Planning Services. Supplier Diversity Office (SDO) certified businesses are strongly encouraged to respond to this RFR.

#### PRF70: Specification Requirements for Categories 1-5 Services

In addition to the general description and requirements for the five (5) Categories contained in RFR Section 1.1, all Bidders responding to this Solicitation by selecting one or more of the five PRF70 categories must demonstrate, through their RFR Response narrative and supporting documentation, their ability, capability and expertise to provide the following Services as defined below. Bidders should also refer to RFR Section 3, Bidder Qualifications, for additional requirements pertinent to these specifications.

#### Category I Definition-Web-based, Social and Emerging Media

Includes, but is not limited to, evolving methods of media production, delivery, and consumption. The creation, development and implementation of marketing/communications tools, devices and campaigns that reflect the evolving nature in which messaging is produced, delivered and consumed, to include online marketing, e-mail marketing, social media, website development, mobile phone application development, and other emerging methods, platforms and technologies, such as:

The internet or similar electronic media (social networks e.g., Facebook, LinkedIn, blogs, podcasts, wikis, content communities: flickr, YouTube, etc. Microblogging: Twitter. Mobile and location-based platforms, such as foursquare, for the development, preparation, promotion and distribution/ placement of information or advertisement.

#### Category II Definition-Creative Services

**Art & Graphic Design-** Includes, but is not limited to, images, patterns, layouts, and other graphic devices composed into a coherent, distinctive design intended for printing and/or for advertisements and printed materials. Awarded vendors will provide copywriting and technical writing services, create sketches, drawings, publication designs and typographic layouts and furnish custom or stock artwork (including electronic artwork.)

**Commercial Photography-** Includes, but is not limited to: Taking pictures, photo development, enlargements, hardcopy and/ or digital pictures (black and white or color) for advertisement, merchandising, product placement, brochures, leaflets and other communication services.

**Video Production-** Includes, but is not limited to: The development, creation and production of television programs, television commercials, training videos, and videos to raise public awareness about services, educate learners, train staff, NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on [mass.gov/osd](http://mass.gov/osd).

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and deliver brand messages. Essential functions include services to produce quality videos, content, production quality, and clarity. Awarded vendors will be responsible for project management, content development, creative script, finding talent, scouting filming locations, filming, and editing.

## Category III Definition-Marketing Services

**Marketing-** Includes, but is not limited to: Brand Development, Strategic Planning, Focus Groups, Video, PSA/commercials/radio spots development & production, Event Materials Development, Graphics, Packaging, Analytics & Monitoring, Email & Social Media Marketing, Mobile Application Development, Search Engine Optimization & Outreach, Web Development, Media Placement, qualitative use of mainstream and ethnic-based TV and radio advertising reach through targeted programming and Pre-/Post- Campaign Evaluations.

**Advertising-** Includes, but is not limited to: The development, production (drafts, proof, edits and finals) & Positioning of specific messaging content in any identified or to be identified approved mainstream and ethnic communication media (newspapers, magazines, broadcast media, advertising media, social media, direct mail, billboards and posters, transit advertising and promotional items) to reach a predetermined audience/demographic market. Includes services to promote awareness, disseminate information, enable public understanding of complex technical and social issues

**Public Relations-** Includes, but is not limited to: Research, planning, communication, dialogue and evaluation, public attitudes, definition of the policies, procedures and interests of an organization. More specifically publicity events, photo ops or publicity stunts, speeches to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances, collateral literature, both offline and online, direct communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters, blogs, as well as social media and social networks.

## Category IV Definition-Event Planning & Event Support Services

**Event Planning-** Includes, but is not limited to: To Create, organize and supervise all aspects of an event such as, but not limited to trade shows, workshops, seminars, award ceremonies and conventions. Event planning includes budgeting, establishing dates and alternate dates, selecting and reserving the event site, acquiring permits, and coordinating transportation and parking. Event planning also includes some or all of the following, depending on the event: developing a theme or motif for the event, arranging for speakers and alternate speakers, coordinating location support (such as electricity and other utilities), arranging decor, tables, chairs, tents, event support and security, catering, police, fire, portable toilets, parking, signage, emergency plans, and cleanup.

**Event Support-** Includes but is not limited to: Relates to service assistance (support) once all functional elements of a scheduled event have been established and/or a site has been secured. Included in part or in total would be: graphic design, back-drop graphic imprinted signs or panels, onsite support personnel for registration, surveys, workshop facilitators but not presenters, greeters, and other services that are ancillary to the successful event outcome.

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## Category V Definition- Integrated Marketing Services

Must include all functions of a full-service marketing & advertising agency and cover all services offered under Categories I-IV, above. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.



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### Vendor List and Information\*

PRF70 Vendor Responses	Contact Person	Phone #	Email	Categories	Discounts (PPD)	SDO Certification Type	SDP Commitment Percentage
PRF70 Bid and Contract Documents. (Master Contract Record)	Marge MacEvitt	617-720-3121	<a href="mailto:marge.macevitt@mass.gov">marge.macevitt@mass.gov</a>				
3 Media Web Solutions Inc	Marc Avila	508-439-4352	<a href="mailto:marc@3mediaweb.com">marc@3mediaweb.com</a>	1	2% 10 days		10%
451 Marketing, LLC	Nicholas Lowe	617-921-3436	<a href="mailto:nick@zozimus.com">nick@zozimus.com</a>	All	5% 10 days 4% 15 days 3% 20 days 1% 30 days		3%
617 Media Group LLC	Catherine Montgomery	617-997-5097	<a href="mailto:catharine@617mediagroup.com">catharine@617mediagroup.com</a>	All	4% 10 days 3% 15 days 2% 20 days 1% 30 days		75%
Allen Roche Group	Laura Roche	978-304-4123 781-771-8529	<a href="mailto:laura@argmail.com">laura@argmail.com</a>	1, 2, 3	3 % 10 days 1% 15 days 0% 20 days 0% 30 days		3%
Archipelago Strategies Group,(ASG)	Josiane Martinez	857-222-0800	<a href="mailto:josiane@discoverasg.com">josiane@discoverasg.com</a>	All	1% 10 days 0.7% 15 days 0.6% 20 days 0% 30 days	MBE WBE	5%

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Argus	Caitlin Dodge	339-222-2864	<a href="mailto:caitlin@thinkargus.com">caitlin@thinkargus.com</a>	All	1.5% 10 days 1% 15 days 0.5% 20 days 0% 30 days	MBE	5%
Bastion Elevate	Shana Starr	949-433-0851	<a href="mailto:shana@bastionelevate.com">shana@bastionelevate.com</a>	1, 3	1% 10 days 0.5% 15 days 0% 20 days 0% 30 days		15%
Brand Content	Kelly Gross	978-771-3421	<a href="mailto:kgross@brandcontent.com">kgross@brandcontent.com</a>	All	5% 10 days 4% 15 days 3% 20 days 0% 30 days		10%
Buyer Advertising, Inc	Colleen Kelly	857-404-0891	<a href="mailto:ckelly@buyerads.com">ckelly@buyerads.com</a>	1, 2, 3	0.75% 10 days 0.5% 15 days 0% 20 days 0% 30 days	WBE	1%
C+C	Cindy Gage	617-530-1361	<a href="mailto:cgage@cplusc.com">cgage@cplusc.com</a>	All	1% 10 days 0% 15 days 0% 20 days 0% 30 days		10%
Carroll Communications Group, LLC	Marc Carroll	617-657-0679	<a href="mailto:mcarroll@carrollcommunications.net">mcarroll@carrollcommunications.net</a>	5	1% 10 days 0.5% 15 days 0% 20 days 0% 30 days	DBE	5%
Causemedia, inc.	Judith Haber	617-558-6850	<a href="mailto:jhaber@moreadvertising.com">jhaber@moreadvertising.com</a>	All	1% 30 days	MBE WBE	4%
Design Principles, Inc.	Karen Alves	508-763-1919	<a href="mailto:karen@designprinciples.com">karen@designprinciples.com</a>	1, 2, 3	5% 10 days 4% 15 days 3% 20 days 2% 30 days	WBE	10%
Eastern Research Group	Christopher Lamie	781-674-7247	<a href="mailto:chris.lamie@erg.com">chris.lamie@erg.com</a>	1, 2, 4	1% 10 days		3%

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Ebben Marketing Group, LLC.	William Ebben	781-449-3244	<a href="mailto:bill@ebbengroup.com">bill@ebbengroup.com</a>	All	5% 10 days 4% 15 days 3% 20 days 2% 30 days		20%
Elevate Communications	Stacy Grisinger	617-861-3654	<a href="mailto:sgrisinger@elevatecom.com">sgrisinger@elevatecom.com</a>	All	3.5% 10 days 2% 15 days 1% 20 days 0% 30 days		10%
Fuseideas	Dennis Franczak	617-776-5821	<a href="mailto:dfranczak@fuseideas.com">dfranczak@fuseideas.com</a>	All	2% 10 days 2% 15 days 1% 20 days 0% 30 days		5%
Geovision, Inc.	Juan Mandelbaum	617-926-5454 ext 104	<a href="mailto:juanm@geovisiononline.com">juanm@geovisiononline.com</a>	5	2% 10 days 1% 15 days 1% 20 days 0% 30 days	MBE	5%
Health Resources in Action, (HRiA)	Karen Schoneman	617-279-2221	<a href="mailto:kschoneman@hria.org">kschoneman@hria.org</a>	All	1% 10 days 0.5% 15 days 0.25% 20 days 0% 30 days		20%
Intercultural Productions	Lauren Willis	978-427-8666	<a href="mailto:lauren@interculturalproductions.com">lauren@interculturalproductions.com</a>	2	3% 10 days 2% 15 days 1% 20 days 0.5% 30 days	MBE	2%
KHJ Brand Activation	Sylvie Askins	617-648-3123	<a href="mailto:saskins@khj.com">saskins@khj.com</a>	All	2% 10 days 2% 15 days		8%

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Marketing Doctor Inc.	Janet Casey	413-896-0800	<a href="mailto:Janet@mymarketingdoctor.com">Janet@mymarketingdoctor.com</a>	All	2% 10 days 1.5% 15 days 1% 20 days 0.5% 30 days	WBE	2%
MK3 Creative	Morris Efron	617-549-7946	<a href="mailto:meffron@mk3creative.com">meffron@mk3creative.com</a>	2, 4	2% 10 days 1.5% 15 days 1% 20 days 0% 30 days		4%
Miles Partnership, LLP	Tania Leichter	941-342-2300	<a href="mailto:Tania.Leichter@milespartnership.com">Tania.Leichter@milespartnership.com</a>	All	5% 10 days 4% 15 days 3% 20 days 2% 30 days		5%
Open the Door, Inc.	Christina Pappas	617-536-0590	<a href="mailto:cpappas@openthedoor.biz">cpappas@openthedoor.biz</a>	All	3% 10 days 2% 15 days 1.5% 20 days 1% 30 days	WBE	7%
Regina Villa Associates, Inc.	Regan Checchio	617-461-3277	<a href="mailto:rhecchio@reginavilla.com">rhecchio@reginavilla.com</a>	1, 2, 4	1% 10 days 1% 15 days 0% 20 days 0% 30 days	WBE	3%
RDW Group Inc	Phil Loscoe	401-521-5200	<a href="mailto:ploscoe@rdwgroup.com">ploscoe@rdwgroup.com</a>	1,2,3	5% 10 days 2% 30 days		5%
Salcedo-Marx, Inc.	Anastacia Salcedo	857-301-7032	<a href="mailto:anastaciamdes@gmail.com">anastaciamdes@gmail.com</a>	1, 2, 3	2% 10 days 2% 15 days 2% 20 days 2% 30 days	WBE	3%

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SDG Direct Ltd	Mary Shields	508-732-9903	<a href="mailto:mary@shieldsdesignstudio.com">mary@shieldsdesignstudio.com</a>	All	3% 10 days 2% 15 days 1% 20 days 0% 30 days	WBE	8%
Sleek Machine, LLC	Eric Montague	508-527-3312	<a href="mailto:eric@sleekmachine.com">eric@sleekmachine.com</a>	All	2% 10 days 2% 15 days 1% 20 days 1% 30 days		20%
Small Army, Inc.	Jeff Freedman	617-450-0000	<a href="mailto:jeff.freedman@finnpartners.com">jeff.freedman@finnpartners.com</a>	All	3% 10 days 2% 15 days 1% 20 days 0% 30 days		10%
Solomon McCown & Company d/b/a Solomon McCown & Cence	Wachtel Sheridan	617-933-5022	<a href="mailto:swachtel@solomonmccown.com">swachtel@solomonmccown.com</a>	All	2% 10 days 1.5% 15 days 1% 20 days 0% 30 days		1%
The Anthem Group	Shelby Elwell	860-689-6387	<a href="mailto:selwell@theanthemgroup.com">selwell@theanthemgroup.com</a>	3, 4	3% 10 days 2% 15 days 1% 20 days 0% 30 days		10%
The Castle Group	Wendy Spivak	617-337-9525	<a href="mailto:wspivak@thecastlegrp.com">wspivak@thecastlegrp.com</a>	1, 3, 4	2% 10 days 1.5% 15 days 1% 20 days 0% 30 days	WBE	3%
The Rendon Group	Tricia Raynard	617-912-3800	<a href="mailto:traynard@therendongroup.com">traynard@therendongroup.com</a>	All	2% 10 days 1.5% 15 days 1% 20 days 0.5% 30 days		5%

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Tomo360	Susu Wong	617-699-5441	<a href="mailto:susu@tomo360.com">susu@tomo360.com</a>	1, 2, 3	5% 10 days 5% 15 days 5% 20 days 5% 30 days	MBE WBE LGBTBE	3%
True North Inc.	Tom Goosmann	212-557-4202	<a href="mailto:tom@truenorthinc.com">tom@truenorthinc.com</a>	1, 2, 3	5% 10 days 3% 15 days 2% 20 days 0% 30 days		10%
TSM Design	Nancy Urbschat	413-271-7922	<a href="mailto:nancy@tsmdesign.com">nancy@tsmdesign.com</a>	1, 2, 3	5% 10 days 4% 15 days 3% 20 days 1% 30 days	WBE	15%
Valvespring	Christina Divigard	413-341-6780 860-543-0289	<a href="mailto:cdivigard@valvespring360.com">cdivigard@valvespring360.com</a>	2, 3	4% 10 days 3% 15 days 2% 20 days 1% 30 days		5%

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\*\*The Conversion Vendor MBPO is the central repository for all common contract files.

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