

Attachment A
RFP 4569 Z1

Technical Requirements

For each of the following, please provide a narrative response of how the following requirements will be met. Please include frequency of each requirement in the narrative response. Explain the overall process, research methodology, planning, creative development, requirement implementation and evaluation of each item. If a “pass through or a commission rate” cost is associated with the requirement, please include in the narrative response. The fulfillment of the RFP requirements listed below will be at the direction of the Nebraska Game and Parks Commission. A completed form must be submitted with the proposal response.

Bidder’s Company Name: _____

Technical Requirements
<p>Project Planning and Evaluation. Consult on project media plans, outlining and recommending measurable strategies supported by solid research through the use of various media such as print, television, radio, internet, special events. Review and evaluate advertising opportunities and present to NGPC as needed and assigned. Final decisions will be made by NGPC.</p>
Narrative:
<p>Creative Design and Development. Create and produce advertisement materials for mediums designated in specified marketing-advertising media campaigns. Television, radio, print, outdoor (billboards & transit), movie theater, online, social media, infographics, Websites and sponsorships have been utilized in the past and may be a part of future effort as well. In addition, any other creative and/or non-traditional means to reach the target audiences will be considered and utilized as appropriate</p>
Narrative:
<p>Media Placement and Advertising Buying. Scheduling, media placement and planning of specified media schedules which are comprised of television, radio, newspapers, direct mail, digital communications, social media and other communication channels. The contractor will be expected to keep costs per impression at a competitive level, unless unique opportunities are presented that provide niche marketing opportunities to benefit NGPC. As much as possible, contractor shall develop the campaign(s) so as to deliver bonus time/weight on media placement as well as value-added opportunities. The contractor must identify media placement commission rate and explain how it compares to the industry standard.</p>
Narrative:
<p>Earned Media. The contractor will develop and implement earned media activities as appropriate. If earned media efforts are developed, the contractor shall provide NGPC drafts of all news releases, media advisories, etc., created as a result of these funds. NGPC will review the drafts to ensure that they meet the standards outlined and that they are consistent in tone and quality with similar materials produced by or for NGPC.</p>

Narrative:

Project Modifications. Campaign refinement, development and/or production may take place as appropriate throughout the duration of the contract and any optional renewal period. NGPC reserves the right to modify the media mix and distribution during the course of a campaign or marketing effort

Narrative:

Branding. Review, analyze, and collaborate in the recreation or enhancement of NGPC's branding. This process is included in the scope of this RFP. The contractor will be required to enhance agency brand/image or campaign strategy with creative images, music, messaging, and design elements

Narrative:

Supplemental Creative Materials. Occasionally, NGPC uses media materials that are developed by other states or industry organizations. The contractor will evaluate and potentially modify these materials to accommodate NGPC's specific goals and/or produce additional creative materials.

Narrative:

Regional Marketing. Develop cohesive regional strategies to assist in a more comprehensive approach to regional marketing of Nebraska's areas.

Narrative:

Presentation Development. Research, plan, and produce presentations (which may include script writing, video productions, and on-site technical assistance).

Narrative:

Cooperative Marketing Planning and Creative Development. Cooperative marketing is a current objective. Contractor will support this goal by producing and presenting coordinated media schedules, marketing presentations and cohesive marketing strategies, and assisting in the development and communication of cooperative marketing efforts as needed and assigned. Through these collaborative efforts, the contractor will assist in creative development of new ideas, strategies, and materials that best reflect outdoor recreation in Nebraska, including but not limited to: enhancing cooperative partnerships and expand awareness of the marketing programs; develop creative, cutting edge (print, television, etc.) materials that strengthen the relationships and partnerships of within the industry; etc.

Narrative:

Market Research. Research is critical to the vitality and progressive movement for NGPC. Research data will play a critical role in all marketing efforts and must be the key decision making tool when it pertains to marketing and the evaluation of such campaigns, including coop partnerships. The contractor will, as needed: coordinate and conduct research projects including surveys, (both written and electronic and other methods which may be unknown at this time); develop customer relationship management strategies; deploy surveys through various methods which include on-site interviews and in-person interviews; and additional cutting edge industry-related research methods that would provide useful data. The contractor will also provide NGPC with current and trending demographics that would assist in transforming and elevating Nebraska's outdoor recreation industry and enhance visitor experience.

Narrative:

Creative Planning and Development. Creative Services are fluid. The contractor must be able to be supportive and supply turn-key creative, innovative, cutting edge, and competitive creative services to NGPC. These services must include, but are not limited to, the following: planning, consultation, and presentation of multiple creative options to NGPC in both electronic and printed mock-ups as they pertain to each project; editorial services and copywriting; fact-checking, proofreading, and editing of collateral materials in coordination with NGPC.

Narrative:

Content Revisions. Creative services for specified campaigns include revision of all content material as needed to appear across multiple platforms as needed as well as working in tandem with the NGPC's staff on design, development, and implementation.

Narrative:

Video Editing. Creative services include providing input, thought, direction, and editing of HD or other film footage for a variety of mediums as needed

Narrative:

Project Evaluation. Marketing and communications project success evaluation during the contract and any optional renewal period will be expected. Focus groups surveys and other evaluation tools may be utilized as appropriate

Narrative:

Collaboration with Staff. All activities will be conducted in close collaboration with NGPC staff. Regularly scheduled meetings between the contractor and NGPC staff are customary. At a minimum, these meetings will take place on a quarterly basis and more frequently during campaign development.

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