

**Attachment A**  
**RFP 4960Z1**

**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 “reimbursement 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 Corn Board. A completed form must be submitted with the proposal response.

Firm: \_\_\_\_\_

<b>Technical Requirements</b>
<p><b>1. Project Planning and Evaluation.</b> Contractor will consult on project media plans, outlining and recommending measureable strategies for various media such as print, television, radio, digital, and special events. Contractor must maintain a working knowledge of key issues related to Nebraska’s corn industry, biofuels, livestock, agriculture, etc. Projects may include event planning and coordination as directed. Contractor must review and evaluate advertising opportunities and present to NCB as needed and assigned. Final decisions will be made by NCB.</p>
Narrative:
<p><b>2. Creative Design and Development.</b> 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 NCB. Create and produce advertisement materials for mediums designated in specified marketing-advertising media campaigns. Television, radio, print, outdoor (billboards &amp; transit), movie theater, online, social media, infographics, websites and sponsorships have been utilized in the past and may be a part of future efforts as well. In addition, any other creative and/or non-traditional means to reach the target audiences will be considered and utilized as appropriate. These services must include, but are not limited to, the following: planning, consultation, and presentation of multiple creative options to NCB in both electronic and printed mock-ups as pertinent to each project; editorial services and copywriting; fact-checking, proofreading, and editing of collateral materials in coordination with NCB.</p>
Narrative:

<b>Technical Requirements</b>
<p><b>3. Social Media Marketing.</b> Contractor may be asked to suggest, create, implement and monitor a social media marketing plan with NCB's blog, Facebook, Twitter, YouTube, Flickr, Instagram, Pinterest, or other social medium to allow for advertising and message promotion benefiting NCB. Reports from the impressions or reach must be gathered and given to NCB.</p>
Narrative:
<p><b>4. Project Modifications and Special Projects.</b> Campaign refinement, development and/or production may take place as appropriate throughout the duration of the contract. NCB reserves the right to modify the media mix and distribution during the course of a campaign or marketing effort.</p>
Narrative:
<p><b>5. Branding.</b> Review, analyze, and collaborate overall creative and brand messaging stewardship on behalf of NCB. The contractor will be required to enhance agency brand/image or campaign strategy with creative images, music, messaging, and design elements.</p>
Narrative:
<p><b>6. Supplemental Creative Materials.</b> Occasionally, NCB uses media materials that are developed by other states or industry organizations. The contractor will evaluate and potentially modify these materials to accommodate NCB's specific goals and/or produce additional creative materials.</p>
Narrative:
<p><b>7. Video Editing.</b> Contractor must provide creative services in providing input, thought, direction, and editing of HD or other film footage for a variety of mediums as needed. Contractor should have experience in developing video series/campaigns that includes developing the footage gathered and creating a finished product that reaches the audiences defined in the project overview.</p>
Narrative:

<b>Technical Requirements</b>
<p><b>8. Project Evaluation.</b> Marketing and Communications Project Success Evaluation during the contract will be expected. Focus groups, surveys and other evaluation tools may be utilized as appropriate.</p>
<p>Narrative:</p>
<p><b>9. Market Research.</b> Research is critical to understand consumer preferences and garnering the best way to reach NCB audiences. 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 communication campaigns. 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 NCB with current and trending demographics that would assist in communicating and educating Nebraska’s public on corn, biofuels, livestock and agricultural issues.</p>
<p>Narrative:</p>
<p><b>10. CornsTalk Quarterly Report.</b> Contractor will consult with staff on content to be included in the “CornsTalk” publication, distributed potentially four (4) times per fiscal year. A draft of content will be provided to NCB staff for review at least one month prior to print-ready deadline. A print copy review including creative and content must be provided to NCB staff two weeks before print-ready deadline. Contractor may be responsible for providing the printing and distribution if the State Print Shop is unable to provide. Contractor may also be required to negotiate a competitive rate with print mediums for printing and inserting CornsTalk in publications for distribution.</p>
<p>Narrative:</p>
<p><b>11. Spokesperson Relations.</b> Contractor will coordinate with the official spokesperson for NCB. The spokesperson will speak on behalf of agricultural issues and the NCB. Contractor will schedule events, communications, media relations, social media and other opportunities with spokesperson. Contractor will also compensate spokesperson for program and media appearances on behalf of NCB.</p>
<p>Narrative:</p>

<b>Technical Requirements</b>
<b>12. Strategic Planning.</b> The NCB intermittently develops and updates a Strategic Plan. Contractor may be asked to facilitate strategic planning and provide a follow-up summary report in the timeframe expected of the Board.
Narrative:
<b>13. Media Placement and Advertising Buying.</b> Contractor will be responsible for 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 NCB. 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.
Narrative: