

**Solicitation of Offers  
For  
STD Awareness Social Marketing Campaign**

**Contract w/Acadiana C.A.R.E.S.**

In Collaboration with the Louisiana Department of Health,  
Office of Public Health,  
STD/HIV/Hepatitis Program

ATTN: Full-Service Advertising and Media Purchasing Agency

September 20, 2021

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## **Introduction**

Acadiana CARES announces the availability of a one-year funding agreement to support the development, execution and maintenance of a statewide STD Awareness Campaign in Louisiana.

With the rise in syphilis cases, Acadiana CARES in collaboration with the Louisiana Department of Health, STD/HIV/Hepatitis Program (SHHP) will launch a statewide STD awareness social marketing campaign in Louisiana. To assist in this effort, we are seeking a full-service Advertising and Media Purchasing Agency of Record (AOR) that can handle all OOH and digital media solutions, inclusive of, but not limited to: Strategic Planning; Brand Management; Web Design and Content Management; Search Engine Marketing and Optimization; Advertising; Video Production; and Media Purchasing. Vendors interested in applying have the liberty to sub-contract services to fulfill the obligations of their proposed offer.

This Solicitation of Offers (SO) contains the requirement that all proposals shall meet to be considered for funding. Failure to conform to these requirements will result in disqualification of the proposal without further consideration. Each applicant is solely responsible for the preparation and submission of a proposal in accordance with instructions contained in this SO.

## **Part I. Administrative and General Information**

### ***1.5 Purpose***

Acadiana CARES will fund one vendor to develop, execute and maintain an integrated, social marketing campaign, refresh an existing website, and develop uniquely creative social media content (ex. Reels) to educate and inform the public.

### ***1.6 Background***

Despite increased STD testing and surveillance by the Louisiana Department of Health Office of Public Health (OPH), the number of syphilis cases in Louisiana continues to be alarming:

- **Louisiana ranks 9<sup>th</sup> in primary and secondary syphilis and 5<sup>th</sup> in congenital syphilis diagnosis rates in the United States.**
- From 2016 to 2020, the syphilis cases in Region 6 has almost tripled with a 258% increase.
- From 2016 to 2020, Region 8 has experienced a 17% increase in Early Syphilis.
  - In 2017, Region 8 had a very high number of early syphilis diagnoses (175), but that count lowered in 2018 and again in 2019.
  - In 2020, the number of early syphilis diagnoses rose to 131.
- In Region 6, in 2020, the majority of new early syphilis diagnoses were among women (55%). This is not the same in Regions 7 and 8, where the majority of early syphilis diagnoses are among men (68% and 65%, respectively) .
- In Region 6, in 2020, the majority of new early syphilis diagnoses were among White people (55%). This is not the same in Regions 7 and 8, where the majority of early syphilis diagnoses among Black people (72% and 85%, respectively).

- In Regions 6, 7, and 8, in 2020, over 55% of all early syphilis diagnoses were under the age of 30 (56%, 62%, and 63%, respectively).
- In region 6, nearly half of all early syphilis cases in 2020 reported drug use. Of those, 46% reported recent use of methamphetamines.

Syphilis, when left undiagnosed and untreated, result in serious consequences such as blindness, deafness, long term neurological dysfunction, and of course congenital syphilis. These morbidities, coupled with the statistics, emphasize the importance of a statewide campaign that focuses on raising awareness around STD education, testing and treatment.

Acadiana CARES and SHHP require that the social marketing campaign focuses on three specific target audiences: 1) the general community, 2) youth ages 18- 39, and 3) healthcare providers. Marketing to these segmented groups will require unique approaches that can include print materials (posters, pamphlets, and information cards), billboards, bus ads, radio, other out-of-home marketing, and digital ads. In addition, the STD pages on the campaign’s website ([www.LAHHUB.org](http://www.LAHHUB.org)) will need to be refreshed to align with the campaign and to achieve optimal user experience (<https://www.louisianahealthhub.org/sexual-health-and-stds/stds/>).

### **1.7 Available Funding**

The contract will commence January 3, 2022 and phases of the work are expected to be completed and invoiced monthly within January 3, 2022 to December 31, 2022. It is expected that the annual award will be \$200,000. This amount is expected to cover all aspects of the proposal, including OOH advertising, digital advertising, social media content, webpage refresh, radio, conducting focus groups and any other needs for the project. Prepayment of ongoing advertising may be specified.

Funding will be awarded on a competitive basis to the applicant that most successfully 1) demonstrates ability to execute and deliver high-impact final products, 2) experts of effective marketing strategies in central and northern Louisiana, and 3) fully completes responses to this solicitation of offers.

### **1.8 Schedule of Events**

<b>Event</b>	<b>Date</b>
Post SO for prospective offers	October 1, 2021
Deadline for applicants to submit questions All questions must be submitted to Petera Reine Diaban at <a href="mailto:Petera.Reine-Diaban@la.gov">Petera.Reine-Diaban@la.gov</a> . Replies to all questions received will be emailed to senders by <b><u>11/01/2021</u></b> .	October 29, 2021
<b>Deadline for submitting offers</b> The applicant’s offer must be received at the SHHP office (1450 Poydras St., STE 2136, New Orleans, LA 70112) no	November 11, 2021

later than 2pm on 11/11/2021. Email and Fax are <b>not acceptable.</b>	
Top 3 Finalists Will be Contacted	November 12, 2021
Finalists will deliver a presentation to the Reviewer Team via Zoom	November 18-19, 2021
Winning Applicant/Vendor Will be Selected and Contacted	November 22, 2021
Contract Negotiations and Routing for Approvals	November 23 – December 23, 2021
Contract Execution	January 3, 2022

**NOTE:** Acadiana CARES reserves the right to amend and/or change this schedule, as it deems necessary.

**Part II. Offer Information**

***2.1 Offer Submittal***

Offers must be received by 2:00 PM on or before the date specified in the Schedule of Events. Include one (1) original and two (2) copies of the offer/application. All offers are required to be submitted, at the vendor’s expense and may be mailed or self-delivered by 2 PM on November 11, 2021 to:

Petera Reine Diaban  
 Marketing Supervisor  
 Louisiana OPH STD/HIV/Hepatitis Program  
 1450 Poydras Street, Suite 2136  
 New Orleans, LA 70112

All offers should be clearly marked with the following information: **Offer for Acadiana CARES: STD Awareness Campaign.**

***2.2 Offer Response Format***

Offers should be submitted on letter-size (8 ½ “x 11”) format; no smaller than 12-point font size, single-spaced, 1” margins, and should not exceed 15 pages (budget and attachments will not be counted in the page limit). Offers should follow the format and order of presentation described below.

**Finalists will be asked to give a presentation to the Reviewer Team, demonstrating concept development, quality of work, as well as a comprehensive media buy strategy.**

## **A. Cover Page**

The following information should be included under the title “Offer for Acadiana CARES: STD Awareness Campaign”:

1. Name of the vendor
2. Address
3. Telephone number
4. Federal tax identification number
5. Name of contact person authorized to act on behalf of the firm/vendor
6. E-mail address for the contact person

## **B. Offer**

1. Introduction (5 points)
  - a) Include a brief statement of the understanding of the scope of the work to be performed.
2. Firm Description/Professional Capacity (20 points)
  - a) Describe the firm by providing the date of establishment, type of vendor and business expertise, short history, and ownership structure.
  - b) Describe any characteristics and past experiences which would be relevant to this SO and qualifications of your firm to handle the proposed project.  
As appendix, include samples of previous work. *\*Work with health-related messages is a plus.* In addition, include still photos of social media ads, billboards, pamphlets, posters, etc. In narrative, clearly describe the extent to which the vendor was responsible for development and production of any materials included in the appendix.
  - c) Summarize how your experience meets or exceeds the required minimum qualifications for applicants. Present examples of integrated social marketing solutions.
  - d) A complete list of services provided, including those not specified by this SO. Indicate which capabilities are performed internally and which are outsourced to sub-contractors and/or freelancers.
3. Team (15 points)
  - a) Identify the members of your staff who would be assigned to act for your vendor.
  - b) Include resume or curriculum vitae for each such staff member, including name, position, education, and years of relevant experience as attachments.
4. Approach (35 points)

- a) Clearly describe the approach and methodologies to be employed in the performance of the services set forth in the Statement of Work (see Section 4.1). In detail, expand upon the marketing approach to reach the target audiences: 1) the general community, 2) youth ages 18-39, and 3) healthcare providers.
- b) Present innovative concepts, if any, not discussed in the Statement of Work for consideration.
- c) Present methods for assessing the impact and reach of the social marketing campaign.
- d) Present a timeline outlining the anticipated activities in your approach to accomplishing the tasks outlined in the Statement of Work.

5. Budget Proposal (20 points)

- a) Provide an itemized all-inclusive budget, for this project. The budget should include a breakdown of personnel costs with the average number of hours dedicated to the project for each person; the budget should specify the cost of production and advertising). This award will be \$200K for 1 year, including all aspects of the project.

6. References (5 points)

- a) Provide a list of three clients that were served within the last three years. Include client name, client phone number, and client email.

### ***2.3 Cost of Preparing Offers***

The Acadiana CARES is not liable for any cost incurred by prospective advertising agencies prior to entering into a contract. Costs associated with developing the offer, preparing for oral presentations, and any other expenses incurred by the vendor in responding to this SO are entirely the responsibility of the vendor, and shall not be reimbursed in any manner by Acadiana CARES.

### ***2.4 Ownership of Submission***

All materials submitted in response to this SO becomes the property of Acadiana CARES and the Louisiana Department of Health STD/HIV/Hepatitis Program. Selection or rejection of an offer does not affect this right.

### ***2.5 Proprietary Information***

Any restrictions on the use of proprietary or confidential information and data contained within an offer should be clearly stated in the offer itself. Proprietary information submitted in response to this SO will be handled in accordance with applicable State of Louisiana laws, rules, and regulations. Any offer marked as confidential in its entirety will not be considered.

### ***2.6 Offer Rejection***

Issuance of this SO in no way constitutes a commitment by Acadiana CARES to issue a contract. Acadiana CARES reserves the right to accept or reject, in whole or part, all offers submitted and/or to cancel this solicitation of offers.

### **Part III. Minimum Qualification**

- 1) Shall be a full-service Advertising and Media Purchasing AOR. Firms not conducting business as an AOR wishing to submit a proposal shall provide a statement and evidence of contractor and sub-contractor relationships that would operate in similar scope and nature to be considered for this solicitation;
- 2) At least three years of experience providing advertising and media planning/purchasing services with a proven track record of demonstrated results. Vendors with no experience directly designing a social marketing campaign, wishing to submit a proposal, shall provide a statement and evidence of relevant experience similar in scope to be considered for this solicitation;
- 3) Shall have experience in design, execution, and content management for adaptive/responsive website design.
- 4) Shall have experienced personnel, who possess the skills necessary for the work/services to be performed (see Section 4.1)

### **Part IV. Statement of Work**

#### ***4.1 Statement of Work***

- Vendor will refresh an existing STD Awareness campaign and related educational materials for the state of Louisiana. The STD Awareness campaign will promote distinct messaging to three audiences: 1) the general community, 2) youth ages 18-39, and 3) healthcare providers, and embody messaging to encourage routine testing for syphilis (and other STDs), in Louisiana.
- Strategic Planning.
  - We will have a community advisory board that will support formative research for understanding current market perceptions, market segmentation, and to pilot test designs. The vendor will be required to conduct community input and feedback sessions via focus groups with the community advisory board and other community groups. The vendor will work closely with the SHHP Community Engagement Coordinator on this endeavor.

- The vendor will refresh the STD pages on Louisiana Health Hub ([www.lahhub.org](http://www.lahhub.org)) website using a responsive design to serve as a hub for STD and HIV/AIDS education:
  - To be integrated into the social marketing campaign.
  - These pages will serve as an educational resource for the public.  
<https://www.louisianahealthhub.org/sexual-health-and-stds/stds/>
- The vendor will work closely with Acadiana CARES and Louisiana Office of Public Health SHHP staff to collect all the required information and data to be used in refreshing the social marketing campaign materials.
- The vendor will purchase all media buys that align with proposed marketing solutions.

#### ***4.2 Term of Contract***

The contract will be executed **January 3, 2022** and the project must be completed by **December 31, 2022**.

### **Part V. Evaluation and Selection**

#### ***5.1 Reviewer Team***

Offers will be reviewed by staff members of Acadiana CARES, the Louisiana Office of Public Health SHP, and representatives from partner organizations to assess experience, quality, effectiveness/impact, and cost of services.

#### ***5.2 Mandatory Administrative Evaluation***

All offers will be evaluated by the Reviewer Team to determine compliance with mandatory requirements as specified in this SO. Offers found not to be compliant will be rejected.

#### ***5.3 Errors and Omissions in Offer***

Acadiana CARES will not be liable for any error in offers. Acadiana CARES, at its option, has the right to request clarification or additional information from any vendor.

#### ***5.4 Evaluation Criteria***

Offers will be evaluated by a Reviewer Team based on the criteria described in the Offer Response Format (Section 2.2).

#### ***5.5 Notice of Intent to Award***

Upon review and approval of the Reviewer Team, a Notice of Intent to Award letter will be issued by Acadiana CARES.

### ***5.6 Right of Negotiation***

Acadiana CARES reserves the right to negotiate with the successful vendor on terms, conditions and requirements, including cost. In no event is a vendor to submit its own standard contract terms and conditions as a response to this SO.