



Statewide Marketing Contract Work Request Form

Instructions for Statewide Marketing Contractors

If you are interested in responding to this work request, prepare a technical response describing anticipated services, deliverables, timeline, and cost.

Details to Cover in the Technical Response

As part of your technical response, be sure to answer the following questions:

- ▶ How would you approach our problem?
- ▶ What tactics would you use to achieve our campaign goal and why?
- ▶ How will you maximize our budget? Outline costs for the creative and media planning and buying categories as well as any production costs. Explain how you will distribute the budget.

When a project includes Media Planning and Buying Services, describe your campaign strategy. Include suggested media outlets and hourly rates for:

- ▶ **Total Agency Cost** (strategy and media planning, media buying and negotiating, implementation account management, and reconciliation)
- ▶ **Media Planning and Buying Total** (media dollars placed)

All responses must include:

- ▶ A complete Marketing Campaign Cost Breakdown Sheet (attached as a separate PDF).
- ▶ 'SOW Agreement Attachment A' in the title.



Issuing State Entity Details

1. Name of Person Completing this Form

REPLY: Click or tap here to enter text.

2. Agency / Department

REPLY: Click or tap here to enter text.

3. Project / Campaign Contact Name

REPLY: Click or tap here to enter text.

4. Project / Campaign Contact Title

REPLY: Click or tap here to enter text.

5. Telephone

REPLY: Click or tap here to enter text.

6. Email

REPLY: Click or tap here to enter text.

Project / Campaign Overview

7. Project / Campaign Title

REPLY: Click or tap here to enter text.

8. What type of services are you requesting?

REPLY: Click or tap here to enter text.

9. Is this project part of a current or previous marketing campaign?

REPLY: Click or tap here to enter text.

10. If yes, describe existing campaign assets. Include an overview, date of work, and name(s) of firms you worked with. Describe how the new scope of work will integrate into the campaign.

REPLY: Click or tap here to enter text.



Project Details

11. Problem Statement

In one to two sentences, describe the problem you're looking to solve with this campaign.

REPLY: Click or tap here to enter text.

12. Background

Describe what you have done in the past and what you are currently doing. Include tools, channels, methods you're using, and any relevant URLs and resources.

REPLY: Click or tap here to enter text.

13. Goals / Objectives

What does success look like? What are the specific and measurable outcomes needed to achieve the goal?

REPLY: Click or tap here to enter text.

14. Audience

Who do you want to reach with this campaign? Do you currently communicate with this audience? If so, in what ways? If you have done any audience research, please include relevant data/links.

REPLY: Click or tap here to enter text.

15. Timeline

What are the key project milestones and deadlines?

REPLY: Click or tap here to enter text.

Campaign Tactics

16. Potential Tactics

What ideas, activities or actions do you feel will help achieve the campaign goal? (Examples: messaging; design layout; website design or strategy; digital, social or print ads; and reporting.)

REPLY: Click or tap here to enter text.

17. Required Deliverables

Are there any products or services you need as a result of this campaign? Are specific tactics required?



REPLY: Click or tap here to enter text.

18. Performance Measures

What metrics will you use to track success?

REPLY: Click or tap here to enter text.

Media Outlets

The media outlets below are a starting point for discussion. They show the relative priority of desired channels or tactics.

19. Media Outlets

REPLY: Click or tap here to enter text.

20. Do you have any details that you would like to add on media strategy or placements?

REPLY: Click or tap here to enter text.

Budget

21. Creative Services Budget

REPLY: Click or tap here to enter text.

22. Media Planning and Buying Budget

REPLY: Click or tap here to enter text.

23. Expenses Budget

Are there expenses associated with your project? (Examples: printing, mailing and delivery, administrative, etc.)

REPLY: Click or tap here to enter text.

24. Total Budget

This is the total Creative Services, Media Planning and Buying, and Expense budgets.

REPLY: Click or tap here to enter text.

25. Is there any flexibility in this budget?

REPLY: Click or tap here to enter text.



26. Please explain why or why not.

REPLY: Click or tap here to enter text.

Work Request Form Schedule

27. Release Date

REPLY: Click or tap here to enter text.

28. Questions Due

REPLY: Click or tap here to enter text.

29. Answers to Questions Provided/Posted

REPLY: Click or tap here to enter text.

30. Technical Response Due

REPLY: Click or tap here to enter text.

31. Selected Contractor Notified

REPLY: Click or tap here to enter text.

Anticipated Project Schedule

32. Start Date

REPLY: Click or tap here to enter text.

33. End Date

REPLY: Click or tap here to enter text.

34. Start Date for Media Placement

REPLY: Click or tap here to enter text.

35. End Date for Media Placement

REPLY: Click or tap here to enter text.

Proposal Evaluation Criteria

36. What are the criteria that you will use to evaluate proposals?

REPLY: Click or tap here to enter text.