

Boone County Purchasing

Melinda Bobbitt, CPPO, CPPB
Director of Purchasing



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MEMORANDUM

TO: Bid File – Award Recommendation
FROM: Melinda Bobbitt, CPPO, CPPB
DATE: October 31, 2022
RE: Request for Proposal Award Recommendation: *29-26AUG22 – Digital Advertising*

Request for Proposal *29-26AUG22 – Digital Advertising* closed on August 26, 2022. Eleven proposal responses were received (attached list).

Recommendation for award is to the top three scoring Offerors:
Lundmark Advertising + Design, Inc.
Sinclair Communications, LLC DBA KRCCG-TV
Baker HD Productions, LLC dba Baker Digital Marketing

Contract period is from date of award through August 31, 2023. There are four, one-year renewal periods.

These are County-Wide Term and Supply contracts. Primary users are Joint Communications and the Sheriff's office.

The evaluation committee consisted of Joe Piper, Deputy Director, Joint Communications, Hannah Wichern, Emergency Telecommunicator, Joint Communications, and Captain Brian Leer, Sheriff's Office. Their Evaluation Report/Recommendation is attached.

ATT: RFP Opening
Evaluation Committee Report/Score Sheets

cc: Bid File
Chad Martin, Joe Piper, Hannah Wichern, Joint Communications; Captain Brian Leer, Sheriff's Office

RFP Opening: 29-26AUG22 - Digital Advertising
<u>OFFERORS</u>
Baker Digital Marketing (Baker HD Productions LLC)
Bucket Agency (Bucket Media, Inc.)
Cumulus Media New Holdings Inc.
Foundry425 at StarTribune
Hubbard Radio St. Louis, LLC
KRCGTV (Sinclair Communications LLC DBA KRCG)
Lundmark Adertising + Design
Missouri Life
SJC Marketing (Susan J Campbell Copywriting Solutions LLC)
Strategic and Creative Marketing Inc.
Zimmer Radio of Mid-Missouri Inc.
<u>No Bids</u>
Modern Litho Princt-Co

Evaluation Report for Request for Proposal

29-26AUG22 – Digital Advertising

OFFEROR #1: Lundmark Advertising and Design

It has been determined that **Lundmark Advertising and Design** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

It has been determined that **Lundmark Advertising and Design** has submitted a **non-responsive** proposal.

Proposed Pricing: \$100/hour regardless of project component. 0% increase for renewals.

Experience/Expertise of Offeror

Strengths:

- Current contractor for the County for the past five years. Have provided successful campaigns across digital channels including display, paid social, and streaming audio.
- Provided case study with proven results. Provided a detailed example of what they did for the City of Santa Clarita, CA for their Arts Master Plan in understanding the demographic and psychographic makeup of the organization's target audience.
- Been in business for 74 years.
- 12 fulltime team members proposed in various areas such as strategy, design, web development, etc. President over 20 years' experience with account management and Director has vast experience that includes City of Santa Clara, Boone County, and other various entities.
- They are a full-service marketing and design agency. They provide research and marketing analysis, media planning, etc.
- Multiple client relationships spanning 10+ years including with cities and states.
- Past performance for Boone County – They have been very responsive to emails, phone calls, etc. Positive feedback and measurable results from our advertising campaign.
- Provides a variety of examples on the types of work performed by the entity.

Concerns:

Method of Performance

Strengths:

- Proposed 0% increase for future renewal periods.
- Pricing is easy to understand. A flat rate of \$100/hour for all services.
- Offers multiple digital media capabilities (e.g., display, mobile, video, email, social and audio).
- Offers targeting methodology (e.g., behavioral, contextual, geographical, and cross-device).
- Uses a self-service (Demand Side Platform).
- Provides Research & Market Analysis Services, Strategic Marketing, Media Planning & Buying, Creative Services, Social Media Management, and Public Relations.
- Provided in-depth proposal. Total budget provided: \$45.5 K for 9 months.
- Provides research and audience analysis, media plan, creative development, media placement and management, evaluation, and reporting.
- Case studies provide the success rate.

Concerns:

- Not local so cannot provide a video on-site. Would have to send them the footage.
- Doesn't include streaming services or YouTube
- Making videos is substantial more money should Joint Communications decide to pursue.

OFFEROR #2: 2060 Digital/Hubbard Interactive

It has been determined that **2060 Digital/Hubbard Interactive** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

It has been determined that **2060 Digital/Hubbard Interactive** has submitted a **non-responsive** proposal.

Proposed Pricing: Hourly rate for video production & editing services \$150/hour. Hourly rate for media placement (radio, TV, Outdoor, Cinema) \$100/hour. Pricing for campaigns is determined on several criteria (demographics, geography, digital products used, and length of campaign). Provided typical investment ranges for various services ranging from \$800 to \$12,000 per month. Graphic Design \$100/hour not included in partnership. Maximum 3-5% increase for renewals.

Experience/Expertise of Offeror

Strengths:

- Provided a lot of Missouri public agency references/experience. Has served numerous State partners since 2018 (Health & Senior Services, Mental Health, Higher Education, Conservation, DOT, State Treasurer, MO National Guard, Secretary of State, Commerce & Insurance, Board of Pharmacy, & MSHP)
- Provided numerous, recent projects and recruitment campaigns.
- “Premier Google Partner and Facebook Marketing Expert”
- 10 years of experience with a focus on digital.
- Over a decade of experience in integrated marketing with a focus on digital.

Concerns:

- No biographies for proposed staff were provided.
- Short service timeline and length with experience with various agencies.
- Experience of team / company (only 4 years)

Method of Performance

Strengths:

- Digital media capabilities include Website Builds, hosting & maintenance; Landing Page Development; Social media management & advertising; Influencer marketing; Search engine optimization; Business directory listings; Pay-per-click Display advertising; YouTube Trueview; OTT/CTV; Video Outreach/retargeting, Video production & editing; Podcast Distribution & Promotion; Programmatic Audio; Photograph; Content Marketing; Email Marketing/Database Management;

Reputation Management; App Development; Graphic Design Services; Focus Group Studies; Surveys; Media Placement

- Provides Research & Market Analysis Services, Micro-Proximity Outreach Run-of -Network Campaigns, Outreach and retargeting Campaigns, Native and Contextual Campaigns, Micro-Proximity Mobile/App Display
- They utilize focus group studies.
- Like the approach with a proposed plan that could then be adjusted throughout the year. Defines the method of meeting with the client to agree upon goals, digital campaign, identifying demographics and geographic, with the ability to flex the program
- Claim to take a holistic approach (“no two client campaigns are ever alike”).
- Develops a campaign based on overall budget year, with flexibility to adjust
- Provides examples of how they measure success for each project

Concerns:

- If we enter into a contract with them, will need the proof of enrollment page that goes with the Work Authorization.
- Short campaign service timelines/lengths of contracts with high cost.
- Not local so cannot provide a video on-site. Would have to send them the footage.
- Need clarification about graphic design. \$100 / hour if not included in the partnership.
- Did not provide a proposed advertising plan or budget.
- Very broad pricing proposed. \$800 to \$12,000 / month.
- Provided in-depth example with no context for what they do with that.
- Response to RFP is not easy to read – pages in different directions

OFFEROR #3: Zimmer Radio & Marketing Group

X It has been determined that **Zimmer Radio & Marketing Group** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

_____ It has been determined that **Zimmer Radio & Marketing Group** has submitted a **non-responsive** proposal.

Proposed Pricing: Did not provide individual pricing. Provided a recommended monthly spend. **Connected TV/OTT + Display Remarketing:** monthly CTV/OTT Ad spend: \$2,000, Monthly remarketing Ad spend: \$500, Monthly Management fee: \$1,200. **YouTube Video:** monthly \$1,000, monthly management fee: \$900. **Social Media recruitment Ads:** monthly ad spend: \$800, monthly management fee: \$1,200. **Editing of existing video** bills at \$100/hour

Maximum 10% price increase for renewals

Experience/Expertise of Offeror

Strengths:

- County has been satisfied with current contract with Zimmer for Radio Advertising.
- Marketing manager has 15 years of experience working in online marketing. Zimmer has been offering programmatic digital marketing for 3 years.
- Provided Missouri public agency references
- 12 years working for Google on search and programmatic display advertising.

Concerns:

- Only been offering programmatic digital marketing for three years.
- One of their experiences listed is for Missouri Department of Corrections where they have not yet worked. It's RFP pending.

Method of Performance

Strengths:

- Services include campaign strategy; graphic and logo design, inbound marketing; audio production; social media; photography; statewide and local media buying; creative production; digital targeting; videography; 1 web development; radio marketing; content production.
- Did a good job explaining what OTT advertising is and the benefits.

- Focused on providing streaming services such as YouTube, OTT, A wide variety of streaming platforms which would be beneficial for getting to today's future dispatchers. OTT are non-skip-able videos.
- YouTube Video and Facebook ads
- Provided a specific plan for recruiting 9-1-1 dispatchers
- Provided an included re-marketing concept.
- Provides research and market analysis services
- Provides campaign tracking, reporting and analytics through monthly meetings and custom dashboard.

Concerns:

- Proposed up to a 10% increase during renewal periods.
- Short timeframes on advertising campaigns.
- Their proposal did not include videography. What would be the pricing?
- Expensive proposed plan or budget amount.

OFFEROR #4: Missouri Life Magazine

It has been determined that **Missouri Life Magazine** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

It has been determined that **Missouri Life Magazine** has submitted a **non-responsive** proposal.

Proposed Pricing: \$25 per digital display ad / \$125 per set of digital display ads.
Maximum 12% increase for renewal.

Experience/Expertise of Offeror

Strengths:

- Some of the staff have extensive experience in media marketing and digital marketing. Combined team has total of 70 years of experience.
- Provided a Missouri public agency reference.
- Provided some recruitment case study examples
- Local Vendor
- Provided a recruitment effort example of public safety recruiting.
- Been in business since 1999.
- Works with the Columbia Convention and Visitors Bureau on producing their print visitor guide. Has many years of experience in print and produces Missouri Life Magazine.

Concerns:

- Does not appear to have the same depth of equipment or personnel as several of the other agencies. Only have four staff members

Method of Performance

Strengths:

- Services include Programmatic Display; Programmatic Video; Streaming TV; Audience Curation; Advertiser site retargeting; Geo-Fencing, Keyword retargeting; GeoTargeting; Luxe List.
- We would be included in their Missouri Life magazine.
- Have a 24x7 real-time dashboard reporting link measures.
- Recommended plan had a heavy emphasis on video streaming.
- Case studies detailed several recruiting success stories. Provided recruitment graphics.
- Provides a specific plan for recruiting and advertising

- “Satisfaction guaranteed or we will make it right”

Concerns:

- Proposed up to 12% renewal increases
- They do not provide research and market analysis services.
- Pricing is difficult to understand
- Reader of Missouri Life: average household income: \$137,118. Graduation Rate from college 70%. Do most of our 911 operators have college degrees?
- They are a local magazine, print media and not digital.
- Concern if they have far enough reaching viewers. 46,000/month for weekly reach across Facebook, Instagram, and Twitter.
- Only 22% readers open the magazine.
- Proposed plan was high cost. \$45K/month. \$540k for 12-month digital campaign.

OFFEROR #5: Cumulus Media, Inc.

X It has been determined that **Cumulus Media, Inc.** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

_____ It has been determined that **Cumulus Media, Inc.** has submitted a **non-responsive** proposal.

Proposed Pricing: 17 pages of pricing based on service/product. Display & Facebook Packages (\$2K, \$3.5K, and \$5K per mo.). Display & Email (\$3K, \$5K, and \$7.5 per month). Display & Blended OTT (\$.5K, \$7.5K, & \$10K per month). Maximum 10% increase for renewal. Offers two Proposals (Option 1 is \$8K per month and Option 2 is \$9K per month). No hourly rate provided.

Experience/Expertise of Offeror

Strengths:

- Local Firm
- Experienced group that works with TikTok, Google, FB and YouTube, radio, and digital advertising.

Concerns:

- What portion of the campaign would be outsourced?
- Expertise and experience of their staff is not provided.
- No examples of government agency projects provided.
- No examples of experience with recruiting campaigns.
- Only three years or experience in industry apparent.

Method of Performance

Strengths:

- Offer a wide variety of advertising choices.
- Offers terrestrial radio, streaming on station websites, and digital advertising products to include Digital Precision Audio (OTT to audio streaming services such as Spotify, Tuned-In Radio, & I Heart Radio), Social Marketing Solutions (Facebook/Instagram, Tik Tok, SnapChat & LinkedIn), Local Video Campaigns (Video Display Ads, Blended & Pure OTT plus True View & YouTube Video), Search Marketing solutions & DNA Digital add-ons. Also offers creative services for display ads, audio ads, & video ads.
- Offers analytics dashboard

Concerns:

- Proposed up to 10% increase for renewal periods.
- Did not provide a proposed budget, plan and timeframe.
- Response was difficult to read (pages different directions)
- Response was mostly focused on pricing.
- Provided no examples of a research report.

OFFEROR #6: Bucket Agency

 X It has been determined that **Bucket Agency** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

 It has been determined that **Bucket Agency** has submitted a **non-responsive** proposal.

Proposed Pricing: \$150/hour for Creative Design Services. \$100/hour for media services with "10% of net media placement". Maximum 3% increase for renewals.

Experience/Expertise of Offeror

Strengths:

- Local firm, founded in 2006
- 90% client retention rate
- Provided Missouri public agency references. Lists experience with MO Dept of Transportation (2014-present), MO Dept of Health & Senior Services (2020-present), MO Dept of Elementary and Secondary Education (2019-present)
- Experience with a full line of services including market research, media planning, placement of media on traditional, digital media and social media channels, content development, campaign management, creative services, and post-campaign analysis.
- Has a full account services team including account executives, account managers, planners and project managers.
- Provided detailed examples of analysis for previous clients. The market analysis included a survey as well as focus groups from four cities throughout Missouri.
- Media experience in Boone County and across the state and overall mid-west.
- Campaigns have utilized YouTube video, CTV, programmatic audio, online-display, SEM, Facebook, Instagram, Instagram stories, Twitter, Pinterest, organic social media, traditional radio and television

Concerns:

- The team's experience is not well defined. No biographies for employees, or years they've been with Bucket Agency included.
 - Provided in Clarification #1.
- Did not list any recruiting employee campaign experience.
 - Provided in clarification #1: Missouri Highway Patrol, Boone Health

Method of Performance

Strengths:

- Well written proposal that was easy to follow to see if it met the requirements.

- Has a full line of services. Services include market research, media planning, and placement of media on traditional, digital and social channels, content development, campaign management, creative services and post-campaign analysis.
- Offered focus group study to inform their marketing strategy.
- Approach they describe with campaign for MODOT was impressive. The plan was defined with outlined goals, method, etc.
- Local firm that can provide on-site video creation. Videography story telling.
- Provides full scale media buying services.
- Local agency does not need to outsource.
- Has a defined plan. Projects are outlined with the goal and method; data is gathered, and the results are evaluated and analyzed. Utilizes surveys, focus groups, and competitive and industry data to keep marketing plan on-target

Concerns:

- Does not provide research and market analysis services.
- Page 9 states 0% for supporting local economy for St. Louis responses but write up indicates: “St. Louis participants expressed a desire to support the local economy along with the appreciation of the labor involved in food production and better flavor and quality as important reasons for buying local.”
- Did not provide a budget or a timeframe.
 - Was not provided in Clarification #1
- 10% of net media replacement. Not sure what this charge means. Need this explained.
 - Provided in Clarification #1. 10% of net media placement refers to the agency commission made from media placements. (e.g. \$5,000 in net media, there would be a fee of \$500 on top of their hourly rate included in the plan for their services)

OFFEROR #7: Baker HD Productions dba Baker Digital Marketing

 X It has been determined that **Baker Digital Marketing** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

 It has been determined that **Baker Digital Marketing** has submitted a **non-responsive** proposal.

Note: \$100/hour. 0% increase for renewals.

Experience/Expertise of Offeror

Strengths:

- Local, family-owned company
- Been providing website development, multi-media advertising campaigns, and social media marketing services since 2010.
- Decades of audio, video and film expertise.
- Projects include experience with video production, social media, radio advertising, television advertising, Facebook, animation, graphic design, print advertising, digital billboards.
- Portfolio includes social media posts, season ticket sales for football and basketball commercials, educational videos, image videos, training videos, print advertising, and still photography.
- 12 years of experience in social media.
- Multiple clients/examples provided. A lot of experience with the University of Missouri. Over 100 productions for Mizzou Sports, Missouri Health Care, The University of Missouri, and other profit and non-profit organizations such as the Central Missouri Humane Society and the Food Bank for Central and Northeast Missouri.
- Portfolio included experience with Boone County 911 video dispatcher recruitment. Previous video creation with proven results for the County with hours of additional footage that we can use later. Easy to work with.

Concerns:

- Does not have the depth of a team (only two).
- Limited expertise and experience in research and market analysis
- Who is proposed team?
 - Provided in clarification #1 response.

Method of Performance

Strengths:

- Has professional gear that is used in modern video productions and does not outsource production; can shoot, edit, and post important media events, interviews, etc., with little notice or major planning
- 0% increase for renewal periods
- Services include in-house video production, web design, social media marketing, live streaming, drone footage acquisition, and creative content.
- The lack of a depth of a team can also be a positive with hands-on attention to County project.
- Video production is used to create social media posts including educational, image, fundraising, recruitment, and push imagery.
- Pricing is easy to understand. A flat rate of \$100/hour for all services and 0% increase at renewal time.

Concerns:

- Do not provide research and market analysis services.
- Submitted an essay response without visual aids. Not many visual examples of social media promotions.
- Did not provide a proposed plan or budget.
 - Provided with Clarification #1. Proposed a 6-month campaign with one new video a week for \$3,000 for Facebook and Google. For production work and placement, \$2,000/month (\$12,000 for 6-month campaign) with \$3,000 for placement for a total of \$15,000.

OFFEROR #8: Foundry425 at StarTribune

It has been determined that **Foundry425 at StarTribune** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

It has been determined that **Foundry425 at StarTribune** has submitted a **non-responsive** proposal.

Pricing Proposed: \$125,000-\$175,000. Provided example strategy of \$146,700.
Maximum 12% increase for renewals.

Experience/Expertise of Offeror

Strengths:

- Provided service for the University of Minnesota

Concerns:

- Firm has only been a creative ad content agency since 2019 and lead staff been with them since January 2022.
- Did not provide any Missouri public agency references.
- Experience was limited to Minnesota.
- No recruiting examples.
- Mentions multiple people in multiple departments but no numbers or details about expertise.

Method of Performance

Strengths:

- Services offered include Market & Audience Research with brand & Marketing Audit; Digital Ad Campaign; Creative Content Resources and Social Management; Optimization and Reporting.
- Video, audio, digital ads included in their strategy.
- Proposed a plan with budget. Outlines a plan that includes market research, digital ad campaign, creative content and social management, and optimization and reporting.
- Targeted campaigns using Boone County's brand, across multiple channels, including but not limited to, SEM, SEO, Video and Digital.
- Does market audience research.
- Routine reporting and strategy discussions and offer client facing campaign dashboards for full transparency
- Weekly campaign update and debriefing call. A full diagnostic report quarterly

Concerns:

- Proposed up to 12% increase for renewal periods.
- Under Digital Ad Campaign, it talks about a successful digital marketing strategy for “a university”.
- Did not provide an hourly rate on the linked rate card.
- Concern with the budget that was proposed. The example was for one year and it’s very expensive. Recommended spend up to \$175,000 and does not include creative campaign.
- Not local. Can they provide video on-site? Would we have to send them the footage?
- Clarification needed for targeted email and solutions. How would this play into recruitment, 311 and the advertising the County is looking for?
- No visual aids. No visual examples of social media promotion.

OFFEROR #9: Sinclair Communications, LLC DBA KRCG-TV

 X It has been determined that **KRCG-TV** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

 It has been determined that **KRCG-TV** has submitted a **non-responsive** proposal.

Proposed Pricing: Various pricing options. A la carte menu with 21 line items. Some are vague (e.g. Facebook, Instagram \$1,000 minimum). No 15% agency markup as they have own digital agency. Maximum 2% increase for renewals.

Experience/Expertise of Offeror

Strengths:

- Provided multiple Missouri public agency references. Have performed work for Boone County, MO Department of Conservation, MO Department of Health, MU Healthcare, City of Columbia, and State of Missouri.
- 67 + years of local marketing insights and successful dynamic media programs
- Digital advertising and media marketing since 2016
- Covers 14-Country market area in Mid-Missouri.
- Owned by Sinclair Broadcast Group (185 stations in 86 markets).
- Backed by Compulse, LLC, a full-service Digital Agency of Sinclair Broadcast Group with over 200 professionals
- Strong local presence in the community.

Concerns:

- No biographies for employees, or years they've been with KRCG-TV included.
 - Provided in Clarification #2 response.

Method of Performance

Strengths:

- Services offered include Exclusive Local Offerings, Digital Video Pre-Roll, Display Managed Networks, Audience Targeting, Re-Targeting, Social Media, Search Engine Marketing, Digital Dashboard, Campaign Results, Measurement, Analytics, Reporting.
- Discovery Phase, Development Phase, Deploy Campaigns, Access & Optimize, Analyze Results, and Optimize & Redeploy.
- Provides Research & Market Analysis Services.
- Did their own video creations

- A Google preferred partner for research and advertising.
- Transparent 24/7 reporting of metrics; unified digital dashboard
- Their web site has a lot of visitors online. We would be able to utilize that platform and have some sponsored news content and the KRCG banner.
- Provided an a la carte menu.
- Only 2% increase proposed.
- No 15% agency markup.

Concerns:

- If we were to award a contract to them, would need the Work Authorization proof of enrollment page.
 - Provided in Clarification #1 response.
- Clarification–Please describe what template-based video production is as it relates to this proposal.
 - Per Clarification #1 response, it has been used in Branded Content campaign development. Branded content is content created on behalf of a company in order to promote its product or service. It can take many forms such as articles, videos, infographics and social media posts.
- Provide an example of your in-house creative marketing videos portfolio.
 - Links for videos were provided in Clarification #1 response.

OFFEROR #10: SJC Marketing

X It has been determined that **SJC Marketing** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

_____ It has been determined that **SJC Marketing** has submitted a **non-responsive** proposal.

Proposed Pricing: \$125/hour for content and creative design with maximum of 3% at renewal time. Provided a long list of other line item pricing for 16 line items.

Experience/Expertise of Offeror

Strengths:

- Strong social media solutions listed throughout their experiences listed.
- Provided a Missouri college reference.
- Have graphic design and video production experience with Western State University.

Concerns:

- Provided few public agency Missouri references
- Example provided was a downtown campaign, recruitment is much different.
- Graphic design service experience limited to Missouri western state University.

Method of Performance

Strengths:

- Offered a wide variety of services.
- Provides research and market analysis services
- Case studies indicate the use of planning
- Pricing is easy to understand. A flat rate of \$125/hour for all services.

Concerns:

- Experience and examples provided did not relate to government organizations or recruitment campaigns.
- The data analytics were not clearly defined.
- Did not provide a proposed plan or budget.
- Not local. Can they provide video on-site? Would we have to send them the footage?

OFFEROR #11: Strategic and Creative Marketing Inc.

X It has been determined that **Strategic and Creative Marketing Inc.** has submitted a **responsive** RFP response meeting the requirements set forth in the original Request for Proposal.

_____ It has been determined that **Strategic and Creative Marketing Inc.** has submitted a **non-responsive** proposal.

A variety of hourly pricing proposed ranging from \$75 to \$150 for 21 different line items for services and hourly employee rates, plus management fee of \$2,800/month and a one-time set up fee of \$1,000

Experience/Expertise of Offeror

Strengths:

- Extensive experience for the key proposed staff assigned to the County, including hiring of professionals.
- Extensive experience with recruiting advertising campaigns.
- Provided multiple government experience.
- Certified full-service marketing firm with 20 years of experience years of experience in recruitment marketing, market research, marketing, digital, advertising and brand management for corporate and government clients.
- Developed integrated and comprehensive marketing plans and branding, as well as independent marketing tactics to support specific organizational goals for a range of organizations.
- Have run successful digital campaigns on all of Facebook, Messenger, Instagram, LinkedIn, Twitter, TikTok, Snapchat, and the Audience Network
- Experience in building talent pipelines for employers using local colleges, high schools, vocational schools and technical colleges

Concerns:

Method of Performance

Strengths:

- Proposed a 0% price increase for any renewal period
- Proposed method had a good plan for recruitment, marketing and digital marketing with a multi-page plan.
- Provided a detailed plan for Employee Testimonial Videos for recruitment.
- Teams at Facebook & LinkedIn watch clients' campaigns
- Experience in building talent pipelines with schools.

- Four language translations in prior project.
- Provide clients with a consistent look at their data for the ads that are running

Concerns:

- Provided no Missouri public agency references
- Digital communications plan is what we are already trying, and we would like some new avenues proposed.
- Videos do not include any on-sight filming, but rather, use of customer provided video
- Not local. Can they provide video on-site? Would we have to send them the footage?
 - Per clarification #1, they can provide both on-location video shoot and post- production video off-site shoot.
- Describe the management fee as it relates to this proposal.
 - Per clarification #1, the Management fee is for TWO DIGITAL AD campaigns per month on Facebook (all other services can be provided on an hourly basis). Social/Digital ads: Management Fee: \$2,800/month; Suggested Monthly Ad Spend \$1,200/month; One-Time Set-Up Fee: \$1,000. Additional information provided in Clarification #1.
- Set-up fee is for only review of one social media business page. County has numerous among multiple departments. Twitter, Facebook, Instagram and YouTube.
 - Each department would need a set-up fee so the ad connects to a particular Facebook or LinkedIn page. However, once a department page has been set-up, all campaigns run after that do not need an additional set-up.

EVALUATION REPORT FORM
PURCHASING DEPARTMENT - BOONE COUNTY - MISSOURI
REQUEST FOR PROPOSAL NUMBER - 29-26AUG22 - Digital Advertising
Melinda Bobbitt, CPPO, CPPB, Director of Purchasing
SCORING TO CREATE THE SHORT-LIST

	NAME OF OFFEROR	Method of Performance (30 points)	Experience/Expertise of Contractor (20 points)	TOTAL SUBJECTIVE POINTS (50 pts.)
1	Strategic and Creative Marketing Inc.	26	20	46
2	Lundmark Advertising and Design	25	20	45
3	Baker HD Productions dba Baker Digital Marketing	24	18	42
4	Bucket Agency	24	16	40
5	Sinclair Communications, LLC d/b/a KRCG-TV	22	18	40
6	Zimmer Radio & Marketing Group	20	16	36
7	2060 Digital / Hubbard Interactive	13	11	24
8	SJC Marketing	10	13	23
9	Cumulus Media, Inc.	15	7	22
10	Missouri Life Magazine	10	7	17
11	Foundry425 at StarTribune	10	1	11

We hereby attest that the subjective points assigned to each offeror above were scored pursuant to the established evaluation criteria and represent our best judgement of the subjective areas of the offerors' proposals. We have attached a narrative, which highlights some, but not all, of the reasons for our evaluation of the proposals as indicated by the scores above. Our comments represent our opinions only and do not represent the position of the Purchasing Department of Boone County, MO or any other party.

EVALUATION REPORT FORM
PURCHASING DEPARTMENT - BOONE COUNTY - MISSOURI
REQUEST FOR PROPOSAL NUMBER - 29-26AUG22 - Digital Advertising
 Melinda Bobbitt, CPPO, CPPB, Director of Purchasing
SCORING FOR AWARD FROM SHORT-LIST

					For Purchasing Use Only	
	NAME OF OFFEROR	Method of Performance (30 points)	Experience/Expertise of Contractor (20 points)	TOTAL SUBJECTIVE POINTS (50 pts.)	COST POINTS (50 pts.)	TOTAL POINTS (Max 100 pts.)
1	Lundmark Advertising and Design	25	20	45	50	95
2	Baker HD Productions dba Baker Digital Marketing	25	19	44	50	94
3	Sinclair Communications, LLC d/b/a KRCG-TV	28	20	48	30	78
4	Bucket Agency	23	20	43	30	73
5	Strategic and Creative Marketing Inc.	22	20	42	30	72

We hereby attest that the subjective points assigned to each offeror above were scored pursuant to the established evaluation criteria and represent our best judgement of the subjective areas of the offerors' proposals. We have attached a narrative, which highlights some, but not all, of the reasons for our evaluation of the proposals as indicated by the scores above. Our comments represent our opinions only and do not represent the position of the Purchasing Department of Boone County, MO or any other party.

SUMMARY:

The evaluation committee met on October 11, 2022 for their initial evaluation. Following review of the 11 proposal responses, the committee scored all the proposal responses (Method of Performance and Experience/Expertise) for a short-list. The top five scoring firms were selected for further evaluation. The short-list consisted of Strategic and Creative Marketing, Inc., Lundmark Advertising and Design, Baker HD Productions dba Baker Digital Marketing, Bucket Agency, and Sinclair Communications, LLC d/b/a KRCG-TV. A list of clarification questions was sent to each firm except Lundmark Advertising + Design.

The evaluation committee met on October 24 to review Clarification #1 responses and to further evaluate the top five proposal responses. Following review of the clarification responses, the committee re-scored the short-list of Offerors based on Method of Performance, Experience/Expertise, and Cost.

For cost points, the committee scored based on how easy it was to understand the proposed cost. Offerors that had very simple pricing with 0% renewal increases received 50 points. All the others received 30 points.



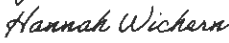
Recommendation for Award:

The Evaluation Committee recommends award to the top three scored proposal responses. The committee believes the top three have the variety of expertise offered that will fit multiple departments to meet the County's needs.

Sinclair Communications, LLC d/b/a KRCG-TV proposed in-house marketing strategy and branded content. They have their own digital agency and no 15% markup. Sinclair has an established digital footprint in mid-Missouri.

Lundmark Advertising and Design proposed a flat \$100/hour with 0% increase during renewal periods which is easy to understand. The County has had positive results and experience working with them in the past.

Baker HD Productions dba Baker Digital Marketing proposed a flat \$100/hour with 0% increase during renewal periods which is easy to understand. Proposal emphasized using most cost-efficient media platforms first. They also proposed promoting the advantages of working for the County utilizing weekly videos. The County has had positive results and experience working with them in the past.

 Evaluator's Signature: Brian Leer, Captain, Sheriff Dept.	10.31.2022 Date
 Evaluator's Signature: Joe Piper, Deputy Director, Joint Communications	10.31.2022 Date
 Evaluator's Signature: Hannah Wichern, Emergency Telecommunicator, Joint Communications	10.31.2022 Date