



State of New Jersey

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DIVISION OF PURCHASE AND PROPERTY
PROCUREMENT BUREAU
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Opioid Advertising Services RFQ

Anticipated questions and answers to assist in the preparation of a quotation.

#	Question (Bolded) and Answer
1	<p>"All Bidders must be prepared to commence work in the second half of February, 2017. These services require a quick turnaround and production must begin on Day 1 of the Contract"</p> <p>A. At what point will creative concepts be finalized if production is to begin on day 1? B. What is the required turnaround time for production?</p> <p>A. and B. DOH will work expeditiously and collaboratively with the successful bidder to finalize creative concepts and minimize the turnaround time and move to production as soon as possible.</p>
2	<p>Please confirm that an electronic copy of the Quote is sufficient and hard copies are not required.</p> <p>Confirmed.</p>
3	<p>"Recommend and develop objectives and strategies targeted to designated markets"</p> <p>What are the designated markets you wish to target?</p> <p>Regarding the Addiction-by-county; over the past two (2) years, the high risk counties have been: Ocean, Monmouth, Essex, Camden, Middlesex, and Atlantic.</p> <p>According to the Division of Law and Public Safety (LPS), when examining: (1) drug-related deaths by county, and (2) administrations of Naloxone by county, the problematic counties are Camden, Monmouth, Ocean, and Middlesex, which is consistent with DOH's data.</p>
4	<p>"global approach including translation and foreign language services if necessary"</p> <p>Is reaching a population outside of the state of NJ required as part of this scope of work?</p> <p>No. However, the Contractor may have to provide translation or foreign language services if necessary.</p>
5	<p>What in your view is the difference in the roles of the Account Executive and Advertising Account Manager?</p> <p>Account Executives should have decision making abilities on behalf of the Bidder. Bidders should equate its staff's experience and expertise considering its equivalent when completing</p>

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	the Price Sheet/Schedule and assigning Contract tasks.
6	<p>Will you consider remote meetings held via conference call or video conference as opposed to in-person meetings?</p> <p>The kick off must be in person. Subsequent meetings may be more flexible.</p>
7	<p>"Bidders must complete the form..."</p> <p>Aside from the Offer and Acceptance form and Source Disclosure form, what other forms required to be submitted as part of Bidders submissions?</p> <p>Please refer to Sections 4.4.1 and 4.4.2 of the RFQ. In addition to the Offer and Acceptance Page and Business Registration Certification, Bidders must provide the following:</p> <ul style="list-style-type: none"> a. Reviewed and signed Waivered Terms and Conditions for Services Contracts; b. Completed and signed Source Disclosure; c. Completed and signed Notice to all Bidders for Set-Off for State Tax; d. Completed and signed Ownership Disclosure Form; e. Completed and signed Disclosure of Investigations and Other Actions Involving Bidder Form; f. Completed and signed Disclosure of Investment Activities in Iran; g. Completed Certification of MacBride Principles and Northern Ireland Act of 1989; h. Completed and signed Ch. 51/EO 117 Vendor Certification & Disclosure of Political Contributions; i. Completed and signed Ch. 271 Vendor Certification & Contribution Disclosure Form; and j. Affirmative Action Employee Information Report/New Jersey Affirmative Action Certificate/other AA/EEO evidence. <p>Failure to submit any of the required forms in these sections may result in your firm's Quote being deemed non-responsive.</p>
8	<p>A. Is a complete sample campaign (with the components included in sections 1 through 6) required as part of this bid? Or is this work expected post-award? B. If so, please confirm the target audiences for the sample campaign.</p> <p>A. Yes; B. The sample campaign shall focus on promoting addiction and recovery services to New Jersey residents.</p>
9	<p>Will the selected vendor be required to collect and store any personally identifiable information as part of the scope of this contract?</p> <p>No.</p>
10	<p>Is there an incumbent contractor for this solicitation? If so, please identify the company and how long they have worked on this initiative.</p> <p>No, these are new services.</p>
11	<p>Confirm that this solicitation is open to all vendors and this is not a small business set aside.</p>

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	Confirmed.
12	Do prime offerors have to be registered NJ contractors? The awarded Contractor must have a valid New Jersey Business Registration Certificate.
13	Will the contract include participation goals for small/disadvantaged businesses? If so, please specify the breakdown by type of firm and percent of contract value. No.
14	In 3.3.1, “No additional compensation will be provided for participation in this weekly meeting or for preparing and submitting the requisite reports.” Does this include any travel time and travel costs to attend this meeting in person? Yes. Please refer to the definition of All-Inclusive Hourly Rate in Section 2.1 of the RFQ.
15	Is there a maximum amount of experience examples with contracts of similar size and scope we should include in our response, including at least one with a value of \$5,000,000? No. The Bidder should determine the amount of experience included in its Quote.
16	In section 2.1, please confirm that the hourly rate is to confirm travel. Yes. Please refer to the definition of All-Inclusive Hourly Rate in Section 2.1 of the RFQ.
17	In the pricing document, part A, lines 5-7 are marked N/A. Later in the section, it is stated, “A vendor electing to not charge the State for a service must indicate its willingness to do so by inserting a zero (0) or “N/A” into that line.” We realize that the budget is hypothetical, but it is likely that there would be other direct costs related to production, media buys, and travel. Should we assume that for the purposes of the proposal that the state just wants to see labor costs associated with the activities in the RFP and no ODCs? Is the state planning on funding these ODCs in the final award? No. Lines 5-7 in Part A of the Price Sheet/Schedule are pass-through lines for media placement and production costs. All labor rates on the Price Sheet/Schedule are to be all-inclusive pursuant to Section 2.1 of the RFQ.
18	Would the state please provide a description of each of the listed labor categories so that the bidders can do the crosswalk appropriately? Each Bidder should equate their firm’s internal classifications and skills into the categories listed on the Price Sheet/Schedule as applicable. The value and placement of the personnel into the labor titles should be based on experience and expertise and is to be determined by each firm.
19	Please specify the total budget for this program and the estimated media expenditures? Program budget details will be discussed with the awarded Contractor. Please note the sample campaign is limited to \$1M which should not be confused with the overall program budget which is substantial.
20	Can you provide the date in February 2017 when work on this program will begin? Bidders should be prepared to begin work in the second half of February, 2017.
21	Will the State handle printing of collateral materials? If not, please provide an estimated quantity for production. Yes.
22	Will the Vendor be providing media relations tools to the NJ DOH public affairs staff to

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	<p>then execute, or will the Vendor be handling all media outreach turnkey for the campaign?</p> <p>Primarily NJ DOH public affairs will execute. However, there may be times that shared services will be required.</p>
23	<p>What work specifically should begin on 2/21? The development of the media plan and creative concepts? If so, what is your expectation for when those should be presented? And how soon after that date are you looking to be in market?</p> <p>Concepts for an overarching campaign to create awareness and provide education throughout the State about the dangers of addiction, particularly opioid addiction, and recovery services for New Jersey residents.</p>
24	<p>Is your expectation that all listed channels will be used, or are you looking for Vendor recommendations of the best options based on budget?</p> <p>Bidder recommendations are welcome based on Bidder experience.</p>
25	<p>What about social media? If so, would we be fully managing the platforms or instead provide more of a consulting service (e.g., help with content creation, content calendars, platform selections, etc. but someone at the DOH would actually be posting the content, monitoring engagements, responding to posts, etc.)</p> <p>DOH will manage the platforms.</p>
26	<p>Do market research based on the target markets you have designated already exist? Or will the Vendor be required to conduct this research?</p> <p>DOH will provide target markets to the awarded Contractor.</p>
27	<p>Is there any legal objection to using an appropriate celebrity spokesperson for the campaign?</p> <p>No.</p>
28	<p>For TV and Radio, is there a budget for the use of union talent/Voice over actors if needed?</p> <p>Yes.</p>
29	<p>What is the number of Video and Radio spots that the state would want to produce for this awareness campaign?</p> <p>It is currently anticipated that there will be 3-5 video and radio spots. However, this is subject to change based upon budget and program considerations.</p>
30	<p>Are the TV and Radio Spots Public Service Announcements or Paid?</p> <p>TV and radio spots are paid.</p>
31	<p>How many print advertisements and emails are expected to be produced over 12 months?</p> <p>As many as are needed to message in print media, social and digital media.</p>
32	<p>You request one campaign concept direction with RFQ submission, but in 3.2/H outline three concept options for each ad deliverable. Given your desired timing of a 02/21/2017 start date, can we assume that further creative conceiving time and testing can be accounted for in the launch plan post-Feb. 21?</p> <p>Yes.</p>

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33	<p>Is there a desired or specific live-date for the advertising campaign in market? Or, are you looking for the Vendor's best recommendation for timing?</p> <p>The target timeframe is the end of February, 2017.</p>
34	<p>Regarding the additional in-person meetings with DOH staff, do you have any anticipated frequency for these meetings?</p> <p>We anticipate that there will be an initial meeting, and presentation of concepts. The frequency will be dictated by the refinement of messaging and creative. It can be assumed much can be accomplished electronically.</p>
35	<p>You have listed the high risk counties in a previous question. Do you want the vendor to plan a media buy only in those designated counties or a statewide initiative with a stronger emphasis on those high risk counties?</p> <p>This is a statewide initiative.</p>
36	<p>Do you have staff to manage the social media for this effort which would include FB/TW etc. or would that be the responsibility of the vendor?</p> <p>State staff will manage.</p>
37	<p>Given the immediacy of this campaign, what is the approval process for creative assets?</p> <p>This is an urgent public health crisis; we are looking to immerse the market quickly. Please see Executive Order 219.</p>
38	<p>Could bidders receive a list of existing events and activities already being planned by NJ DOH for 2017? Are there other new initiatives being launched by DOH that this campaign can piggyback, from a PR perspective?</p> <p>Give the Gift of Support radio ads and ReachNJ.gov; this is not an exclusive list.</p>
39	<p>Are we to assume that any third-party media coverage tracking service be paid for by the Vendor?</p> <p>Yes.</p>
40	<p>In 3.2/I you outline multiple rounds of review for the collateral plan. For timeline development, should we plan for three rounds of review on all major deliverables?</p> <p>The State would not want to exceed three (3) rounds; however, the State will work collaboratively to effectively reduce any turnaround time to ensure we can get our message to the market as soon as possible.</p>
41	<p>If the Vendor is the prime and not an agent of the state for all media buys, is proof-of-run required for payment of advertising media invoices? If so, what are the specific requirements?</p> <p>Yes, documentation of invoices for all costs incurred will be required.</p>
42	<p>The RFQ does not mention demographic targeting for the campaign. Should responses include linguistic, ethnic, income segmenting?</p> <p>Responses shall include linguistic options. Please refer to Section 3.2 E.6 of the RFQ.</p>
43	<p>The Bidder is asked to provide a contract of at least \$5 million in size and scope as part of their past experience. Can that contract be something that a subcontractor has performed or does it need to be a contract from the prime contractor?</p> <p>The State will consider a major subcontractor's experience; however, the prime Contractor should provide at least one \$5 million project from past experience.</p>

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44	<p>You refer to design and production of campaigns, please clarify how many campaigns will be developed? Can you provide additional details regarding audience, budget, timing, etc. for each campaign to be developed?</p> <p>This will be one campaign. The State may augment messaging for social media and collateral pieces to be used for specific messaging.</p>
45	<p>What is the estimated budget for this program?</p> <p>The total anticipated budget for this program is substantial.</p>
46	<p>What outside stakeholder groups have you been/are you working with to address this issue?</p> <p>The State is working with the Facing Addiction Taskforce. The State also welcomes other collaborations.</p>
47	<p>Will the contractor be required to hand print production of the materials? If so, please provide quantities.</p> <p>No.</p>