

## CONTRACT OVERVIEW

Multiple Master Services Agreements for Marketing, Public Relations, Advertising and Media Buy Services (contracts) will allow all state agencies the ability to begin state communications initiatives without having to begin a new RFP process and execute a contract for each initiative. Agencies will consult a contracted vendor list to determine which vendors may best offer the products/services required for the initiative and within the allotted budget. See Procedures.

Inclusions:

- Creative Brief
- Media Brief
- Budget Quotation Sheet
- Scope of Work

*NOTE: If this initiative includes Media Buy services, refer to the Procedures for Media Buy. There are four vendors that provide Media Buy services. Any Media Buy vendor may be selected, without regard to a budget threshold. If the contracted vendor selected for Marketing, Public Relations or Advertising services is the same vendor selected for Media Buy services, only one Scope of Work is required.*

Ten contracts were awarded to the following vendors for the service categories indicated:

### **Marketing, PR, Advertising, Media Buying Services**

Asher Agency  
Hirons  
MKR  
Williams Randall

### **Marketing, PR, Advertising Services**

Blank Page Marketing (BLNKPG)  
CVR  
DJ Case  
McFarland PR and Public Affairs  
TD Advertising  
Westcomm

## 1) MARKETING, PUBLIC RELATIONS AND ADVERTISING PROCEDURE

- a) The State Agency shall prepare a Creative Brief and determine budget.
- b) The State Agency shall submit the Creative Brief to [LaHouck@gov.IN.gov](mailto:LaHouck@gov.IN.gov) for approval.
- c) If the budgeted amount is greater than \$49,999, the State Agency shall submit the Creative Brief to a minimum of three of the contracted vendors for Marketing, Public Relations and Advertising services for a bidding opportunity.
- d) If the budgeted amount is equal to or less than \$49,999, the submission of the Creative Brief to a minimum of three of the contracted vendors is not required.
- e) Each of these vendors shall prepare a Budget Quotation Sheet and a detailed marketing and/or public relations proposal and return it to the State Agency.
- f) The State Agency shall select the proposal which demonstrates the best ability to meet the agency's strategic communications objectives within the allotted budget.
- g) The State Agency shall e-mail [LaHouck@gov.IN.gov](mailto:LaHouck@gov.IN.gov) the vendor proposal for approval.
- h) The State Agency shall develop a Scope of Work sub-agreement, based on the approved Budget Quotation Sheet and the approved Proposal, and **attach both the Budget Quotation Sheet and the Proposal that were submitted by the Vendor**. This SOW sub-agreement replaces the standard contract previously required, as a contract has already been negotiated and executed.
- i) The State Agency shall prepare a Purchase Order and obtain approval prior to beginning work with the selected vendor.
- j) The State Agency shall obtain the **original ink signature** of the contracted vendor on the Scope of Work. At this point, work on the communications initiative can officially begin.
- k) The State Agency Communications Director *or other authorized agency signatory*, shall sign (**wet ink**) the original Scope of Work document and send to the IDOA Vendor Contract Manager via inter-office mail.
- l) The IDOA Vendor Contract Manager shall sign the original SOW and e-mail the completed SOW to the State Agency designee and the primary Vendor contact.

## 2) MEDIA BUYING PROCEDURES

- a) The State Agency shall prepare a Media Brief and determine budget.
- b) The State Agency shall submit the Media Brief to [LaHouck@gov.IN.gov](mailto:LaHouck@gov.IN.gov) for informative purposes; approval e-mail will be returned to the agency and to the State Budget Agency.
- c) The State Agency shall submit the Media Brief to one or more of the contracted vendors for media buying services, depending on which vendor(s) offers the best solution for the particular initiative (continuity with current campaign, costs are within allotted budget, etc).
- d) The vendor shall prepare a Budget Quotation sheet and Media Plan Proposal and submit it to the State Agency.
- e) If more than one Budget Quotation Sheet and Media Plan Proposal were received, the State Agency shall select the proposal which demonstrates the best ability to meet the agency's strategic communications objectives within the allotted budget.
- f) The State Agency shall develop a Scope of Work sub-agreement, based on the approved Budget Quotation Sheet and the approved Media Plan Proposal, and **attach both the Budget Quotation Sheet and the Proposal that were submitted by the Vendor**. This SOW sub-agreement replaces the standard contract for services previously required as a contract has already been negotiated and executed.
- g) The State Agency shall prepare a Purchase Order and obtain approval prior to beginning work with the selected vendor.
- h) The State Agency shall obtain the **original ink signature** of the contracted vendor. At this point, work on the media buying process can begin.
- i) The State Agency Communications Director, *or other authorized agency signatory*, shall sign (**wet ink**) the original Scope of Work document and submit to the IDOA Vendor Contract Manager.
- j) The IDOA Vendor Contract Manager shall sign the original SOW and e-mail the fully signed SOW to the state agency designee and the primary Vendor contact.